

LIBERATION FARM

ROB WHITELEY
www.liberationfarm.com
liberationfarm@yahoo.com

Dear Horseman,

The Past. I am now five years out from directing Carl Icahn's Foxfield. After a good, long run of 18 years, that produced over 140 Foxfield-bred stakes horses and nearly \$70 Million in progeny earnings, I am solely focused on my own commercial breeding operation known as **Liberation Farm**.

The Present. Two and three years ago, I was quite active buying quality breeding stock, and now have an ownership interest in over **150 quality broodmares**. As I do not own a farm in Kentucky, I board all of my broodmares at various partner farms, and typically sell my **Liberation Farm-breds** with the farms that have raised them. Over 100 of my mares are co-owned with Jim and Pam Robinson of **Brandywine Farm** and are sold through Brandywine. I also base a large number of mares at Tom Evan's and Pam Clark's **Trackside Farm** where the Foxfield mares also resided. Look for most of my sales horses in the Brandywine and Trackside consignments, with others sprinkled here and there.

Everything Is For Sale. As a commercial breeder, I try to sell everything that I raise and I typically present them for sale with reserves that are approximately half to two-thirds of a reasonable fair market value. Before the repository was created, I always stood behind Foxfield horses and worked with any buyer who discovered a problem after signing a ticket. I had many repeat customers because I believe in treating buyers the way I would want to be treated myself. (I am a buyer, too). Now that the repository is in place, the onus is on the buyer to do their due-diligence before the fall of the hammer, when the sale becomes final. So please ask any questions you might have before the horse goes through the ring, and please be assured that I am committed to **a transparent policy of full disclosure**.

Good Horses. At times, I give up a bit of commercial success because I don't try to simply ring the auction bell. My #1 goal is to mate the sire and mare according to the best physical and pedigree cross that I can afford, while seeking to produce well-balanced, athletic horses that will go out and win many times for their owners (who will then come back to buy more good horses). The record speaks for itself. Whenever I do a Liberation Farm mating, I take great care in matching the physical qualities of the mare with those of a specific stallion. This approach has worked well for me by creating (as co-breeder) the likes of **Roman Ruler, El Corredor, Henny Hughes, Strong Hope, Badge Of Silver**, and nearly **150 Liberation Farm-bred winners**.

Thank You. Special thanks to all of you who have purchased **Liberation Farm-breds**. Our success is largely due to the great job you have done breaking, training, and managing the young horses we have bred and raised and brought to the sale. I have a lot of fun watching you have fun...while winning races !!!
Meanwhile.....

See you in July and September !

Rob