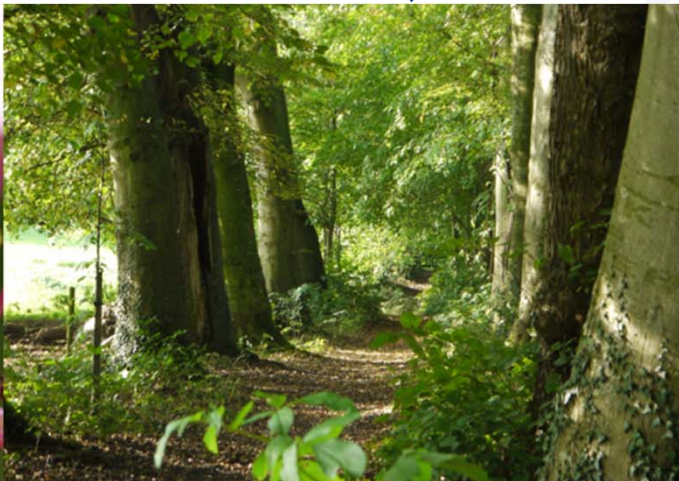


Experiences and challenges in using native breeds a Nordic perspective

Peer Berg

NordGen, Nordic Genetic Resource Center



Native breeds can be the default

Iceland

- Dairy cattle
- Sheep
- Horses



The Faroe Islands

- Sheep
- 50.000 inhabitants
- 75.000 sheep



Native commercial breeds



Norwegian Red NRF

Viking Red



(Partly) national pig breeding companies

- Danavl
- Topigs/Norsvin
- Figen

Documentation

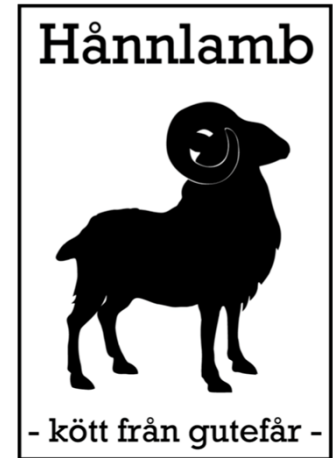
- Bias
 - Towards successful uses of AnGR
 - Towards initiatives with active branding
 - Web
 - Media
 - Competition
- Overlooks
 - Lessons from unsuccessful initiatives
 - Lessons from small scale initiatives
 - Regional farmer to consumer
 - Oral branding (mouth to mouth)

Lessons not learned

Brand is only partly based on breed

Hånnlamb

- Protected Designation of Origin
- Breed : Gutefår
- Bred, raised and slaughtered on Gotland
- Raised on natural grassland



Husum protest pig

- Developed in Northern Germany
 - Post 1864 by Danish minority farmers
 - Red & White pig (symbol of Danish flag)
 - Recognised as native German breed
- Recent plans for Danish production
 - Too difficult to get pigs
 - Regenerate a crossbred red & white pig
 - Use the story of the breed



Wool

- Selbu spinning mill

- <https://selbuspinneri.com>

- Markets wool and yarn by breed

- Colour within breed
 - 65 to 130 €/per kilo
 - Grey trønder sheep
 - Blæset sau
 - Villsau (old Norwegian sheep)
 - Old Norwegian spel sheep

- Advantages

- Profitable niche market
 - Diverse product portfolio



— Hvitt totråds garn av gammelnorsk spel. 150 NOK



— Lys grått totråds garn av gammelnorsk spel. 150 NOK



— Svart to-tråds garn av gammelnorsk spel. 150 NOK

Sheep skins



Spælsau

Long-haired sheepskin, with wool length from 15 to 20 cm. Available in colours: white, black, brown, gray, gray shaded / multicoloured, speckled black / white, speckled brown / white.



Blæset sau

Hair length from 8 to 12 cm, colours: black, brown / beige, black / gray.



Marketing is based on subjective appraisals

Danish Blackpied Landrace pig

- Appraisals
 - The kobe meat of pigs (Claus Meyer)
 - Welfare delicacy (Dyrenes Beskyttelse)
- Market
 - Producer to restaurants
 - Producer to consumer



Size of production should fit to size of market

URFE



- Meat from 6 Norwegian native cattle breeds
 - Selection before marketing as Urfe
 - Collaboration with commercial slaughter houses
- Appraisals
 - Leading chefs and restaurants
 - Strong brand
- Market
 - Restaurants
 - High-end butchers
- +25% meat price paid to farmers

De godkjente kurasene

	Sidet Trønderfe og Nordlandsfe (STN) Ca. 1016 reinrasa kyr. Opprinnelig fra trøndelagsfylkene, nordlandsfylkene og Finnmark.		Vestlandsk Fjordfe Ca. 426 reinrasa kyr. Opprinnelig fra vestlandet, Fra Hordaland i sør til Møre i nord.
	Dølafe Ca. 121 reinrasa kyr. Opprinnelig fra Gudbrandsdalen og Østerdalen samt flatbygdene.		Vestlandsk Raudkolle Ca. 130 reinrasa kyr. Opprinnelig fra sørvestlandet.
	Telemarksfe Ca. 333 reinrasa kyr. Opprinnelig fra Telemark.		Østlandsk Røkolle Ca. 129 reinrasa kyr. Opprinnelig fra det sentrale østlandet.

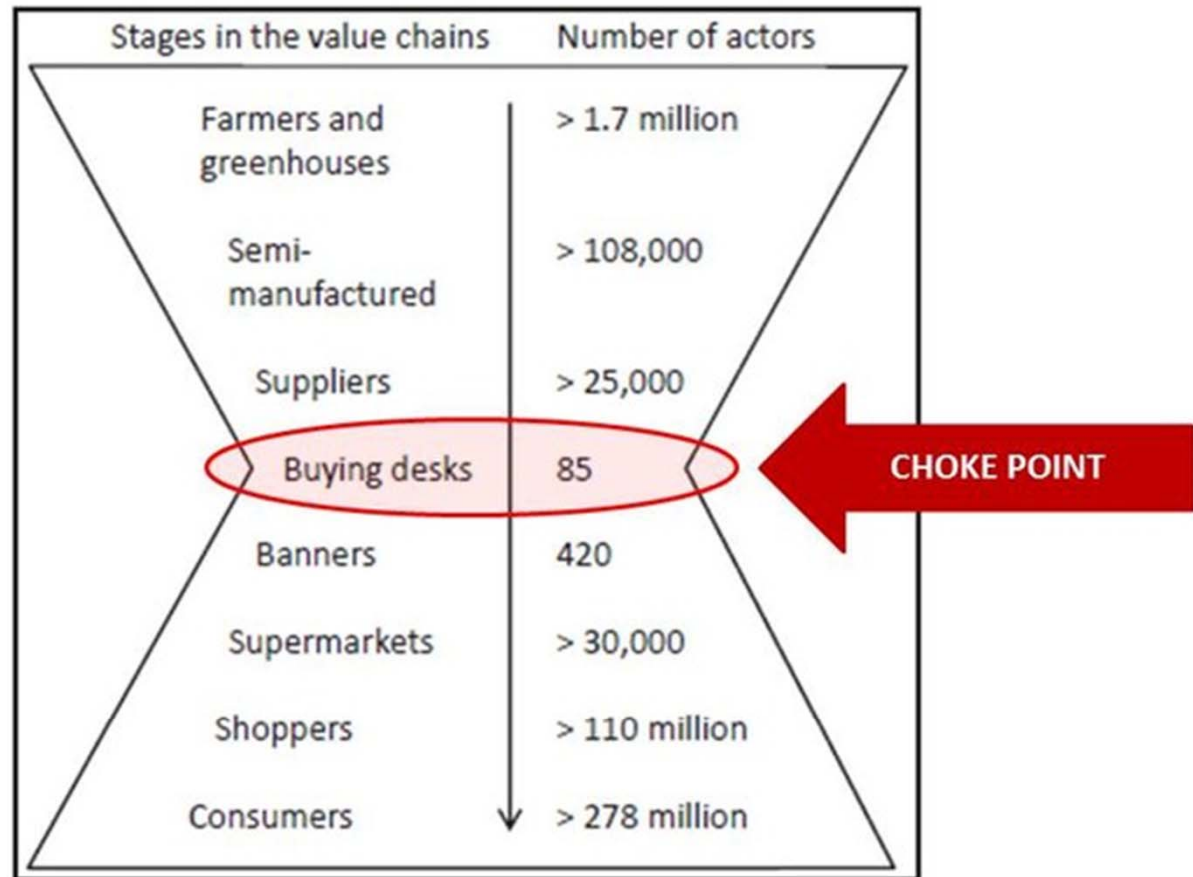
City chicken – Finnish Landrace

- Decentralised living gene bank
 - Linked to city chicken program
 - 350 small-holders
 - LUKE coordinates



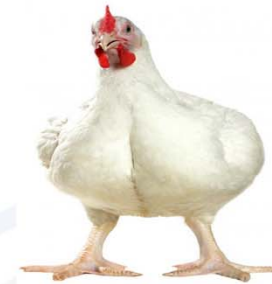
Supply Chain Funnel in the Agrifood Sector

- Native AnGR based on alternative supply chains
- Supermarket chains interested in niche products
 - Diversity
 - Regional (native)



Source: Gereffi and Lee 2012

Thank you



Questions or comments?

PERSPECTIVE

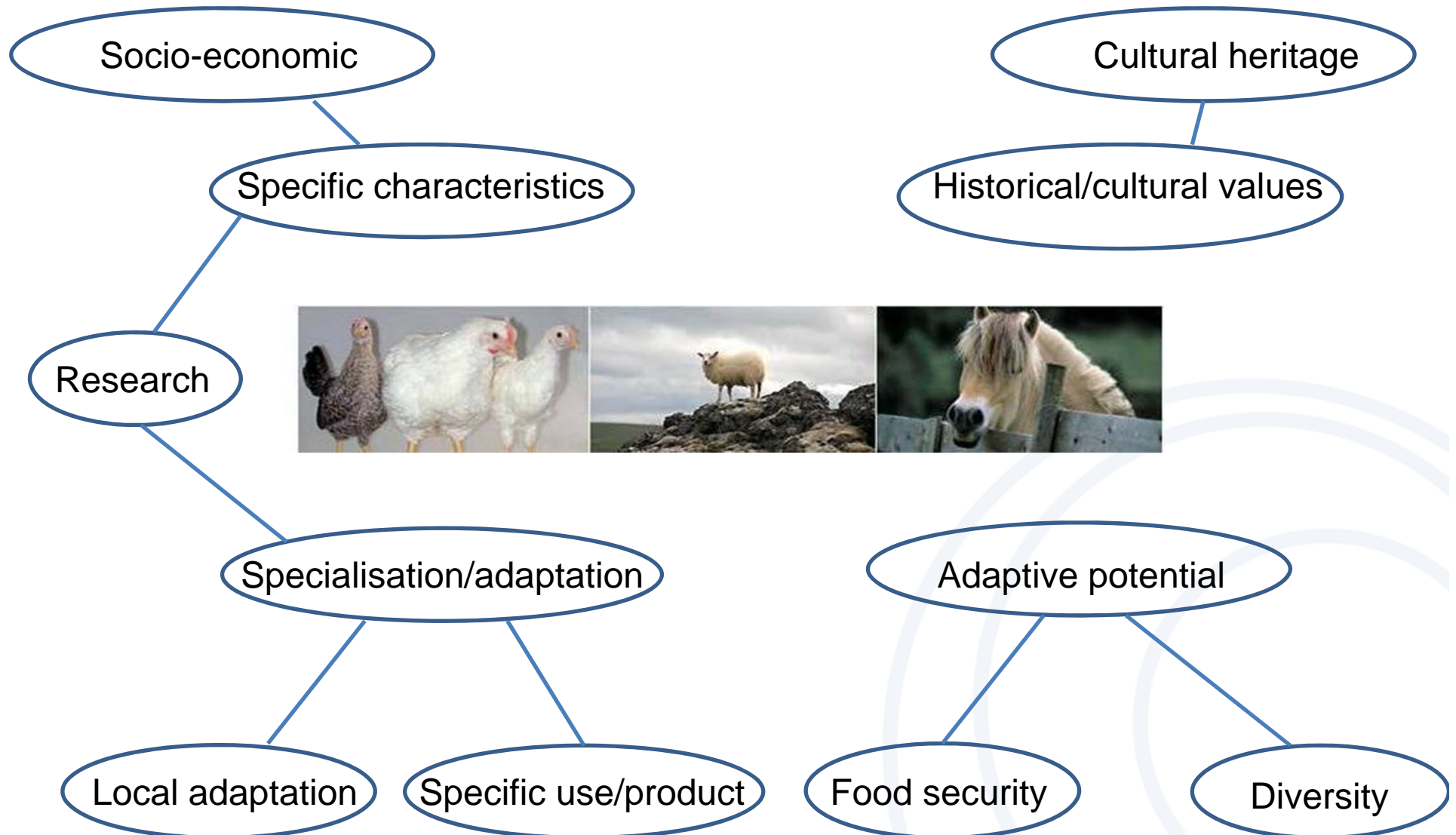
Domesticated Animal Biobanking: Land of Opportunity

Linn F. Groeneveld^{1*}, Sigbjørn Gregusson², Bernt Guldbrandtsen³, Sipke J. Hiemstra⁴, Kristian Hveem⁵, Juha Kantanen^{6,7}, Hannes Lohi⁸, Lina Stroemstedt⁹, Peer Berg¹

PLOS Biology | DOI:10.1371/journal.pbio.1002523 July 28, 2016



Value of AnGR



Experiences and Challenges use of native AnGR

- Documentation of best practice missing
- Breed only one element of bran
- Branding more important than characterization
- Production vs. Market alignment