



Use of Rare Breeds in Europe: Different Ways for Valorisation

Waltraud Kugler
SAVE Foundation, Project Office

ERFP Assembly Belfast 28. August 2016





Overview

- Who we are
- Use of Rare Breeds
 - Genetic Resource
 - Ecosystem Management
 - Human Recreation
 - Adapted Food Conversion
- Valorisation
 - Subsidies
 - Public Awareness
 - Marketing / Labelling

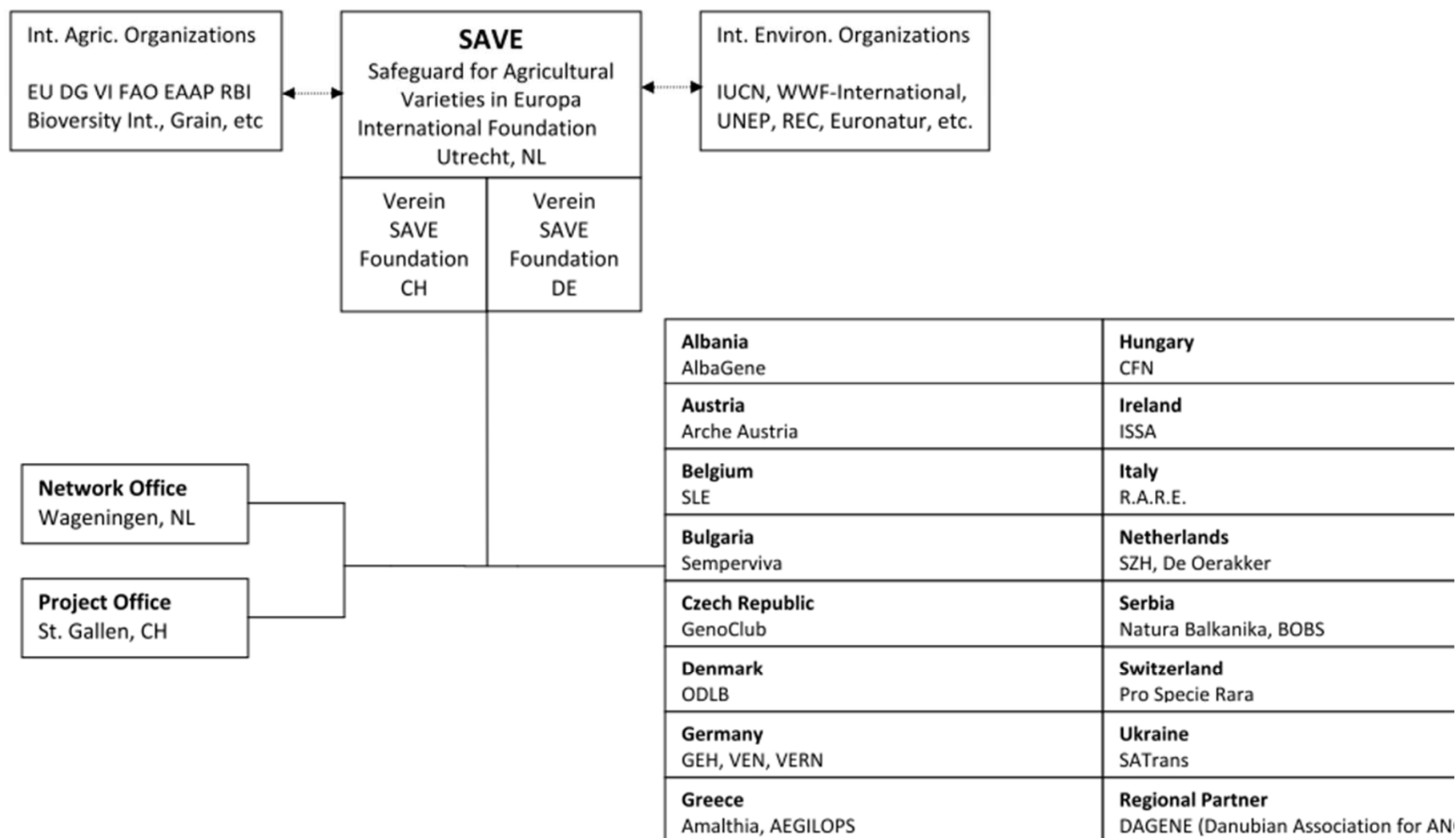


Who we are: SAVE Foundation

- Safeguard for **A**gricultural **V**arieties in **E**urope
 - Sicherung der landwirtschaftl. **A**rten**V**iel**f**alt in **E**uropa
 - Sauvegarde pour l'**A**griculture des **V**ariétés d'**E**urope
-
- SAVE Foundation stands for the safeguarding of agrobiodiversity, within unique human systems throughout Europe.
 - SAVE Foundation acts as a representative of NGOs and farmers/breeders and strives to ensure that their voice is heard and their needs for grassroots development are met.
 - SAVE Foundation is active since more than 20 years.
 - The SAVE network currently consists of 22 partner organizations in 15 European countries.

SAVE Foundation Network

(June 2016)





Use of Rare Breeds

➤ Genetic Resource

- Conservation is a duty of the contract parties of CBD:(CBD article 8/9, Global Plan of Action of Animal Genetic Resources, Strategic Priority Area 3)
 - Addressing current and further challenges (food insecurity, population increase, climate change, diseases)
 - Pool for breeding
 - Pool for research



Use of Rare Breeds:

➤ Ecosystem Management

- keep the landscape open in abandoned rural areas
- Sustainable conservation of large natural areas
(HNV grasslands EU = 30% of the available land)
- Ecological function
 - fire prevention (grazing, foot paths)
 - increase of diversity e.g. through dung (e.g. beetles are food source for other animals; humus production, open soil through footsteps and wallows)
 - Climate adaptive traits



Use of Rare Breeds

➤ Human Recreation

- Services like
 - Therapy / Therapeutic agent
 - Riding
 - Pet
 - Traction
 - Tourism (“furniture” the Landscape)



ERFP Assembly Belfast 28. August 2016



Use of Rare Breeds

➤ **Adapted food conversion**

(25% of the terrestrial land is grassland)

- Adaptation to raw fodder
- Adaptation to salt tolerance

➤ **Human diet**

- fatty acid composition (poly- and mono unsaturated fatty acids in pig meat)
- Milk composition of rare cattle breeds
- Donkeymilk
- No or less antibiotics resistant germs (chicken)

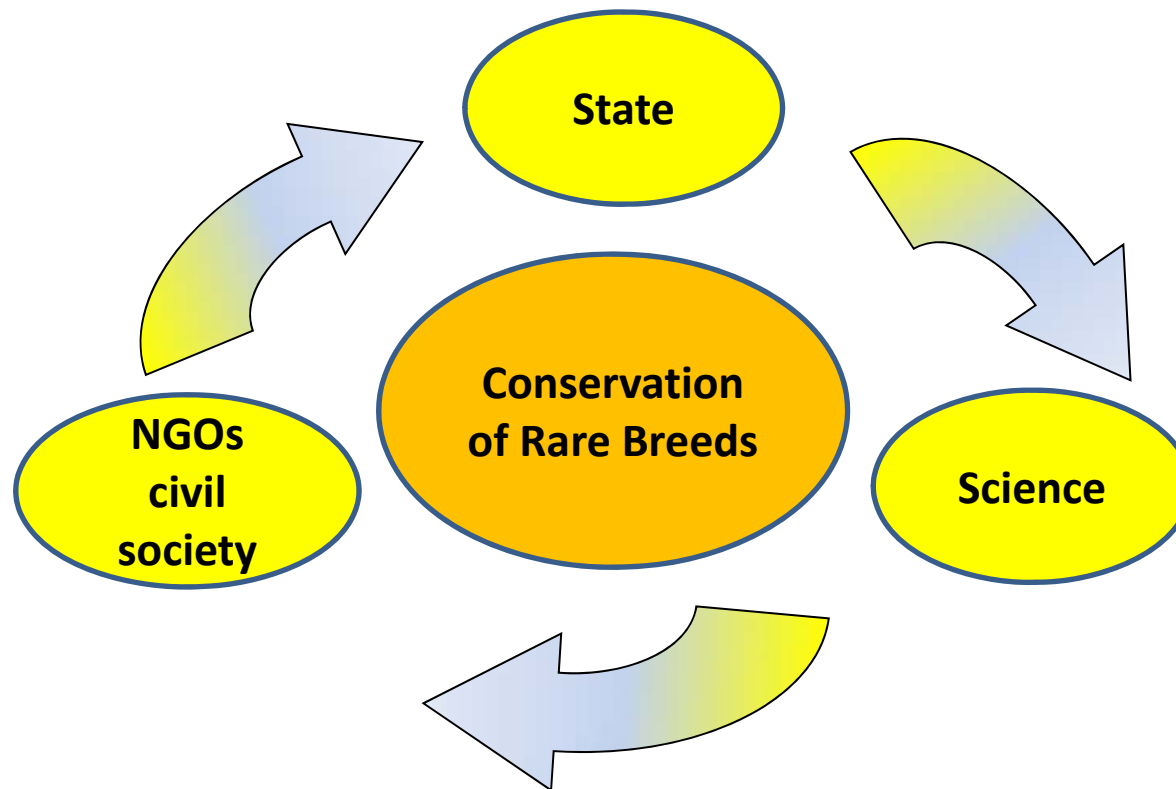


Valorisation Possibilities and Strategies

ERFP Assembly Belfast 28. August 2016



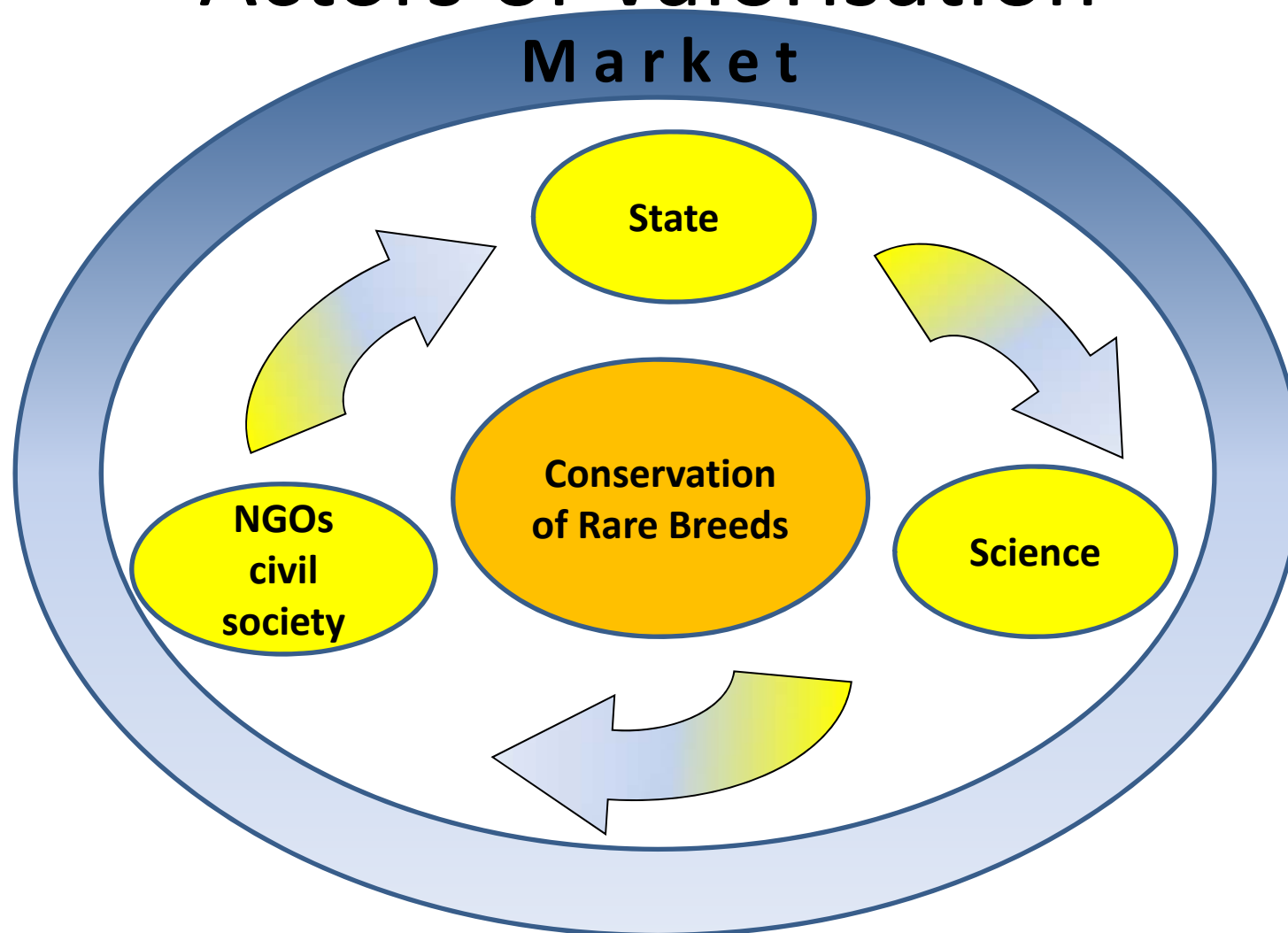
Actors of Conservation



ERFP Assembly Belfast 28. August 2016



Actors of Valorisation



ERFP Assembly Belfast 28. August 2016



Subsidies

- In most European Countries subsidies are paid for the live-conservation of rare breeds. This support is an incentive to keep rare breeds for conservation issues

Advantage

- Official recognition of a rare breed causes more “serious” acceptance

Danger

- depends on political and financial state decisions
- cannot cover all costs
- Makes keepers “lazy” to find new markets



Public Awareness



**bienvenue
français**

**benvenuto
italiano**

**willkommen
deutsch**

**welcome
english**

ERFP Assembly Belfast 28. August 2016



Arca-Net

Visibility causes Interest of the Public

Awareness causes interest of networking

Search modes lead to special groups

www.arca-net.info

A Service of SAVE Foundation

Free of Charge for Places as well as for Users

Once a year an update

Clear contact “to the ground” – the keepers





Marketing

- Live conservation = stubborn farmers, subsidies and...
- Marketing means long(er)-term conservation

Advantages of Marketing

- Breeds are known by the public
- Problems around conservation are known
- Advantages of rare breeds are known
- Some breeds may have a „comeback“ (Mangalitza)

Disadvantages

- Only niche markets can be established (available quantity)
- Only for well-financed people (DINKs)
- Problem of “Samplers” (buys only one time and no more)
- Advertising costs and efforts



Traditional Knowledge

- **Search for “the story behind”**
 - marketing arguments
- TK can cause new old-fashioned methods
 - pastoralism, conditions for keeping, products...
- Keep people interested in their own heritage
 - value for the local people



Labelling

- Rare breeds are widespread in all European Countries
- The joint characteristics are their regional uniqueness, genetic and cultural heritage, unique taste and traditional production
- A label can help to find the special products, if it has a high recognition value throughout Europe



Arca Deli® Awards

- Presented at the SAVE annual Meetings
- To make producers proud
- To raise awareness



Award 2016



Heritaste®

- Up to now there is no Label on the market for rare breeds (and plant varieties)
- Heritaste is a contraction of the words "Heritage" and "Taste".



Enjoy Diversity