



Wednesdays...such an unassuming day off the week. Middle of the grind, halfway to the weekend. However, for those of us in the equine rescue world in Northern Colorado, it becomes a day of doom. A day of worry, a day of angst and holding our breath. For it is auction day at our local sale barn. Will there be a Mustang or Burro there today? What can we do if there is? Rush, move frantically to try to help, find them a home, outbid the bidders in the audience interested in price per pound, rather than giving the animal a good home for the rest of their life. What can we do? Is there a different way?

A Wednesday not long ago, just that scenario played out at our local sale barn...and this time a Mustang advocate won the bid against a couple of ill-intentioned bidders. A 'win', right? Well, yes and no. A win for the 2 horses that will be getting on trailers to trainers homes vs. the trailer to Mexico to slaughter. But, could we do something to stop that trailer heading to the sale barn in the first place? Could we do something to stop the madness, the bidding war against kill buyers? Raising the auction price higher and higher with each bid...setting an un-intentional incentive, a premium, creating a demand for Mustangs and Burros at auction. And, this is where the animals loose.

What brings people to the decisions of taking their equine companions to the auction? Are they financially in a bad situation and need relief NOW? Are they taking them there because they have tried and tried to find them a good home and have run out of options and time? Are there training issues? Abandoned at boarding facilities, needing to recoup lost months of board? Are they used up and no longer of value to their owner? Do owners not know there are other options? What are the other options?

Well, this is where the GEMS Branded Equine Network would like to step in and help those owners and their Mustangs and Burros in need. Inspired by the Wednesday's of the past...introducing the "Auction Intercept - Stop the Trailer Campaign"...giving Mustang and Burro owners a different option than a trip to the sale barn. Cash compensation, a donation receipt to boot and a free pickup of their equine companion. Ensuring a win-win for all involved.

It takes a village and the Mustang and Burro community is that village and the GEMS Branded Equine Network is the place to come together and take action! Please reach out to us if you are in need or know someone who is and let us offer another option.

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