

HOW TO TAKE A NICE PICTURE OF YOUR BROODMARE?

The photo will allow the promotion of your mare during the auction, it must **highlight the mare**.

TECHNICAL CONSTRAINTS:

- Landscape format (horizontal)
- To keep the buyers' eyes on the mare, keep some space around the broodmare to reframe if necessary.
- Choose a clean and uncluttered setting (not in front of an obstacle or a car, no dung, etc.). Pay attention to the background: avoid dark walls or complex and cluttered backgrounds, a hedge is ideal.
- Be careful with the lighting, choose a bright place but not overexposed. It is ideal to take the picture with the sun in your back.
- The person presenting the mare should stay as far away from it as possible so that it can be removed from the photo once it is retouched.

YOUR MARE:

- The broodmare must be groomed!
- **Conformation photo:** horse posed, in profile, not camped or with a limb in the air, if possible ears forward and neck in the prolongation of the body. It is necessary to avoid having the lower part of the limbs drowned in a high grass.
- **Head photo:** close-up, ears forward

BEFORE



AFTER

