

Contents

<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>Acknowledgements</i>	xi
1 Introducing the global horseracing industry	1
PART I	
Sentient animals	11
2 The thoroughbred	13
3 The people: Owners, breeders, trainers, jockeys, punters	30
PART II	
The industry	43
4 Thoroughbred breeding and racing around the world	45
5 The business of thoroughbred breeding and racing	59
6 Economic pressures and technological change	73
PART III	
Making places	79
7 The experience economy, branding and the rural idyll	81
8 Thoroughbred breeding regions: Contested landscapes	94

viii *Contents*

9 Horse festivals and eque-cultural identity: The Scone and Upper Hunter Horse Festival	107
10 Environmental challenges	122
PART IV	
Ethical challenges	135
11 Ethics in conflict: Thoroughbred breeding and racing	137
12 Perspectives of breeders and punters	156
13 Reproductive issues	173
14 Jumps racing: A sign of things to come?	185
PART V	
The future	203
15 Possible future scenarios	205
16 Likely futures	210
17 Conclusion	214
References	219
Index	235