



Swiss Foundation
for Cultural and
Genetic Diversity of
Plants and Animals

From the Old Breed to the New Product – Chances and Pitfalls in the Marketing of Biodiversity-Products

Belfast, 28th August 2016
Philippe Ammann, ProSpecieRara Switzerland

ProSpecieRara



Founded 1982 as a Swiss NGO.



distinguished with the ZEWO-Label
for being a charitable NPO.

The ProSpecieRara-Network

ProSpecieRara Headquarters
in Brüglingen/Basel



23 employees
in tree locations

3'500 active breeders
and gardeners

10'000 Donators



**ProSpecieRara Suisse
romande in Geneva**



**ProSpecieRara Svizzera
italiana in San Pietro**



Our fields of activity



garden & field crops

seed library (gene bank)
1'600 varieties

e.g.:
220 beans
140 tomatoes
70 potatoes
60 salads

ornamental plants

20 public variety-gardens



fruit, berries, grapes

fruit collections

1'860 varieties
850 apples
420 pears
220 cherries
10 olives

grape collections
120 varieties

berry collections
400 varieties

**160 orchards 50 berry
gardens**



Livestock

32 breeds

10 goats
6 sheep
4 cows
1 horse
1 bee
1 dog
5 poultry breeds
3 rabbits
1 pig

**18 ark farms / animal
parcs**

Sheep breeds



Mirror sheep



Saas sheep



Grison Highland Sheep



Valais Red Sheep



Engadine Sheep



Skudde

Goat breeds



Grey Mountain Goat



Booted



Peacock Goat

Goat breeds



Appenzell Goat



Nera Verzasca Goat



Grison Striped Goat

Goat breeds



Valais Blacknecked Goat



Coppernecked Goat



!! Simplon Goat



Greynecked Goat

Pig breed



Swallow-bellied Mangalica Pig

Cattle breeds



Raetian Grey Cow



Evolène Cow

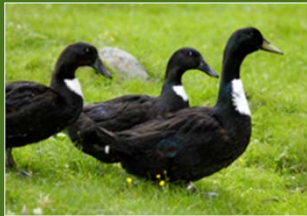


Hinterwälder Cow



Simmental Cow („Edelweiss“)

Poultry breeds



Pommern Duck



Diepholz Goose



Appenzell Bearded Hen



Swiss Hen



Appenzell Pointed Hood Hen

Rabbit breeds



Swiss Feh



Swiss Fox



Swiss tricolor-spotted rabbit

Dog, horse and bee breeds



Appenzell Mountain Dog



Freiberger Horse



Dark Bee

The commitment of ProSpecieRara



**Safeguard and conservation of the diversity
of livestock and crops**

Conservation

on farm -
projects

The commitment of ProSpecieRara

⇒ On farm-projects, e.g.:



Rescue of the Coppernecked Goat



Rescue of the Saas Sheep



Hatch center for rare Poultry breeds



Simmental „Edelweiss“ Cows

The commitment of ProSpecieRara



**Safeguard and conservation of the diversity
of livestock and crops**

Conservation

on farm -
projects

Sensitization

Public relations
work

The commitment of ProSpecieRara

⇒ public relations work, e.g.:



Expositions e.g. National Show for endangered breeds



Information material



Media work



Information centre



www.prospecierara.ch



Information booth at events / fairs

The commitment of ProSpecieRara



Safeguard and conservation of the diversity of livestock and crops

Conservation

on farm - projects

Sensitization

Public relations work

Marketing

Promotion of the breeds by promoting their specialties

The commitment of ProSpecieRara

⇒ promotion of the breeds by marketing



Swiss Foundation
for Cultural and
Genetic Diversity of
Plants and Animals



Foundation logo
= label



The commitment of ProSpecieRara



The ProSpecieRara label is a genetic label



- It stands for:
 - purebred and controlled breeding of endangered breeds
 - herd book registered animals
 - Membership in a breeder organization
- Goals
 - promotion of the diversity of breeds
 - Ensure sustainability: Consumers can rely on the fact, that the products are originating from serious breeding programs.

The commitment of ProSpecieRara



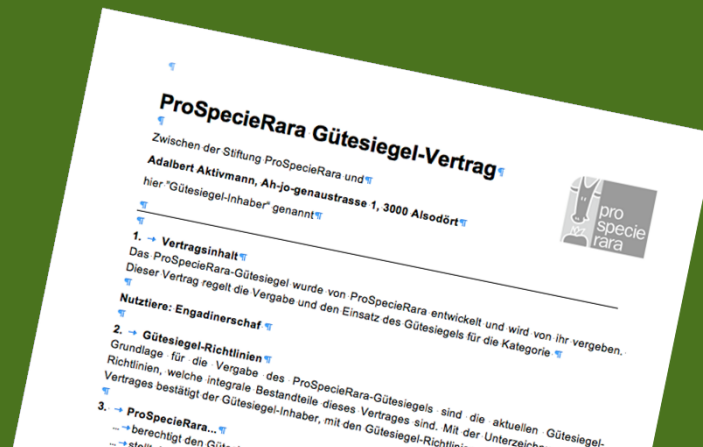
Breeder
applies for
the label



Breeding association
confirms membership
an pureness of animals



ProSpecieRara
certificates the
breeder by a contract.



Promotion of the breeds by marketing



Valorising of already **existing**
products and activities.

Launch of **new products**
and activities



	Walchwein	Walchweinstöckchenfleisch mager	Generationengemeinschaft Rings	Emmentaler	Detaill
	Walchwein	Walchweinstöckchenfleisch fett	Generationengemeinschaft Rings	Emmentaler	Detaill
	Walchwein	Walchweinstöckchenfleisch	Generationengemeinschaft Rings	Emmentaler	Detaill

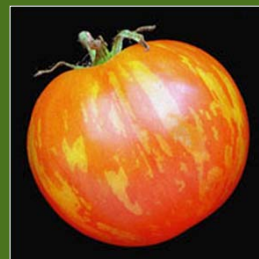


The ProSpecieRara Label

⇒ often as a co-label



The advantage of old plant varieties:
visible differences e.g. tomatoes



ProSpecieRara in Coop retail stores

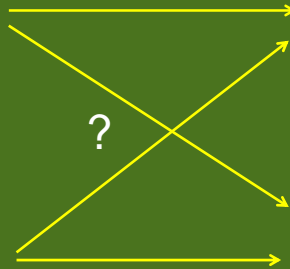


Challenges in the marketing of rare breeds



Which sausages originate from the mirror sheep?

Challenges in the marketing of rare breeds



You can visually distinguish the breeds,
but hardly ever their products.

Challenges in the marketing of rare breeds:
We want quiet a lot from the consumers...



Buy meat from rare breeds!

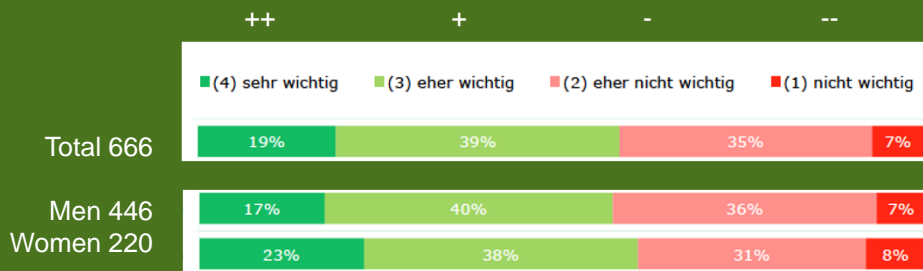
Buy meat from animal-friendly production!

Buy meat from sustainable production!

Buy meat from domestic production!

We asked the breeders:

“How important is it for your clients, that your products are made out of a special breed?”



Challenges in the marketing of rare breeds:

Imparting values und emotions.

⇒ special breed, exclusive product,

message: „Your consumption has an sustainable impact“.



Challenges in the marketing of rare breeds: Imparting values und emotions.



Appenzeller Halbkantonen die Tradition, dass eine Gruppe herausgeputzter Appenzeller ziegen den Alpaauftrieb und -abtrieb anführt. Der Genuss von Spezialitäten aus reiner Appenzellerziegen-Milch schafft dieser gefährdeten Ziegenrasse wichtige neue Perspektiven. Das Projekt wird von ProSpecieRara und dem Schweizerischen Ziegenzuchtverband betreut.

Challenges in the marketing of rare breeds: Imparting values und emotions.



Imparting values and emotions
is quite hopeless without informations.



Challenges in the marketing of rare breeds:
Imparting values und emotions.



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Challenges in the marketing of rare breeds: Imparting values und emotions.



Challenges in the marketing of rare breeds: Imparting values und emotions.



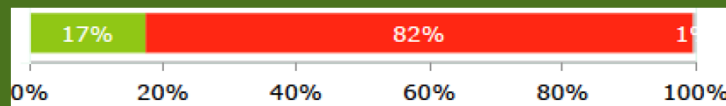
We asked the breeders:



“Do you mention the breed, your products are made out, on the etiquette of your products?”



“Do you mention the breed, your products are made out, personally?”



Promoting imparting values and emotions: Workshop to improve direct marketing




Home Über uns **News & mehr** Tiere Pflanzen Mithelfen Spenden Einkaufen Schaunetz

zur Übersicht

ProSpecieRara

Direktvermarktung mit ProSpecieRara-Rassen und -Sorten

Donnerstag, 8. September 2016 10:00 Uhr bis 16:00 Uhr
Landwirtschaftl. Zentrum Liebegg, Gränichen /AG



Ein Kurs für die optimale Inwertsetzung
ProSpecieRara-Aktive verkaufen ihre Produkte über verschiedene Kanäle, zu welchen eigene Hofläden und Marktstände, sowie Internetplattformen, Dorfäden und Produktmärkte gehören. Dieser Kurs bietet den Teilnehmenden Informationen und Tipps für die Entwicklung und Gestaltung von Produkten, die sich für diese Kanäle eignen.

Nebst dem Vermitteln von Informationen, soll auch der Austausch von Ideen und Erfahrungen unter den Teilnehmenden Platz haben.

Challenges in the marketing of rare breeds:
Imparting values und emotions.



Imparting values and emotions
works with informations.



Restaurant 1871 in Lucerne

Imparting values and emotions
works with informations.



Imparting values and emotions
works with informations.



Nicht nur das Filet vom Evolèner. "nose to tail"

Rinds-Pfeffer mit Speck, Silberzwiebeln und Croutons dazu Spätzli, Rotkraut und Rosenkohl	normal	klein
Geraucherte Zunge mit Madeira Sauce, Pfaffnauer Dörrbohnen und Kartoffelgratin	29	
Suure Moggä mit Dörröpfel vom Grönenbode dazu Spätzli, Renden und Rosenkohl	32	
Tafelspitz mit Bouillongemüse, Salzkartoffeln und Apfel-Meerrettich	36	26
Tatar-Trilogie „1871“	33	
BIO Wachtelei-geräuchertes Meersalz, Tomate-Taggiasca Olive und Sesam-Teriyaki Steirischer Kartoffelsalat und Zopf	39	26

Imparting values and emotions
works with informations.



Challenges in the marketing of rare breeds:
Communicate the qualities of the products.



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ProSpecieRara specialty markets



Many products – one message:
One Label for the diversity of the traditional
breeds and varieties.



