



ERFP Ad Hoc action

Innovative and multifunctional concept for Farm Animal Genetic Resource conservation: **Europe's Success Story**

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Targeted problem

- various programs for conserving animal genetic resources are being implemented, but their effectiveness varies due to many external factors that can be integrated and optimized to different degrees.
- breeders of local breeds seek recognition and support from other partners in AnGR protection programs, including local communities, entrepreneurs, policymakers, experts, and the scientific community.
- each partner expects certain benefits for themselves and the community (*economic, ecological, intrinsic, or others*).
- the scientific community often views animal genetic resources in a limited way, focusing on their genetic value and conducting studies that are not always relevant to farmers, policymakers, or the broader community.
- The general public often lacks comprehensive information about the true value and potential of animal genetic resources (economic, ecological, cultural, gastronomic, tourist, and others).
- Policymakers also frequently do not understand the real value of these resources and do not prioritize them.



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Ad Hoc action goals

- The proposed Ad Hoc action goals to collect successful concepts for conserving animal genetic resources in European countries and analyze the key factors behind their success.
- The focus is on understanding their completeness, and innovation.
- Successful examples of conserving and reaffirming endangered animal genetic resources will help share knowledge and experiences and improve existing conservation models



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Way of achieving the goal:

- collect and present successful concepts (*examples*) of the conservation, valorisation and affirmation of local breeds.
- for each country, one to two examples will be described, focusing on the most successful conservation concept of a local breed as assessed by the national AnGR coordinator.
- the description of the concept should include an overview of the breed's history and current status, *in-situ* and *ex-situ* conservation approaches, valuation and reaffirmation strategies, its economic, ecological, and social value, policies that support the conservation of the breed, and observations of the main reasons for the program's success.
- the examples of successful concepts for conserving AnGR will facilitate the exchange of ideas, experiences, and recommendations, serving as a valuable guide for optimizing programs for the valuation and conservation of AnGR.



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How the Ad hoc action will contribute to the goals of ERFP

- the exchange of experiences and best practices for conserving animal farm genetic resources among European countries
- the result of activities (e-publication) can serve as a platform for initiating further joint activities and creating common project ideas.




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Time frame and planned activities of this Ad hoc action

The start of the Ad Hoc activities is scheduled for January 2025, with the completion of activities expected by end of December 2025.

1. **January 2025** – Activities commence following the approval of the Ad Hoc action by the ERFP at the Meeting of the Steering Committee in December 2024.
2. **February 2025** – Development of the concept for the "Success Story of Conservation for Animal Genetic Resources."
3. **March 2025** – Call for European national coordinators to nominate one to two Success Stories – "Best National Concept for Animal Genetic Resource Conservation."
4. **May 2025** – Selection of Success Stories and preparation of the draft version of the e-publication begins.
5. **June 2025** – Ad Hoc action: Virtual meetings with all ERFP national AnGR coordinators.
6. **August 2025** – Presentation of the draft version of the e-publication at the ERFP General Assembly.
7. **September/October 2025** – Ad Hoc action: In-person meetings in Croatia with the editorial team of the e-publication and interested national AnGR coordinators.
8. **October/November 2025** – Preparation of the publication for the journal *Animal Genetic Resources*.
9. **December 2025** – Preparation of the 'Final report' on the result of the Ad Hoc Action.



Budget

The estimated budget is approximately 9,000 EUR.

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Innovative and multifunctional concept for farm animal genetic resource conservation: Europe's Success Story

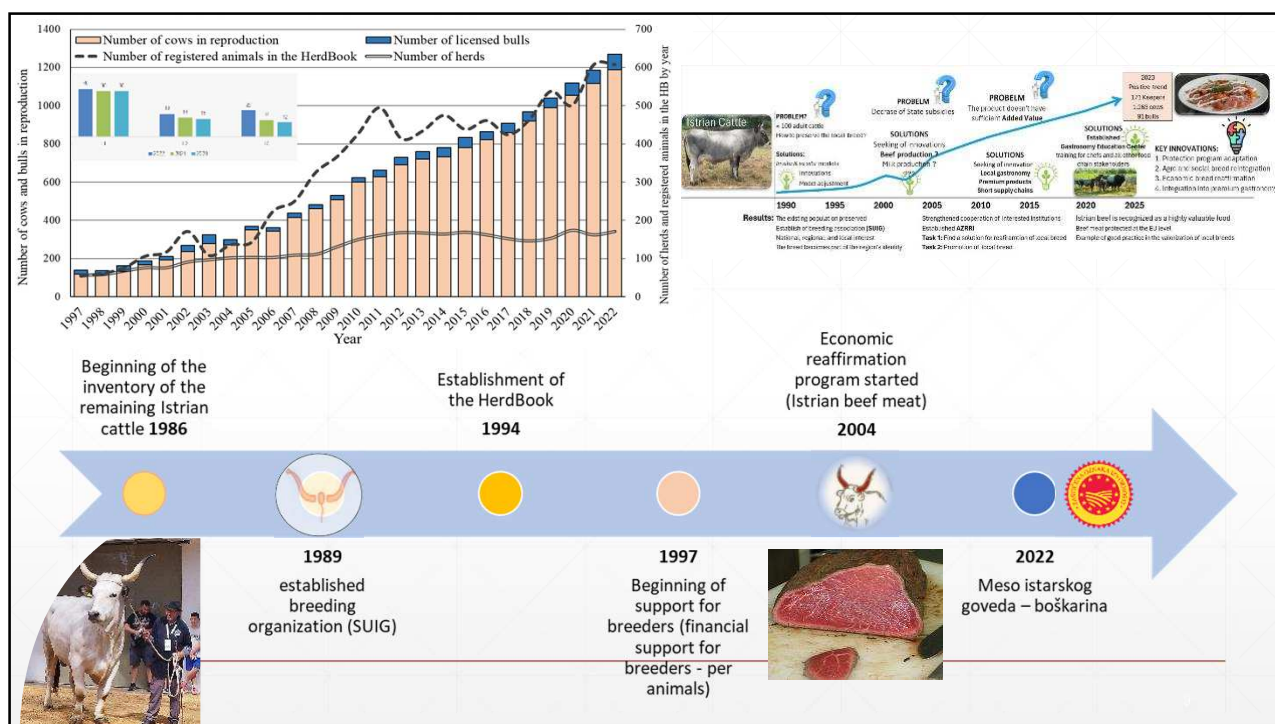
Istrian Cattle: From Extinction to Sustainability
Innovation as the Key to Conservation, **Gastronomy**, and **Promotion**

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Istrian Cattle Conservation Program

- **Population, Trends, Challenges – What We Did in the First Years**
 - Inventoried the breed
 - Established a breeding association
 - Helped develop a breeding program
 - Ensured financial subsidies (?)
 - work scientific research
 - **But We Identified a Problem:**
 - We did not include all stakeholders in the program: processing, cooking, promotion, local government, ...
 - We did not sufficiently activate all stakeholders in the food chain: breeders, slaughterhouses, chefs
 - **What We Needed:**
 - Innovation, knowledge, ...
 - To find a model in which the breed moves toward greater sustainability
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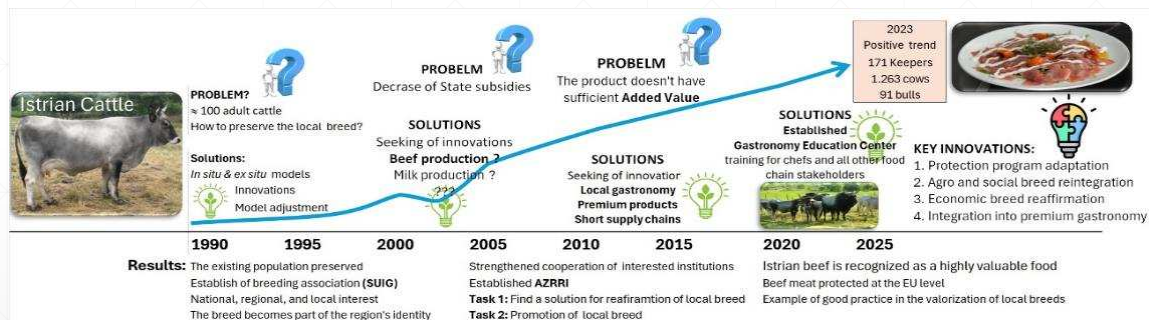
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Challenges and opportunities identified:

- Breeders expected support in finding a model for sustainable breeding, not just subsidies.
- Breeders are not very interested in science; their main question is how to achieve sustainability through this job.
- The local community has not recognized breeders as an important part of the region's identity; breeders want their efforts to be respected.
- The breeders expect help in organizing the market, fair prices for their work and animals.
- Young breeders are not highly motivated to engage in the breeding of Istrian cattle.



Opportunities:

- There is still an emotional connection between the local population and the Istrian breeds.
- Visitors seek a gastronomic experience of the area, including local products and cuisine.
- There is a growing need to strengthen the region's identity as a unique tourist destination.

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Innovative gastronomy

Innovative Gastronomy Based on Local Breeds

- Istrian cattle, Istrian goat, ... – the valorization of their meat, milk, and by-products through creative and contemporary gastronomy.

Innovative Gastronomy as a Tool for Preserving Local Breeds

- Using dishes as educational tools – through menus, storytelling, and other narrative techniques that communicate origin and sustainability.
- Incorporation of seasonal and forgotten ingredients that are naturally part of the traditional diets of pastoral communities.
- Highlighting products that originate from extensive grazing systems – for example, those infused with the aromas of local wild herbs.

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Innovative gastronomy

CONTINUOUS EDUCATION

- Lifelong learning for hospitality professionals is key to the evolution and global recognition of Istrian gastronomy.

CHEFS AS AMBASSADORS OF LOCAL EXCELLENCE

- Trained and knowledgeable chefs are the most effective promoters of local ingredients – transforming raw materials into narratives of culture, sustainability, and innovation.

BRIDGING AGRICULTURE AND HOSPITALITY

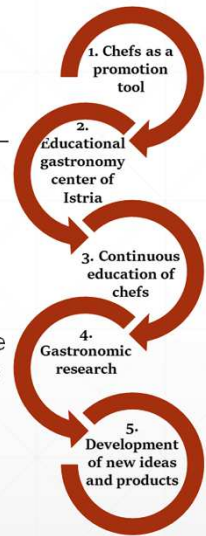
- Establishing a dynamic connection between the agricultural and tourism-hospitality sectors is essential for unlocking the full potential of Istrian gastronomy and promoting authentic culinary experiences.

CONNECTING FARM TO PLATE

- Integrating primary producers with the culinary scene secures a strong market presence for high-value local products and fosters a sustainable rural economy for Istrian farmers and breeders.

CENTRAL HUB

- Through the establishment of a central coordination hub or center, all stakeholders in the supply chain are brought together – linking agriculture, gastronomy, tourism, education, biodiversity, and environmental stewardship into a single cohesive ecosystem.



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Innovative Gastronomy in Support of Local Breeds: From Pasture to Plate

PRECISION BUTCHERY BASED ON ANATOMICAL CUTS

- Each anatomical section or muscle group is prepared using a dedicated culinary method – ensuring optimal flavor expression and *full utilization* of the carcass.

DRY AND WET AGEING TECHNIQUES

- Maturation processes enhance *tenderness*, *aroma complexity*, *digestibility*, and adaptability to modern cooking styles, elevating the gastronomic experience.

TAILORED CULINARY POTENTIAL BASED ON BREED-SPECIFIC CRITERIA

- Age, weight, sex, and duration/type of ageing are matched to ideal cooking methods, giving chefs the tools to fully explore the diversity of Istrian cattle meat.

CHEF MENU DEVELOPMENT SUPPORT

- Collaboration with chefs to create *signature dishes* and curated meat menus based on the unique characteristics.

PROFESSIONAL TRAINING AND CULINARY PROMOTION

- Ongoing education for chefs and hospitality professionals – empowering them to represent local gastronomy with knowledge and innovation.

PARTNERSHIPS WITH TOURISM AND CULINARY SCHOOLS

- Educational programs for students to build awareness of Istrian pastoral heritage and its role in modern cuisine.

PUBLIC PROMOTION AND TASTING EVENTS

- Highlighting restaurants that serve Istrian cattle meat through *organized tastings*, *media promotion*, *collaboration with the Istrian Tourist Board*, *gastronomic portals*, and *culinary press*.

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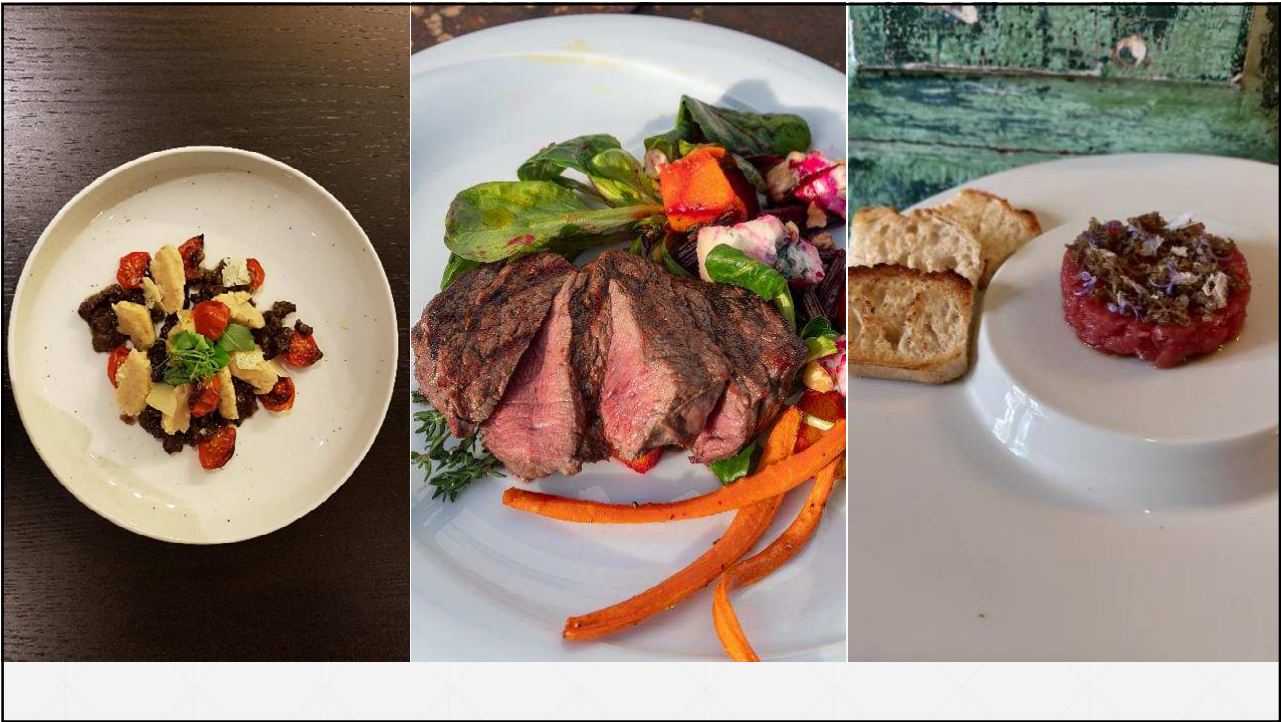
Innovative gastronomy - marketing and communication



Creating an affirmative environment
Simple and clear communication
Ensure monitoring of all activities
Writing text for professional and conventional media
Press conferences

Photography
Videography
Social networks
Product tasting
Gastro manifestations
Brochures and guides
Networking with other products

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[DOCUMENT](#)

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ERFP



ISTARSKA REGIONE
ŽUPANIJA ISTRIANA



AZRPI
agencija za ruralni razvoj istre



UDRUGA UZGAJIVAČA
ISTARSKE KOZE
ASSOCIAZIONE ALLEVATORI
DELLA CAPRA ISTRIANA



Innovative and multifunctional concept for farm animal genetic resource conservation: Europe’s Success Story

Istrian Goat: from the symbol on the coat of arms to the revitalization
Innovation as the Key to Conservation, **Adopt** an Istrian goat

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STRATEGIC GOALS

> Revitalization and protection of the Istrian goat through symbolic "adoptions" of Istrian goats and supporters or partners in the foundation "Naša istarska koza - La nostra capra istriana";

> Encouraging Istrian breeders to breed Istrian goats;

> Increasing the number of Istrian goat herds;

> Implementation of a breeding program for the protection of the Istrian goat.

TARGET GROUPS

Individuals and businessmen who, with their contribution, want to help local Istrian goat breeders and contribute to its preservation.

RESULTS

> Encouraging breeders in the Istrian County to join the foundation "Naša istarska koza - La nostra capra istriana" and increasing the number of Istrian goat breeders;

> Increasing the number of Istrian goat herds in the Istrian County;

> Promoting the use of the Istrian goat to preserve biodiversity and genetic uniqueness;

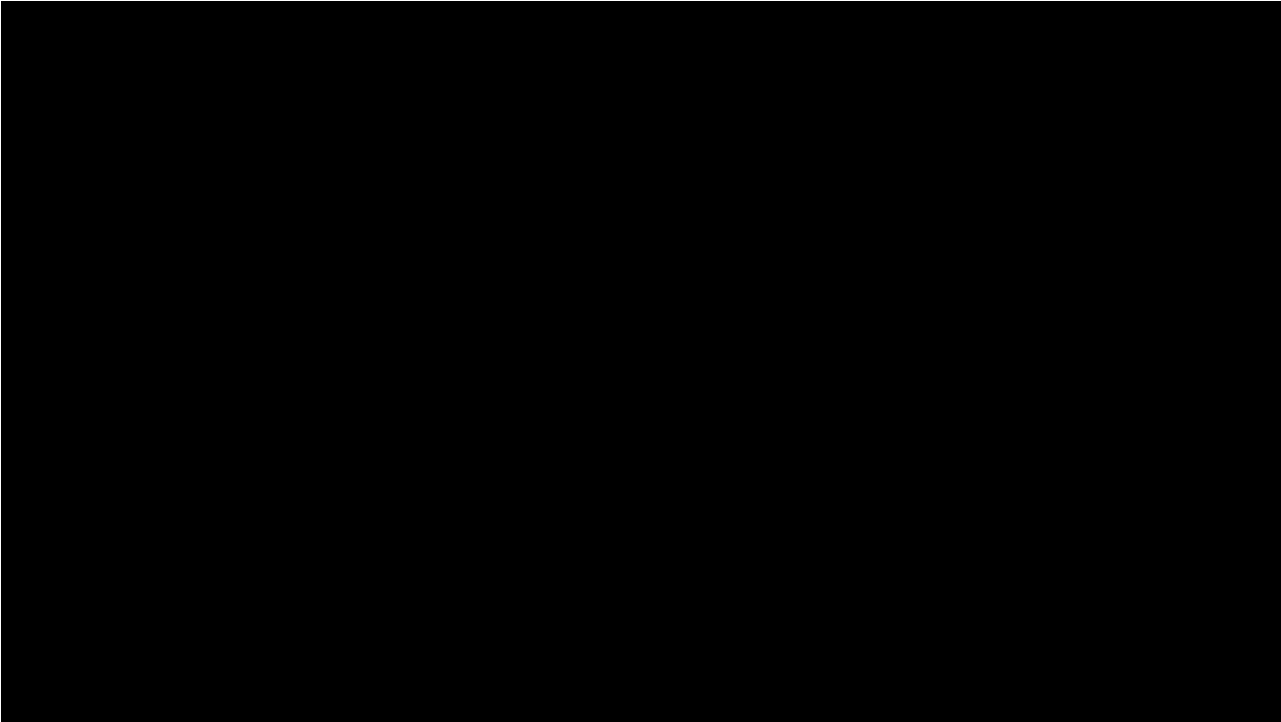
> Promoting economic conservation programs for the Istrian goat;

> Raising awareness about the protection of the Istrian goat through "adoption" or support programs;

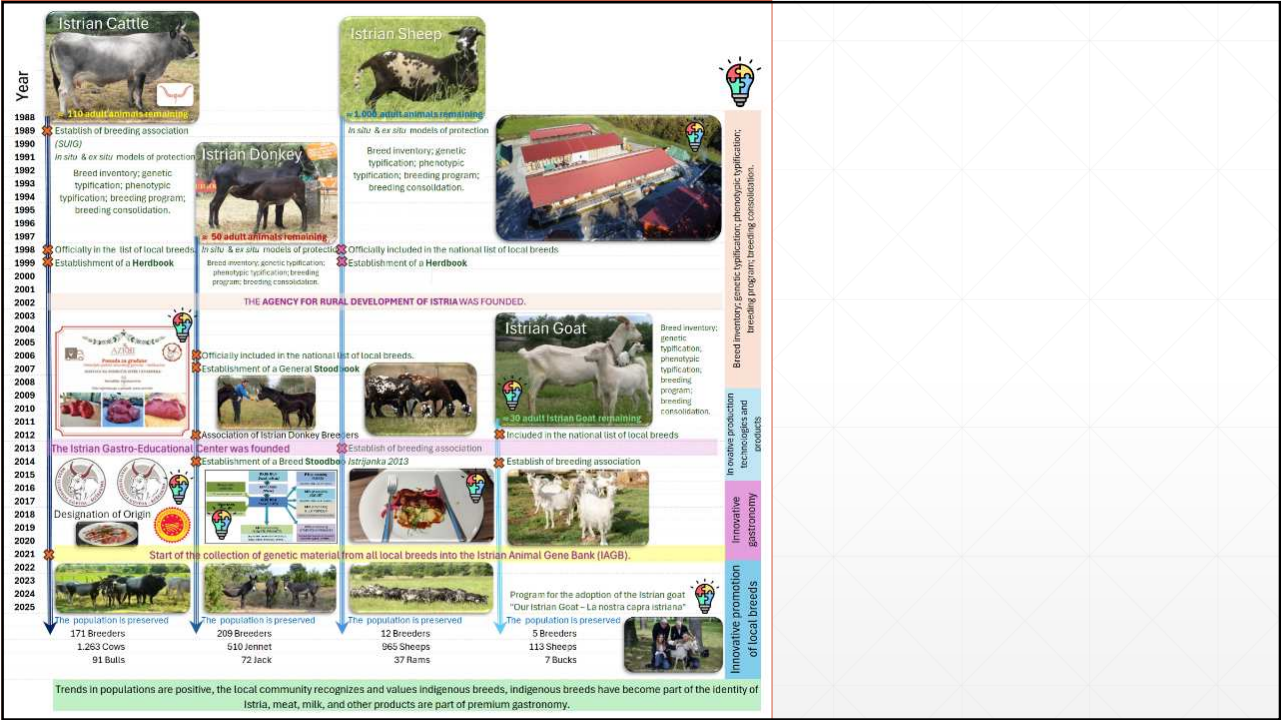
> Contributing to the valorization of the Istrian goat as a significant symbol of Istria.

Adopter – 500,00 EUR annually

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