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JRA Efforts to Attract New Racing Fans

Advertising Campaign “Club Keiba” (from 2008)

From 2008, the JRA has looked to promote racing through the development of its ad and publicity campaign, “Club Keiba,” and with its slogan “Enjoy racing together.” The campaign has been aimed not only at those who already enjoy racing, but also at those who are thinking of trying their hand at it. In 2011, three young television personalities popular with the young crowd made their appearances as advertising figures, be called the “JRA Navigator.” The stories of how the three, who have never before been racing, become acquainted with the sport and how they grow to like it. Their stories were followed through television and radio commercials, magazines, newspapers, and via Internet publicity campaigns. The ongoing message of “Enjoy racing together” was aimed at attracting new fans, especially young men and women in their 20s, to the world of horse-racing. In addition, those who enjoyed the “Club Keiba” TV commercials, could also enjoy watching videos on the net and view videos of the behind-the-scenes making of the commercials. Former racing fans now in their 30s who had grown away from the sport were also targeted with interest-arousing commercials featuring some of the big G1 races from the “racing boom era” of the 1990s.

Customer Service

In conjunction with the ad campaign “Club Keiba” is “My Club Keiba site,” where one can sign up to be a member and receive a wealth of information. Points can be accumulated each time the site is accessed, and the points can be used to apply for bonus gifts.



Groups visiting the racetracks are also eligible to receive gifts according to the number of visits. In addition, racecourse amenities have been improved to make venues more attractive in an effort to draw more women to the track. There are also opportunities to get up close to horses and, after the races, events enabling fans and jockeys to interact, are organized. Events not directly related to racing have also been organized, such as local festivals or baseball games, soccer events and pony rides for children. These events, in turn, lend more appeal to racing. The following are some of the major initiatives taken.

Free-pass Day (from 2008)

To encourage more people to come to the racecourses, as well as to show appreciation for fans’ patronage, “Free-pass Days” have been designated. In addition to free admission to the racecourse, freebies are distributed on a first-come basis as supplies last. There are also incentive days designated 1–2 weeks later, on which, if fans come again, they will receive more original gifts.

JRA Premium and JRA Plus 10 (from 2008) (JRA Premium)

A total of 24 races (as scheduled for 2011), including the two graded races held on the first race day of the year—the Nakayama Kimpai (G3) and Kyoto Kimpai (G3)—and the last race of the day at those racetracks hosting G1 races, will have 5% added to all returns paid out on winning tickets.

(JRA Plus 10)

For all races, pursuant to Japan’s racing law and as far as turnover will allow, when the return on a winning ticket is only equal to the initial outlay of ¥100, a reimbursement of ¥10 will be added to the return and ¥110 paid out on ¥100. In 2010, this situation arose on 482 occasions.

JRA Direct (from April 22, 2011)

Cardholders of any one of three credit card companies designated by the JRA, can, after a simple registration process, place wagers through the Internet via computer as part of “JRA Direct,” a system inaugurated this year. The usage of this system on Sundays, when the share held by “WINS5” (to be described later) is an incredibly high 20% of the turnover, indicates that many new fans are taking advantage of this wagering method.

Party Campaign (from November 2009)

Customers wishing to make racing a part of the entertainment at wedding parties, reunions, etc., can take advantage of this service. Bets are placed in advance and the JRA will then deliver the racing tickets to the reception hall or party. The party organizer then distributes the tickets to the guests. This service aims to give people, even those with no prior interest in racing, the chance to participate and watch the races together with everyone.

For the past 10 years, amid continuing economic uncertainty and the diversification of entertainment forms, the turnover on horse-racing in Japan has come to a slump. The challenge facing racing has been how to best attract new fans to the sport and how to win back those fans who have grown apart from the sport. Within this climate, we introduce some of the initiatives being taken by the JRA to help convey, with the slogan “Enjoy racing together,” racing’s attraction.

WIN5 (as of April 24, 2011)

A new wager launched April 24, 2011 is offered every Sunday and limited to Internet betting (via computer or mobile phone). Bettors pick the winners of five designated races.

Now, seven years after the introduction (in August 2004) of the trifecta wager (currently the most popular wager with a 40% share of all bets placed) a new exotic wager “WIN5” steps into the limelight. The wager carries a maximum return of ¥200 million (2 million-fold!), and if there is no winner or if the WIN5 pool is left in excess of ¥200 million winners, then the remainder is carried over to the next jackpot (with or without any carryover, the maximum return on a ¥100 ticket is ¥200 million. At present, the highest return ever on a JRA wager was a trifecta that paid ¥19,507,010). Races from racetracks holding meetings are included in the day’s WIN5. The last race (the fifth) is the last main race to be run from among all main races at all tracks. As with all other wagers, racing tickets are sold from ¥100 unit. Bets can be placed by allowing the computer to randomly pick the winners or punters can select the winners themselves (one can select all or only some of the races). On June 26, following 10 weeks’ of WIN5 implementation, the highest return of ¥200 million has been paid out. The winning horses in the five races were the eighth, fourth, 11th, first and sixth favorite pick of the race. The following Sunday, July 3, thanks also to extensive media coverage, total sales on the new wager rose some ¥800 million from the previous week to ¥2.26 billion. The result, however, was that return on the winning WIN5 ticket had its lowest payoff since the inaugural week with a return of only ¥19,680, a surprise and blow to fan interest. The winning horses were, in order of race and win odds—2nd pick, first, first, first and second. On September 11, which was the week after the first time there was no winner and the amount wagered was carried over to the following week, the sales resulted in an increase of ¥1.68 billion over the previous week and the day’s turnover reached its highest since the start of the new wager—¥2.83 billion. Five weeks from the wager’s debut, total sales per week have topped ¥1.2 billion and accounted for 3.5% of the day’s total intake. The new wager is a definite success and has served to tap a new source of fans, not only fans of racing, but fans eager to try their hand at a get-rich-quick scheme, much like the lottery.



New OTBs and improved amenities

With the proliferation of the Internet, JRA sales through telephone betting (computers and cell phones) now make up just under 60% of total sales. The number of fans placing wagers using cash at the racetracks and the off-track betting outlets (known as WINS) has decreased. In recent years, JRA has aggressively established new WINS and what are known as Excel Floors within them.

In recent years, new OTB WINS have been opened in regional cities that do not have racetracks. The JRA opened its 41st WINS on August 13—Excel Hamamatsu. Hamamatsu, a major city located in Shizuoka Prefecture, lies halfway between Tokyo Racecourse and Chukyo Racecourse. The area was thought to be largely untapped as far as racing was concerned. By opening OTBs in such areas, the JRA aims to not only establish information bases for racing, but tap a new source of racing fans as well.

Excel Floors are designed to provide one rank higher quality facilities to dedicated racing fans. All seats are assigned, either on a first-come or by pre-registration, charged with a fee. WINS facilities have always spread their operations over a number of floors in multi-storied buildings. Excel Hamamatsu is, in its entirety, is charged Excel Floors. Within these “Excel WINS,” different service charges are levied for a variety of services. In recent years, a part of the already existing WINS in major cities were renovated to include Excel Floors, as amenities were improved to meet the needs of racing fans. Excel Floors provide seating for all visitors and racing can be viewed on large-size television monitors. Tokyo’s WINS Korakuen, which boasts the largest number of users, has an Excel Floor of the utmost luxury. For a one-day fee of ¥5,000, visitors can enjoy such perks as a buffet lunch served up by chefs from first-class hotels and seats equipped with small-size television and PC monitors providing access to wealth of racing information systems and displaying a view of the parade ring. Here, where visitors can enjoy a day of racing in comfort, the 60 seats sell out quickly every morning. Also, open as of July 2008, is the Excel Floor in the Shin-Yokohama WINS. Here, there is no need to go to the betting windows to place a bet, as bets can be placed from what are known as “i-seats,” seats that require no exchange of cash. Massage chairs and free drinks are also offered.

WINS’ regular floors, too, offer a number of amenities—large audio-visual rooms, a wide variety of food corners, special rooms to have a rest, areas restricted to women, and facilities for children—all helping to provide a most pleasant environment.



WINS Korakuen Excel Floor

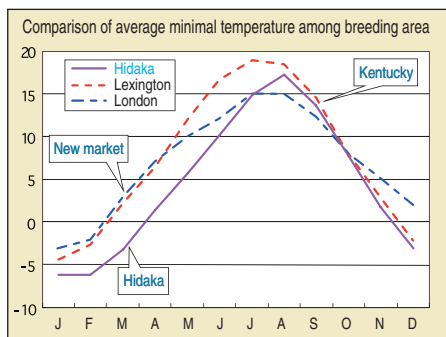
Trial of extended photoperiod (Light Control) for 2 years horses in Japan

Japan's cold climate breeding and pre-training

Japan is a long island country running from north to south. Between the island of Hokkaido and the island of Kyushu, the average winter lows vary by as much as 15 degrees.

Some 95% of Japan's Thoroughbreds are bred in Hokkaido, and the majority of them are raised in Hokkaido as well. None of the other regions of the world where Thoroughbreds are bred and raised have as cold a climate as Hokkaido. In the United States, most areas where Thoroughbreds are raised, such as Florida and California, are chosen for their warm climates. In the bitterly cold months of Hokkaido, training is being held at training facilities which are equipped with specially designed indoor training tracks (see photo).

In this article, we would like to introduce the favorable results of artificial light treatment—a treatment usually applied to broodmares—on young Thoroughbreds trained in Hokkaido during the extremely cold winter months.



Accelerating the breeding season for Thoroughbreds in Japan

Until about 20 years ago, in the Hidaka breeding region for Thoroughbreds, the covering of maiden mares began in early May. This time of year coincides with the most natural activation of the ovarian function in horses. However, in recent years, a trend has emerged in which first coverings are starting earlier and earlier. It is now common for coverings to start in March, and it is not unusual to see coverings as early as late February.

Foals that have been born several months early have advantages at sales and are also expected to have physical advantage over others of the same age upon their debut as 2-year-olds. These are thought to be some of the factors behind the early births. Another factor is that in order to avoid the busiest time of year for the most popular stallions, it is necessary to have earlier coverings.

There are some in Japan who express alarm at the acceleration of the Thoroughbred breeding season. In the major breeding areas of Western countries, where foals are not subject to extremely cold conditions even in the winter, the racing industry's practice of breeding foals even as early as January or February is well established. In Japan, however, there are those who raise concerns about the limitation of movement foals are subjected to in extremely cold climates (see photo).

To make the racehorse breeding season in Hokkaido earlier, we need to pursue research and study into skills and technology that will enable us to protect newborns and help them overcome the disadvantages of a cold climate by protecting them from the cold and providing adequate grazing environments and proper nutrition.

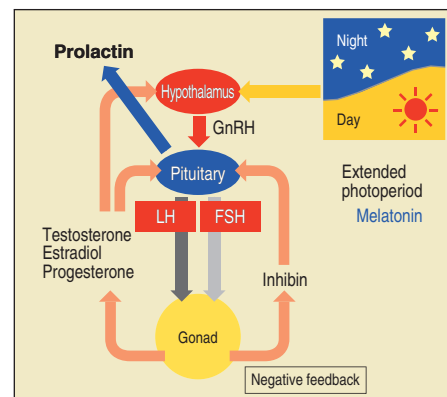


Seasonal breeding in horses

Horses that live outside of the region between the 10th parallel north and the 10th parallel south are said to be suited for seasonal breeding. Seasonal breeding ensures that foals can be raised at an optimal time of year by restricting mating to a certain period. If a wild animal did not possess the ability to breed according to the seasons, the young would not receive adequate nutrition or be raised in an appropriate environment, and the chance of the species dying out would be high.

The gonad (ovary) function in mammals is regulated by two gonadotropic hormones secreted by the pituitary gland—luteinizing hormone (LH) and follicle-stimulating hormone (FSH). Horses are what are called long-

day seasonal breeders, animals that mate when the days lengthen. The length of the day and a mare's period of ovulation are known to be closely related. This is because the secretion of hormones by the part of the brain known as the hypothalamus, which regulates the pituitary gland and is closely related to visual stimulus, is at its peak from May to August. As a result, first ovulation takes place from about May.

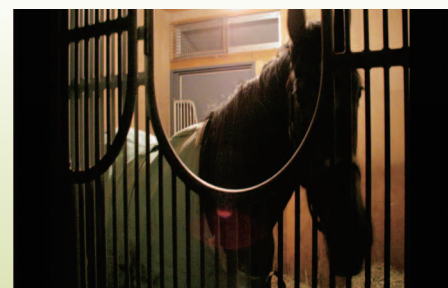


Stimulation of broodmares with light

To induce ovulation in February or March, it is necessary to illuminate the horse stall and lengthen the photoperiod artificially (see photo). The world-renowned authority on horse breeding, the late Professor Yoshimasa Nishikawa, determined that light stimulus was the biggest factor in bringing about seasonal breeding. In Japan's Thoroughbred industry, the foreign term "light control" adopted in Japanese and is familiar and commonly used.

According to a previous report (Nagy 2000) on the results of a study on "light control" performed with non-pregnant mares, the mares' first ovulation occurred about 1.5–2 months earlier than that of mares receiving no light stimulation in Hokkaido. The method is described below.

- From December 20th (near the winter solstice), horses were exposed to 14.5 hours of light and 9.5 hours of night. More specifically, in a typical Hokkaido feeding environment, lights are turned on from 5 to 7 a.m.



and then again after grazing from 3:30 to 7:30 p.m. The lighting is provided by 60 to 100-watt white light bulbs or fluorescent lights placed at a height of 2.5 to 3 meters. Lights are turned on and off by timers to assure accuracy.

- At night the area is kept as dark as possible. It would be counterproductive to leave the lights on 24 hours a day. A set time for “night” is necessary.
- Even if the mare become pregnant, the light will still stimulate the luteal function and is effective in maintaining the pregnancy. It is advisable to continue the lighting until late March.

Of the broodmares who received only natural light, the percent of those ovulating at the end of March was a low 16%. Such conditions can present obstacles for the smooth planning of coverings. On the other hand, when stimulation with light was implemented, the first ovulations occurred at the end of February in 71.9% of the mares, and by the end of March in 93.8%. After the beginning of ovulation, as well, there was no evidence of major irregularities in the estrous cycle. This in turn, makes it possible to manage breeding efficiently by planning coverings without the disrupting influence of a prolonged estrus in the first mating season. The number of coverings per mare is reduced. Even in the cold climate of Hokkaido’s Hidaka breeding area, light control is proving to be a valuable tool for accelerating the first ovulation during the transit period of Thoroughbred breeding season.

Light control and pre-training

Thoroughbreds essentially have the same hormonal secretions as wild animals. During the mating season, animals must be active. If they are not, the species could die out. Accordingly, even horses that are not used for breeding have periods of greater physiological activity and periods of relative calm. Basically, hormones secreted from the pituitary gland, testis, and ovary increase in the spring, and horses become more active. The biggest factor regulating the change is light.

This effect of light control is a management tool in adult mares and stallions, yet little was known about the effects of photoperiod in young horses. In Hidaka, Japan, we examined the effects of light treatment on changes in gonadal and pituitary hormones in 2 years Thoroughbred. In addition, body fat thickness and the condition of the hair coat were determined.



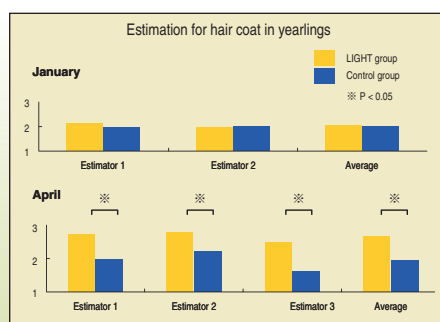
Sixty-two Thoroughbred yearlings (31 colts, 31 fillies) under training were used. Light from a timer-linked 100W white lamp from the ceiling of the horse stalls created an environment of 14.5 h daylight and 9.5 h of night from December 20th to April 10th (the LIGHT group). The remaining horses received no supplemental lighting as the control group. Jugular blood samples were collected once a month from November to February, then once a week from March onwards. Plasma concentrations of LH, FSH, prolactin, inhibin, testosterone, progesterone and estradiol were measured by radioimmunoassay and time-resolved fluorescent immunoassay. Body fat thickness in the rump was measured using an ultrasound diagnostic device and the fat-free body weight was calculated using the method of Kearns et al. (2002). The condition of the hair coat was determined by blinded observation and rated according to the following scoring system: 1 (poor), 2 (normal) or 3 (excellent). Scores for the LIGHT and control groups were compared in January and April.



Plasma concentrations of prolactin, FSH, inhibin and testosterone of the male LIGHT group were significantly higher than those of the control group in January and remained higher until April. Plasma concentrations of LH were also increased in the male LIGHT group but were not significantly different to controls. Plasma concentrations of prolactin, LH, progesterone and estradiol were significantly higher in the female LIGHT group than in the control group in January, whereas FSH and inhibin were not different between the two groups.

There was no difference in the score of hair coat condition between the two groups in January, either within individuals or in the whole cohort, but in April the score in the LIGHT group was significantly higher than that of the control group.

The body fat thickness of the male LIGHT group was significantly lower than that of

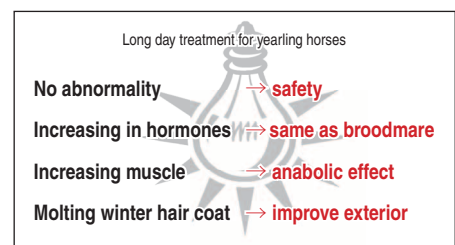


the control group in January, while the fat-free body weight was significantly higher in this group in April. In the females, there was no difference between the groups in either fat thickness or in fat-free body weight.

Providing light treatment to 2 years Thoroughbreds clearly stimulated secretion of prolactin in both male and female horses, just as in broodmares and stallions. The light treatment also induced a rise in circulating LH in both males and females and induced early ovulation in females in 2 years Thoroughbred. The same treatment of artificially long days in males stimulated the secretion of testosterone. These results suggest that the pituitary glands of young training horses are responsive to changes in photoperiod and secrete prolactin and LH, like those of adult horses.

The fact that the fat-free body weight was significantly higher in the male LIGHT group than in controls suggests that the light treatment will “quickly” increase the circulating testosterone concentrations in early periods, thereby increasing muscle volume in male horses. In addition, the earlier molting of winter hair in the LIGHT group, and the improved hair coat in 2 years horses, just as in broodmares and stallions, indicates that high levels of prolactin stimulated hair shedding.

The present study was the first to demonstrate the stimulating effect of long-day light treatment on increasing secretion of pituitary and gonadal hormones, and promoting muscle volume and molting of winter hair in 2 years Thoroughbred horses.



Future topics of research

As stated in the beginning, when Hokkaido is compared with other breeding and raising sites, such as those in Kentucky and Newmarket, it is clear that Hokkaido has the coldest climate. Even with this disadvantage, wins in international races abroad by Thoroughbreds born and raised in Japan are proof that Japan has world-class breeding and raising techniques. For more and more Japan-bred Thoroughbreds to achieve success in races overseas, the problems of Hokkaido, especially the effects of the cold climate on the physiological functions of Thoroughbreds, need to be studied. In the future, we must consider whether revisions can be made to present techniques. This will enable us to strive to breed Thoroughbreds in Japan that surpass their international competitors.

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Total Sales, Sales Ratio Up from Last Year; Average Price Declines



The 2011 Summer Sale (Thoroughbred yearlings), hosted by the Hidaka Horse Breeders' Association (HBA) and boasting Japan's largest sale in terms of number of horses offered, was held for five days from September 5 to 9 at the Japan Bloodhorse Breeders' Association (JBBA) Hokkaido Sales Complex in Shinhidaka-cho, Hokkaido. This year, 1,209 lots (644 colts and 565 fillies) were on offer, with 519 lots sold (319 colts and 200 fillies). The sales ratio of 42.93% marked an increase of 2.27% from last year. Total sales of ¥2,027,235,000 registered a 2.3% increase (¥45,675,000) over last year and marked the first time in a decade that sales topped the ¥2 billion mark. However, the average purchase price hit a 10-year low as it sank below the 4 million mark. This year's average price of ¥3,906,040 (¥4,416,912 for colts, ¥3,091,200 for fillies) marked a 5.6% decrease (¥230,828) from the previous year. Fifteen horses, 2.9% of the entire number offered, sold for over ¥10 million.

The highest-selling lot went to the block on the first day of the sale. After lively bidding, the colt by Stay Gold (JPN), out of Prime of Youth (USA), was sold to Big Red Farm Co., Ltd. for ¥18,060,000. The highest-selling filly, by Admire Moon (JPN), out of Leo Tiara (JPN), went for ¥12,075,000.

The number of registered buyers, a record high of 488, was up 20 from last year. Racing connections from around Asia, who were on hand for "JRA Asia Week" held on September 3 and 4 at Sapporo Racecourse, also attended the sale. Actual buyers, numbering 212, were up 22 from last year.

Buyers from Singapore traveled from overseas to purchase 11 horses for a total ¥43,995,000. The Japan Racing Association purchased 55 lots for aggregated sales of ¥262,185,000.

Top sire at the sale was Neo Universe (JPN). A total of 13 out of 23 of his progeny were sold for total sales of ¥90,090,000 (average price ¥6.93 million). Selling out were all 11 of the listed progeny of Stay Gold (JPN), sire of this year's Japanese Derby winner Orfevre (JPN).

HBA President Masahiro Araki, summed up sale as follows. "This year, due to the sale being held in connection with JRA Asia Week at Sapporo Racecourse, the sale date was moved two weeks later to September. Due to the typhoon, the first three days saw heavy rain, but we were still able to meet our total sales mark of ¥2 billion. I wish to express my appreciation to all involved. I believe this achievement is a result of all the efforts by breeders and consignors to bring us quality horses. The staff of the HBA as well, have worked to provide buyers with an attractive market place. We will continue to work together in unison in the future."

<http://www.hba.or.jp/english/index.html>
<http://www.jbba.jp/en/index.html>

(Note: All sales prices include consumption tax. One dollar is approximately ¥80.)

Prime of Youth (USA) 2010

Dark Bay or Brown Colt Foaled March 12, 2010

Stay Gold (JPN) dk.b. 1994	Sunday Silence (USA)	Halo (USA)
		Wishing Well (USA)
Prime of Youth (USA) b. 1999	Golden Sash (JPN)	Dictus (FR)
		Dyna Sash (JPN)
	Deputy Minister (CAN)	Vice Regent (CAN)
		Mint Copy (CAN)
	Miss Ra He Ra (USA)	Rahy (USA)
		Glimmer of Gold (USA)

Halo (USA): S3xM5 Northern Dancer (CAN): M4xS5

By STAY GOLD (JPN). Graded race winner in Hong Kong, UAE and Japan, Hong Kong Vase [G1], Dubai Sheema Classic [G2], etc. Retired to stud in 2002. Sire of ORFEVRE (2011 Japanese Derby [G1], 2011 Japanese 2000 Guineas [G1]), NAKAYAMA FESTA (Takazuka Kinen [G1], 2nd Prix de l'Arc de Triomphe [G1]), DREAM JOURNEY (Arima Kinen [G1]), BOUNCY TUNE [G2], SILK MOBIUS [G2], MEINE RATSEL [JPN2], FATEFUL WAR [G3], etc.

1st-Dam:

Prime of Youth (USA) (1999 b. by Deputy Minister (CAN)) winner in JPN
 [winners (wins): 1 (1)]
 Sunlight Moon (JPN) (2008 F b. by King Kamehameha (JPN)) winner in JPN, in training

2nd-Dam

MISS RA HE RA (USA) (1991 b. by Rahy (USA)) 7 wins in USA, BASHFORD MANOR S G3 (USA), WEEKEND DELIGHT S L (USA), ABRIGATE H L (USA), 2nd DEBUTANTE S L (USA), 3rd LA TROIENNE S L (USA)
Dancing Band (USA) (2003 F b. by Dixieland Band (USA)) 4 wins in USA-CAN, 3rd LAKE PLACID S G2 (USA), 3rd SUMMER FINALE H L (USA)

3rd-Dam:

Glimmer of Gold (USA) (1986 b. by Stew o' Gold (USA)) 3 wins in USA
 Whats Doin (USA) (1993 F ch. by Relaunch (USA)) 2 wins in USA
EL AUTENTICO (USA) (2002 C b. by Go for Gin (USA)) 11 wins in PER, P. PRESIDENTE DE LA REPUBLICA, G.P. JUNTA DE CONTROL DE JUEGOS, P. NAVARRO, GAZTEAZORO Y ARANGO CHIARI, P. ISAAC TAWACHI, P. DIA DEL TRABAJO, 2nd P. ARQUITECTO GERMAN RUIZ B.
 Summer Glimmer (USA) (1995 F ch. By Summer Squall (USA)) 2 wins in USA
Sacred Light (USA) (2003 G g. by Holy Bull (USA)) 10 wins in USA, in training, 2nd SANTA CATALINA S G2 (USA), 3rd SHAM S G3 (USA)
Eishin La Grange (USA) (1996 C d.b. by Gulch (USA)) 5 wins in JPN, 2nd TOKYO HAI JPN-G2 (JPN D1190), 2nd HOKKAIDO SPRINT CUP JPN-G3 (JPN D1000), NANAHEAMA TOKUBETSU (JPN D1000)



Prime of Youth (USA) 2010

Leo Tiara (JPN) 2010

Chestnut Filly Foaled March 29, 2010

Admire Moon (JPN) b. 2003	End Sweep (USA)	Forty Niner (USA)
		Broom Dance (USA)
Leo Tiara (JPN) b. 2004	My Katies (JPN)	Sunday Silence (USA)
		Katies First (USA)
	Marienbard (IRE)	Caerleon (USA)
		Marienbad (FR)
	Homareno Princess (JPN)	Prince of Birds (USA)
		Fukusho Kamada (JPN)

Northern Dancer (CAN): S5xM5xM5

By ADMIRE MOON (JPN). 2007 Horse of the year in Japan, Japan Cup [G1], Dubai Duty Free [G1], Takarazuka Kinen [G1], Kyoto Kinen [G2], Sapporo Kinen [JPN2], Yayoi Sho [JPN2], 2nd Hong Kong Cup [G1], etc. Halfbrother to Pray (2nd Yayoi Sho [G2]). Retired to stud in 2008. His first foals are 2-year-olds of 2011. Son of stakes winner End Sweep, leading first crop sire in N.A. Sire of Sweep Tosho [G1], Swept Overboard [G1], etc.

1st-Dam:

Leo Tiara (JPN) (2004 b. by Marienbard (IRE)) 3 wins in JPN

2nd-Dam:

HOMARENO PRINCESS (JPN) (1990 b. by Prince of Birds (USA)) 3 wins in JPN, HITA TOKUBETSU (JPN T2000), MINOO TOKUBETSU (JPN T1600)
 BANDAM TYCOON (JPN) (1996 C b. by Last Tycoon (IRE)) 2 wins in JPN, KURIKOMA TOKUBETSU (JPN T1800)
BREAKTIME (JPN) (1997 C b. by Danehill (USA)) 6 wins in JPN, 2nd YASUDA KINEN JPN-G1 (JPN T1600), KEISEI HAI AUTUMN HANDICAP JPN-G3 (JPN T1600), KEISEI HAI AUTUMN HANDICAP JPN-G3 (JPN T1600), 2nd IBIS SUMMER DASH JPN-G3 (JPN T1000), 3rd HAKODATE SPRINT STAKES JPN-G3 (JPN T1200), 3rd CHUNICHI SPORTS SHO YONSAI STAKES JPN-G3 (JPN T1200), etc., sire BLACK SILHOUETTE (JPN) (1998 C d.b. by Ogygian (USA)) 3 wins in JPN, TAKARAGAIKE TOKUBETSU (JPN T1600), MINOO TOKUBETSU (JPN T1400)
 Leo Soleil (JPN) (2002 F ch. by Opera House (GB)) winner in JPN
 LEO ACTIVE (JPN) (2009 C ch. by Admire Moon (JPN)) winner in JPN, in training, 2nd DAHLIA SHO OP (JPN T1400)

3rd-Dam:

Fukusho Kamada (JPN) (1979 b. by Coined Silver (USA)) 4 wins in JPN
 Clair Shiraoki (JPN) (1991 F d.b. by Crystal Glitters (USA)) placed in JPN
L'Etat C'est Moi (JPN) (1998 C b. by Doulab (USA)) 12 wins in JPN, 2nd HYOGO JUNIOR GRAND PRIX JPN-G3 (JPN D1400), SPRING CUP (JPN D1600), GOLD WING SHO (JPN D1600), CHUKYO HAI (JPN D1400), 2nd AKIKAZE JUNIOR (JPN D1400), 3rd SETSUBUN TOKUBETSU (JPN D1600)



Leo Tiara (JPN) 2010

2011 ARF Specialized Study Program held by JAIRS



The ARF Specialized Study Program was founded in 1993, the same year as JAIRS's establishment. It is an annually held Study Program on expertise in areas including veterinary matters, horseshoeing, foal registration, track management, stewarding, handicapping and so on, and meant to improve horseracing technology of each member countries through the implementation of methods gained from advanced, specialized training. At the same time, this program is implemented to promote international interaction and exchanges of information among member countries. We feel all of these purposes contribute to the internationalization of horseracing. Since this program's foundation, a total of 86 participants have completed this program in almost every aspect of horseracing.

The 2011 ARF Specialized Study Program was held on August 22 – 29 for two areas: Stewards Activities & Handicapping and Track Management. Participants from Racing Victoria in Australia, Selangor Turf Club in Malaysia, The Hong Kong Jockey Club and the Jockey Club in USA, joined the program for Stewards Activities & Handicapping. And one participant from Korea Racing Authority joined the program for Track Management. Each program was administered by JRA specialists in the field of study, and the program attendees were given the opportunity to see the practical applications of their areas of interest. This includes the administration and management at the main office level and actual tasks being performed at the training center and at the racecourse. We have highlighted comments from participants below.

Summary of Comments from Participants

Visiting Miho Training Center is an eye-opening experience. The slope training course in particular interests me as in Hong Kong, horses are confined to exercise on track without undulation. I am glad to find out the Hong Kong Jockey Club's new training center to be built in mainland China will have a slope track resemble to the one at Miho. It is also worth noting that the number of horses residing at Miho center more than doubles the total horse population in Hong Kong, but yet all the trackwork operations are carried out smoothly. From my observation, this is down to the professionalism exhibited by JRA's staff and licensed personnel when carrying out their duties. Miho sets a standard that Hong Kong Jockey Club should aim to match when our Conghua training center in China opens in 2014.

(Mr. Chin Pang Patrick Kwan, Hong Kong)

During the study program, I had the opportunity to visit and experience the on-course race day operations and control at Niigata Racecourse. The briefing by the various head of department to the Racing Director with all other executive staffs in attendance is very impressive and organised. I found this briefing session very effective in dealing with any race day matter as well as teaching and educating junior executive staff. We do not practice this in Malaysia and I felt it is a good idea to introduce it.

(Mr. Seng He Lee, Malaysia)

What struck me was the uniform vision of everyone within the industry to continually improve. There is no complacency with JRA as they are continually looking at what they can do to evolve not only Japanese racing but world racing in general by looking at how the world can synchronize their integrity processes to allow greater harmony for participants who travel from country to country. If everyone had this vision, world racing would only improve.

(Mr. Corie Waller, Australia)



Overall, the race-day structure is very similar between the U.S. and Japan. The most noteworthy difference is how inquiries/objections are handled directly after the race. The JRA's face-to-face interaction between the steward, jockey, trainer and owner during an inquiry is invaluable and the timeliness of adjudicating the inquiry directly after the race is favorable. In the U.S., while inquires are immediately resolved following the race, most hearings are held on subsequent days and licensees are afforded due process under U.S. law.

(Ms. Cathy O'Meara, USA)

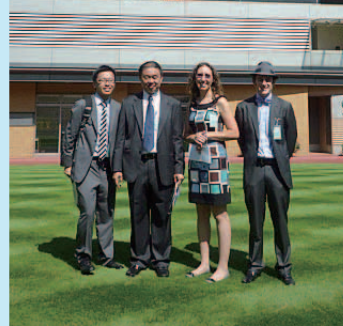
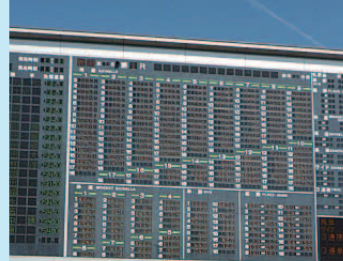
When I visited Niigata Racecourse, I walked on the turf course with JRA track management officials, and this gave me a great opportunity to feel the turf directly. One of the interesting things I noticed is that JRA provides Green Channel (a dedicated racing channel) with going information via telephone after completion of track check on foot conducted early morning of a race day. Even things that seem trivial to track management officials, can be valuable information to race punters. I think this describes clearly that JRA is open-minded and willing to offer information on the track condition to the public. And also, in the race day morning meeting, racetrack management officials report the track condition in detail to other raceday officials. I feel it is a very efficient way to pass the necessary information on tracks and ensure the smooth conduct of races. Also, I was amazed by the number of track maintenance crews working on turf before, between and after races.



The turf course at Niigata Racecourse looks nice and is well maintained, but at the same time it seems costly to maintain. At present in Korea, horse racing industry is facing strong competitors such as casino, lottery etc., and furthermore, the government is continuously demanding to cut down our operational and maintenance cost. Therefore given these circumstances in Korea, introducing and maintaining costly turf track like JRA would be quite challenging. But I'm very impressed with the beautifully maintained JRA turf track and if we could introduce one in the future, it will surely increase the competitiveness of horse racing among gambling and entertainment industries.

As for the track maintenance equipment, the cover which is attached on the dirt course harrower installed to prevent dust from spreading could be adaptable in Korea immediately. I got a great idea and inspiration from various equipments and devices and am hoping to adapt some to improve ours.

(Mr. Yong Sil Cho, Korea)



JRA Principal Race Results

The 25th CENTAUR STAKES (G2) (Step race for the SPRINTERS STAKES (G1) - the Global Sprint Challenge)

"Hong Kong's contender Lucky Nine (IRE) finished second by a head"

Hanshin Racecourse, September 11, 2011
3-year-old & up, 15 runners
1200m, turf, firm, 1:08.5
Winner: A Shin Virgo (JPN) (Hironobu Tanabe, 55.0kg) ch.f.4
Falbrav - Kansas Girl by Thunder Gulch
O - Eishindo Co., Ltd., T - Ken Kozaki, B - Eishin Bokujo



http://japanracing.jp/_news2011/110911.html

The 45th SPRINTERS STAKES (G1) - the 7th leg of Global Sprint Challenge-

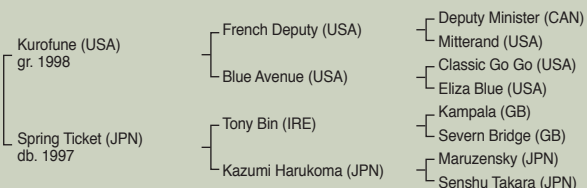
"Rocket Man (AUS) from Singapore finished a disappointing fourth"

Nakayama Racecourse, October 2, 2011
3-year-old & up, 15 runners
1200m, turf, firm, 1:07.4
Winner: Curren Chan (JPN) (Kenichi Ikezoe, 55.0kg)g.f.4
Kurofune - Spring Ticket by Tony Bin
O - Takashi Suzuki, T - Takayuki Yasuda, B - Shadai Farm



http://japanracing.jp/_news2011/111002-02.html

Curren Chan (JPN) Filly grey March 31, 2007



By KUROFUNE (USA). Best Dirt horse in JPN, 6 wins in JPN, Japan Cup Dirt **JPN-G1** (2100 m), NHK Mile Cup **JPN-G1** (1600 m), sire of SLEEPLESS NIGHT (Sprinters S **G1**), FUSAICHI RICHARD (Asahi Hai Futurity S **JPN-G1**, Hanshin C **JPN-G2**), CURREN CHAN (Hanshin Himba S **G2**), BRAVO DAISY (Empress Hai **Jpn2**), YUKICHAN (Kanto Oaks **Jpn2**).

1-Dam

Spring Ticket (JPN) 1997 d.b. by Tony Bin (IRE)
[8 1 3 9] in JRA (2000-2002)

SUMMER STAKES (KOKURA: TURF 1800 M)
AUCKLAND RACING CLUB TROPHY (HANSHIN: TURF 2200 M)
KITANO TOKUBETSU (KYOTO: TURF 1800 M)
KYUSHU SPORTS HAI (KOKURA: TURF 2000M)
TSUSHIMA TOKUBETSU (KOKURA: TURF 1800 M)

Spring Song (JPN) 2005 C br. by Sakura Bakushin O (JPN)
[6 1 2 8] in JRA (2008-2011)

KEIHAN HAI **G3** (KYOTO: TURF 1200 M)

3rd CENTAUR STAKES **G2** (HANSHIN: TURF 1200 M)

3rd KEIHAN HAI **G3** (KYOTO: TURF 1200 M)

TACHIBANA STAKES (KYOTO: TURF 1200 M)

KYORAKU STAKES (KYOTO: TURF 1200 M)

2nd A.R.B. AUSTRALIA TROPHY (KYOTO: TURF 1200 M)

Curren Chan (JPN) 2007 F g. by Kurofune (USA)

[8 2 1 1] in JRA (2009-2011), in training

SPRINTERS STAKES **G1** (NAKAYAMA: TURF 1200 M)

SANKEISPORTS HAI HANSHIN HIMBA STAKES **G2** (HANSHIN: TURF 1400 M)

HAKODATE SPRINT STAKES **G3** (HAKODATE: TURF 1200 M)

KEENELAND CUP **G3** (SAPPORO: TURF 1200 M)

2nd AOI STAKES (KYOTO: TURF 1200 M)

YAMASHIRO STAKES (KYOTO: TURF 1200 M)

JRA Official Tour

<http://japanracing.jp/en/go-racing/tour/index.html>

