SPANISH LOGO “100% AUTOCHTHONOUS BREED”: ADDING VALUE TO PRODUCTS FROM NATIVE PUREBRED

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GOBIERNO DE ESPAÑA
MINISTERIO DE AGRICULTURA, ALIMENTACIÓN Y MEDIO AMBIENTE

100% AUTOCHTONOUS BREED 100% THE SLOGAN

RAZA AUTÓCTONA 100%
Un logotipo para el consumidor

"BEHIND EACH PRODUCT 100% AUTOCHTHONOUS THERE IS A STORY 100% OURS"

RAZA AUTÓCTONA 100%

SUMMARY

- Why a new logo? Is another more?
- What is? What´s new? Characteristics
- How is it regulated and what involves?
- Role and obligations of breeder associations
- Activities from the Administrations
- Media Campaign for the promotion, divulgation and awareness to the population
- Current situation and level of implementation
- Some remarks

WHY NEW LOGO: 100% AUTOCHTHONOUS BREED?

- To value and show through the product the role that local breeds play: genetic,-sociocultural, enviromental, and economic importance
- It takes part of the Nat. Prog. for the Conservation, improvement and promotion of breeds (R.D 2129/08) and its development plan:
    - **Priority 5**: Diffusion and institutional promotion
    - **Priority 6**: Sustainable use and alternative ways for profitability
- Many local breeds are classified endangered
- Commitment to FAO, EU y CDB policies on AnGR and responsability from Administrations as own good, general interest and heritage

- To focus JUST THE BREED. There isn´t a similar figure and the quality schemes for agricultural products (P.D.O, P.G.I, T.E.G) link to other criteria that prevail over breeds (geographical área, origin, animal food, production steps, characteristics to the market….) and many of them admit crosses between different breeds

Why a logo 100% AUTOCHTHONOUS BREED?

10 MAIN REASONS TO USE THE LOGO

Join the logo!

Ask for

100% Autochtonous!

- 100% VARIETY & BIODIVERSITY
- 100% DIFFERENTIATION
- 100% ADDED VALUE
- 100% SUSTAINABILITY
- 100% GUARANTEE OF ORIGIN
- 100% NATURAL RESOURCES
- 100% PROFITABILITY
- 100% EASY TO USE
- 100% QUALITY
- 100% TRADITION & CULTURE

What´s the logo 100% AUTOCHTONOUS BREED?

- It´s an specific mark to identify the product that comes from a purebred autochtonous (local/native) animal**: ADDING VALUE**.

- It´s not a quality scheme (as regulated in EU) but meets similar requirements (quality, territory, origen, tradition..)

- Regulated through a Royal Decree of the Ministry of Agriculture published in the Official Journal **(R.D 505/2013)** authorised in the framework of the National legislation and Plan for the conservation and improvement of breeds

- The aim is to contribute to the dissemination and raising awareness of the role and importance of breeds as part of our biodiversity and culture. But also: It´s a market tool for the breeders to improve their profitability.

- Most of the local products are commercialized close to the production áreas: looking for the sustainability and linking to the tourism and gastronomy.

- The preservation of AnGR depends on a large extent on the interest of the consumer that must know the importance of the breeds for the national ecosystems. The paradox “The best way to preserve a breed is to consume it”

100% AUTOCHTHONOUS BREED : GENERIC AND SPECIFIC LOGO

- Registered in the National office for patents and marks to protect againts any misleading use. The property belongs to the Ministry of Agriculture that authorised and give the use to the breeder associations

- There is a generic logo for the promotional campaigs to use it in brochures, posters, roll ups…

- There are several specific logos for each specie to show on the product

with the name of the breed underneath

MALAGUEÑA

- It can be black colour or combined with a specific colour for each specie

- There is a corporative manual with the conditions and limits to use the logo (colours, size, writing..)

100% AUTOCHTONOUS BREED : characteristics

- Breeder associations and operators can voluntarily join and use the logo
- It can be used only for the species and breeds included in the oficial Spanish Catalogue of livestock breeds classified as autochtonous.
- Only and exclusively for products from purebred animals registered in herdbooks
- For all type of products from animals of all species

✓ **MEAT**
✓ **MILK**
✓ **EGGS**
✓ **WOOL**
✓ **LEATHER..**
✓ **AND DERIVATIVES**

- Compatible with other quality logos

Role of breeder associations

- The breeder associations are the title holders of the product specifications and set the terms for the use of the Logo that must be presented to the Competent Authorities of the Administrations for their approval according to the scope at regional or national level.

- The breeder associations are the only one that can use the logo and must guarantee the traceability of the products and verify that the operators included in the Logo fulfill the conditions of the approved specifications. The minimun content of the application for the registration are set in R.D 505/2013:

- Identification of the applicant and operators:
  - Production: farmers (at birth, breeding, fattening..)
  - Transformation/Processing: Slaughterhouses, quartering and industrial stablishments.
  - Commerzialization: Points of sales
- Description of the product, scope and terms.
- System of traceability to verify the compliance: visits, periodicity, documentary controls, measures if noncompliance..
- External system of control, if it exists (no mandatory)

Obligations of breeder associations

- To verify the origin and pureness of the animals included in the product specifications to provide products with the logo.

- To visit periodically the authorised operators to guarantee the traceability and verify the compliance with provisions of the product specifications (at least twice a year)

- To withdraw the use of the logo to the operators that don´t fullfill the controls and requirements if something wrong is detected.

- To submit annually a report to the competent authorities with the results of the controls to the operators.

- To keep updated and published in the website the list of operators

- To keep the documentation at least for 3 years and available for the control from Administrations

Some activities of the Administrations

- To Transfer and authorise the use of the Logo to the breeder associations.

- To approve the product specifications presented by the breeder associations according to the scope: the competences are distributed at national and regional level in the same way as the competences for the recognision and supervision of associations.

- All the approved specifications are published in the oficial website http://www.magrama.gob.es/es/ganaderia/temas/zootecnia/razas-ganaderas/arca/raza-autoctona.aspx)
- To control zootechnically the associations and to supervise the correct compliance and implementation of the product specifications.

- Monitoring and report about implementation of the logo and coexistence with other quality schemes.

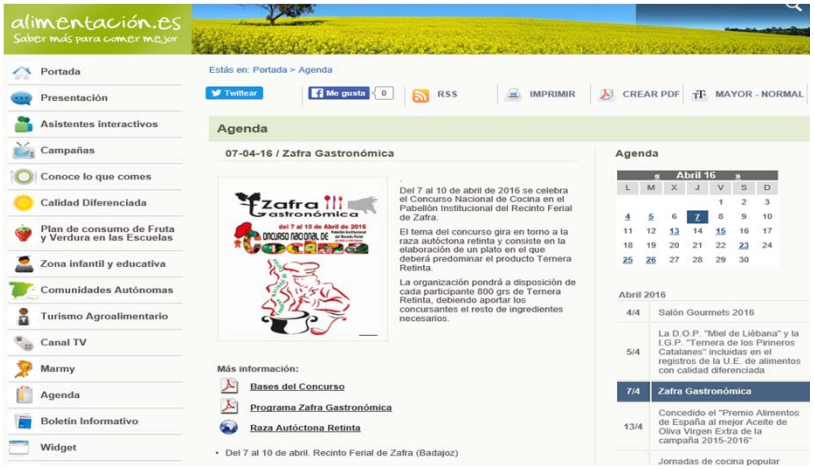
- Institutional support to the associations. There aren´t specific subsidies for the logo but some colateral funds help with that in the framework of the activities and functioning of associations (national aids and rural development)

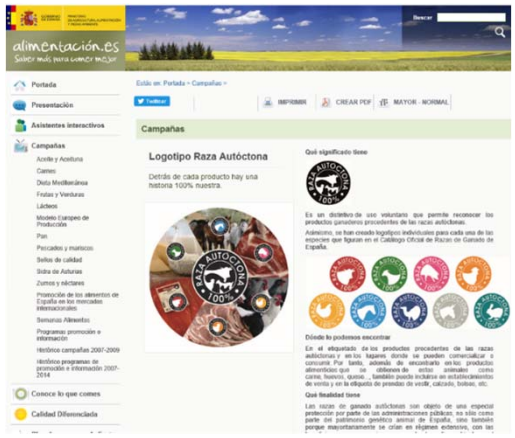
- To launch an advertising campaign for the promotion of the products with logo and to provide the publicity materials to the associations

Advertising campaign: Oficial Website

http://www.magrama.gob.es/es/ganaderia/temas/zootecnia/raza-ganaderas/100-raza-autoctona

- Included in National system for Information of breeds (ARCA) in the website of MAGRAMA
- Available: all the approved products specifications, the advertising material and publicity for the promotion
- Information about operators and sales stablishments: Link to the website of the association with updated list
- Available for each breed a map of influence with the areas of production of animals and operators for sales.
- Link to the department of food industry: Agenda and twitter *http://www.alimentacion.es/es/campanas/logo-raza-autoctona/default.aspx*





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Advertising campaign for promotion of the LOGO: actions

- The product launch was in 2014-2015 with two phases:
  - 1. To the sector (associations, farmers and operators):looking for the interest to apply for the logo and to take part of the programm to provide some amount of products with logo to the market
  - 2. To the comsumers and population: explaining what the logo is and the role of the breeds

Direct Informative actions

- Oficial presentation of the Logo at the Ministry with representatives of all involved sectors and Administrations
- Presence and acts in Fairs, Congresses and events for livestock, food, turism, Showcooking (Gourmet Fair)

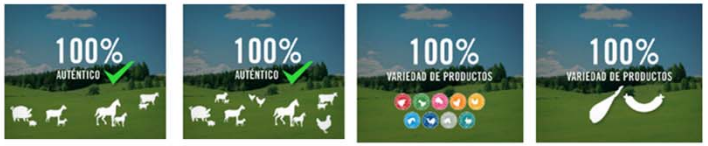
Advertising campaign: Promotional material

Information and promotional material

- Brochures for breeder associations, operators and comsumers
- Roll ups: generics and specific of breed
- Stand and ministands for fairs and Congresses
- Sticks and different promotional material
- Book of recipes

Advertising campaign LOGO 100%: Media

- Digital advertising and publicity: insertions of banners in sectorial webs and newspapers



20minutos.es	diarioprogresista.es	h
abc.es	diariosigloxxi.com	h
abcdesevilla.es	diariosur.es	h
andaluciainformacion.es	diariovasco.com	i
antena3.com	diccionaris.cat	l
aol.com	eladelantado.com	l
ara.cat	elblogsalmon.com	l
aragirona.cat	elcomercio.com	l
aragondigital.es	elcomercio.es	l
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canarias7.es	eldiadecordoba.es	l
catradio.cat	eldiadevalladolid.com	l
cope.es	eldiario.es	l
cuatro.com	eldiariomontanes.es	l
deia.com	eldigitaldecanarias.net	l
diaridegirona.cat	eleconomista.es	l
diarioaragones.com	elhierrodigital.es	l
diariobahiadecadiz.com	elidealgallego.com	l
diariocordoba.com	elimparcial.es	l
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	gentedigital.es	n
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	grancanariatv.com	p
om	gurusblog.com	g
	heraldo.es	u
	hoy.es	v

RESULTADOS POR SITE	IMPR
Total	5.384.576
diariodenavarra.es	620.713
heraldo.es	568.866
publico.es	519.965
periodistadigital.com	481.929
lavozdegalicia.es	392.419
larazon.es	264.648
leonoticias.com	246.270
europapress.es	167.136
eleconomista.es	165.888
marca.com	161.281
libertaddigital.com	150.238
canarias7.es	131.003
telecinco.es	128.429
recetario-cocina.com	120.018
clarin.com	96.866
recetasdiarias.com	92.418
elmundo.es	89.432
as.com	79.358
diariodeburgos.es	53.350
diariodesevilla.es	51.358
telegraph.co.uk	48.208
ecodiario.eleconomista.es	46.622
diariodecadiz.es	45.909
diariodejerez.es	38.433
businessinsider.com	36.071
andaluciainformacion.es	35.755
latimes.com	33.727
forbes.com	33.313
elperiodicomediterraneo.com	34.099
huelvainformacion.es	35.281

- RADIO: Diffusion of spot in radio

https://www.youtube.com/watch?v=qlx1iYCtGs4

Emisora	Programa	2015 Junio L	M	X	J	V	S	D	L	M	X	J	V	S	D	L
Onda Cero	Herrera En La Onda								1		1	1				
Onda Cero	Onda Agraria							1						1		
Cope	La Mañana								1		1	1				
Cope	Agropopular						1						1			
Ser And.	Surco y Marea						1						1			
Radio CLM	A Pie de Campo						1						1			
Gesti ona Radio	La Trilla			1							1				1	
EsRadio CyL	El Campo								1	1	1	1	1			

Emisora	Programa	2014 Noviembre L 24	M 25	X 26	J 27	V 28	S 29	D 30	Diciembre L 01	M 02	X 03	J 04	V 05	S 06	D 07	L 08	M 09	X 10	J 11	V 12	S 13	D 14
Onda Cero	Herrera En La Onda								1		1	1										
Onda Cero	Onda Agraria							1							1							1
Cope	La Mañana								1		1	1										
Cope	Agropopular						1							1							1	
Ser And.	Surco y Marea						1							1							1	
Radio CLM	A Pie de Campo						1							1							1	
Gesti ona Radio	La Trilla			1							1							1				
EsRadio CyL	El Campo								1	1	1	1	1									

- Promotional Video: Web del MAGRAMA

  En youtube.com

- Twitter MAGRAMA: Twitter portal alimentación.es

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Advertising Campaign: Actions in points of sales

- Promotional actions in different types of stablishments for sales
- Information to the salers and customers in shopping centers, supermarkets and traditional/local market and retail stores in 5 provinces.
- Focus in production areas and in some type of markets as good candidates to promote and spread the products with logo
- Informative mailing to the responsable people for sales
- Delivery of advertising material

RAZA AUTÓCTONA 100%
DETRÁS DE CADA PRODUCTO 100% RAZA AUTÓCTONA HAY UNA HISTORIA 100% NUESTRA

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RAZA AUTÓCTONA 100%
Pídelo aquí

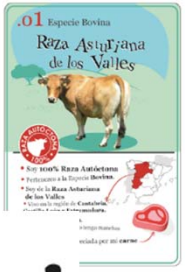
ASK FOR IT HERE

Advertising campaign: Actions in schools for children

- Face-to-face action in farm school for 11-12 year old chidren
- Elaboration of informative and educational material
- Conducted actions in 10 schools in 10 provinces
- Delivery of advertising and educational material, posters, backpack, digital and physical games with instructions and phone support to explain activities to the teachers.
- Everything avaliable in the website for all the schools

What breed am I?

Kerchief game

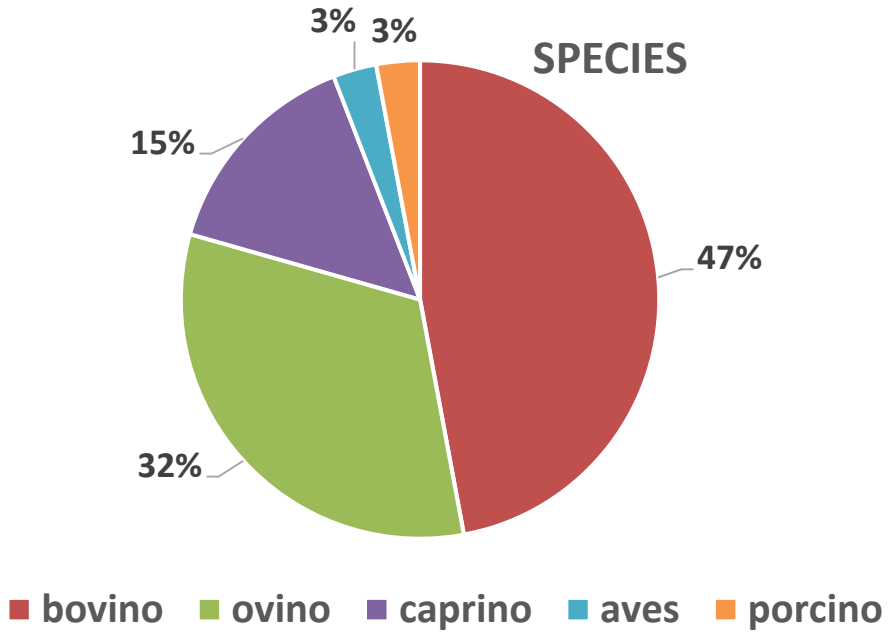


Advertising campaign: spreading knowledge for future consumers

100% breed!
100% fun!!

Current situation and level of implementation:

Breed	Bovine	Ovine	Caprine	Porcine	Horses	Donkeys	Avian	Other species	Total
Native Spanish breeds in development	8	10	6	3	1	0	1	0	29
Native Spanish breeds in danger of extinction	31	33	15	9	14	6	19	1	128
Total	39	43	21	12	15	6	20	1	157



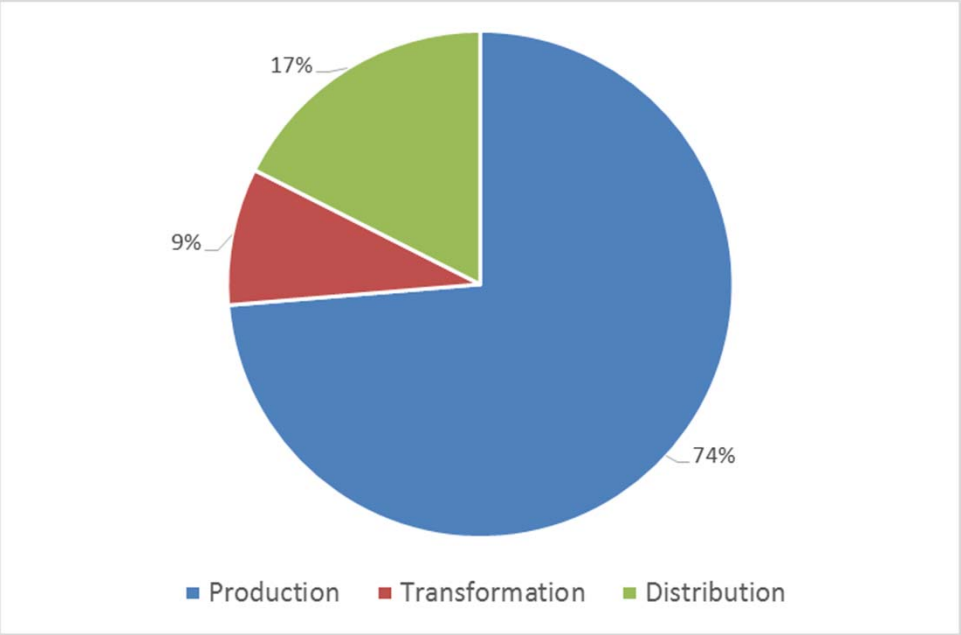
157 authochthonous breeds in the Official Catalogue

35 authorised Logos

Current implementation. Number of operators

Logo operators "100% AUTOCHTONOUS BREED"

Breed	Production	Transformation	Distribution	Total
TOTAL	1658	197	395	2250



Current implementation: 11 logos for OVINE Breeds

SEGUREÑA

TALAVERANA

MERINA

COLMENAREÑA

MANCHEGA

OJINEGRA DE TERUEL

MERINA DE GRAZALEMA

ALCARREÑA

ANSOTANA

CHURRA

GALEGA

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Current implememtation: 5 logos for CAPRINE breeds

MALAGUEÑA

GALEGA

VERATA

PAYOYA

DEL GUADARRAMA

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Current implementation: 17 logos for BOVINE breeds

RETINTA

MORUCHA

BERRENDA EN COLORADO

ASTURIANA DE LOS VALLES

ALISTANA-SANABRESA

TUDANCA

SAYAGUESA

MENORQUINA

LIDIA

VIANESA

CACHENA

CALDELÁ

FRIEIRESA

LIMIÁ

BERRENDA EN NEGRO

CÁRDENA ANDALUZA

AVILEÑA-NEGRA IBÉRICA

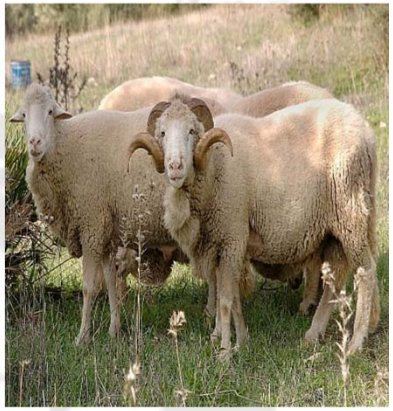
Current implementation: 1 logo for POULTRY breed and 1 for a SWINE breed

GALIÑA DE MOS

CELTA

EXAMPLE: TRACEABILITY IN PRODUCTS OF MERINO BREED

THE FARM



THE SLAUGHTERHOUSE: MEAT PRODUCTION

EXAMPLE: MERINO BREED FOR MEAT

QUARTERING AND INDUSTRIAL STABLISHMENTS

POINTS OF SALES

EXAMPLE: MEAT FROM MERINO BREED

POINTS OF SALES

EXAMPLE: MERINO BREED FOR MEAT

THE PRODUCT FOR THE CONSUMER

EXAMPLE: MERINO BREED FOR WOOL PRODUCTION

MERINO BREED FOR MILK PRODUCTION: TRACEABILITY-SERENA CHEESE (D.O.P + LOGO 100%)

MERINO BREED FOR MILK PRODUCTION: TRACEABILITY
SERENA CHEESE

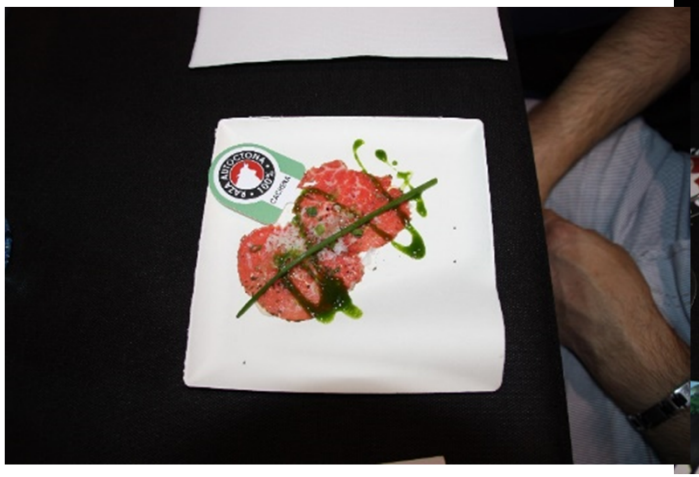
FROM THE FARM TO THE TABLE

MALAGUEÑA GOAT BREED: Another example of multifunctionality

Importance of gastronomy: the product and the cooking that is in fashion!

RETINTA BREED

RED BERRENDA BREED and other products with Logo



AND FOR THE SUMMER: ICE CREAM ¡FROM VERATA GOAT BREED!

RAZA AUTÓCTONA 100%
VERATA

Some remarks

- The final objetive and the reward of this initiative is that everybody recognizes and appreciates the value of the authocthonous breeds connected to their products and utility.

- To be succesful on that, it´s importante to involve all the entities (different departments of Administrations and sector, including production, industry, turism, culture..) looking for sinergies and the interes of the market:

  - We need the complicity of the consumer and the rest of population mainly at national level
  - We need the sustainability and if posible, the profitability of the breeders: strategy for competitiveness

- As well it´s important to stimulate the innovation, the imagination and the marketing for all the chain, linking to the gastronomy

- Still a long way to go…..we need a long term succes

Promotional video

DETRÁS DE
CADA PRODUCTO
100% RAZA AUTÓCTONA
HAY UNA HISTORIA
100% NUESTRA

PROGRAMA NACIONAL DE CONSERVACIÓN, MEJORA Y FOMENTO DE LAS RAZAS GANADERAS

SUPPORT WHAT IS OURS!