Communication: setting-up an ERFP award for the "best" European farmer with native breeds at risk

C. Danchin, ERFP Secretariat

ERFP
European Regional Focal Point
for Animal Genetic Resources

European Regional Focal Point for Animal Genetic Resources   www.animalgeneticresources.net

The French Award

- Created in 2002
- Awarding farmers or associations
- Project to be sent = 5 pages template
- Jury = panel of genetic resources experts + donators
- Funding = CEVA (vet lab) + individual sponsor
    First prize = 10 000 €
    Second prize = 6 000 €
    Third prize = 4 000 €

European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Judgement criteria

1. Each judge grades according to **four** criteria:
- Economic value of the project (7 points)
- Social and/or environmental impact of the project on a given territory (7 points)
- Awareness-raising and/or communication actions on a breed to be preserved (4 points)
- Quality of presentation of the template (2 points)

2. The jury meets to analyse the 10 best projects according to the individual grading and gives a new notation for each finalist after hearing each other's opinions.

European Regional Focal Point for Animal Genetic Resources

www.animalgeneticresources.net

Logistics: Fondation du Patrimoine

FONDATION
DU PATRIMOINE

- Launching the calls (including press release)
- Receive the proposals from the candidates
- First sorting of the proposals by excluding the ones that do not fit the criteria (main exclusion item: not a rare breed)
- Organization of the jury meeting and deliberation
- Organization of the award ceremony and press release
- Other communication tools: finding a patron for the ceremony; banners; videos; social media…

European Regional Focal Point for Animal Genetic Resources www.animalgeneticresources.net

Examples of winning projects

• 2021 winner: **Bleue du Nord**
Transboundary cattle breed.
Project: creation of a "Bleue du Nord" brand

Winning points:
- Dairy development of a mixed breed with low numbers in its territory,
- Number of players involved and the collective dimension of the project,
- Various benefits (economic, heritage, environmental and social) envisaged

European Regional Focal Point for Animal Genetic Resources   *www.animalgeneticresources.net*

Examples of winning projects

- 2017 winner: **Sasi Ardi**

Transboundary sheep breed.

Project: Conservation and development of the breed

 Economic development of two typical local meat products

Cross-border cooperation with Spanish Sasi Ardi breeders

Winning points:

- Sustainable economic project, based on the support of the breeders and the promotion of two typical products

© pictures: C. LEBRUN

European Regional Focal Point for Animal Genetic Resources   *www.animalgeneticresources.net*

An ERFP award ?

- Good way to promote the existence of the ERFP network
- Good way to gather experiences of successful conservation programs / farms

=> Ad Hoc Action ?