



# Marketing Products from Austrian Rare Breeds Activities and Projects

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## Measures so far

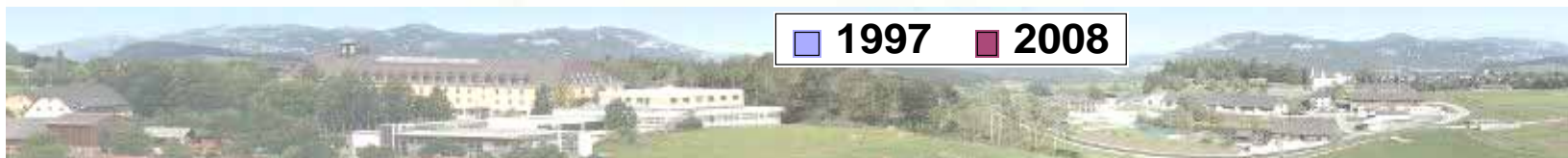
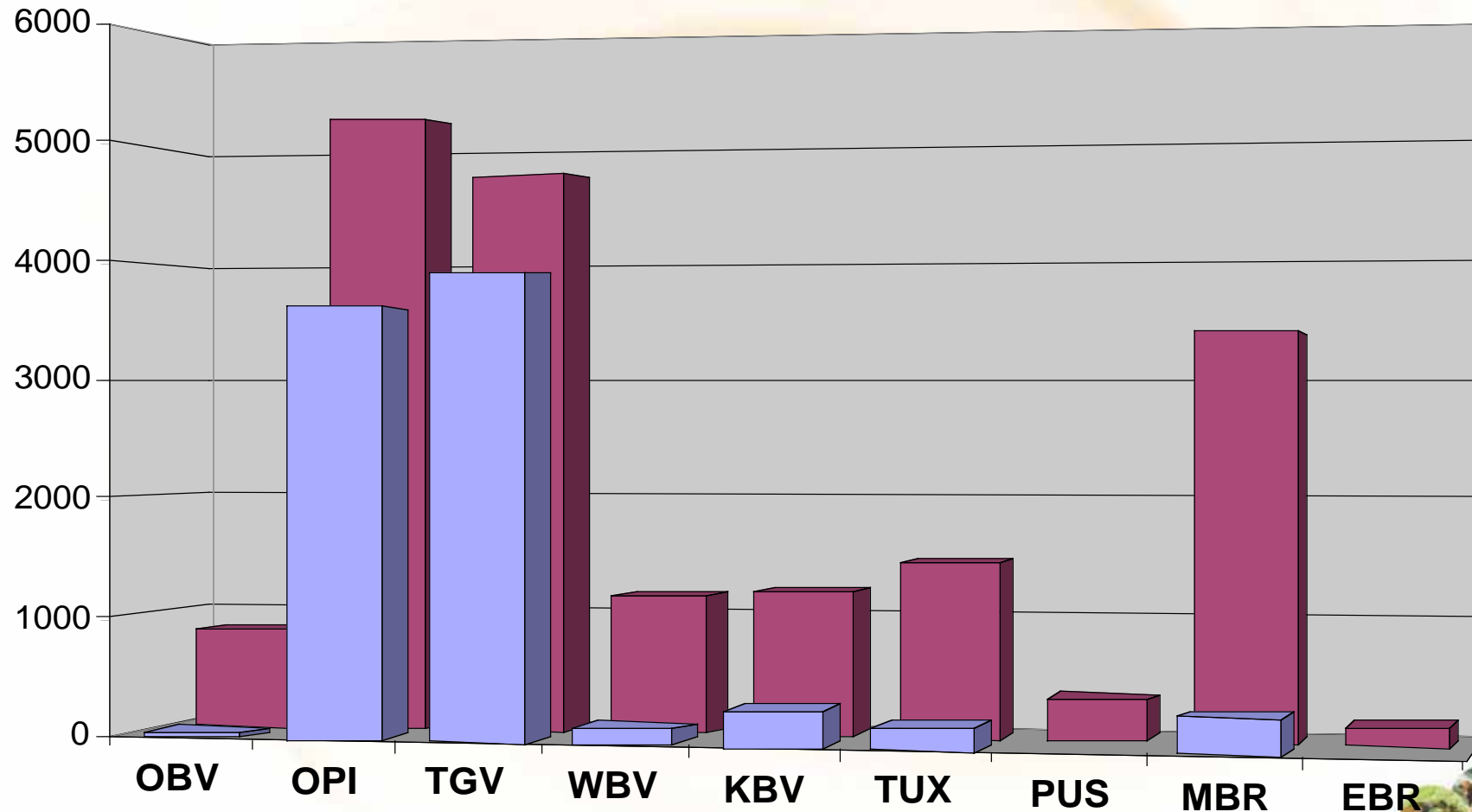
- Conservation programs since the 1980ies
- Focus on breeding measures
  - Registration of animals in herdbooks, breeding standards, breeding goals
  - Breeding plans, controlled mating
  - Monitoring of populations – population genetics parameters
  - Characterization and recording of production and fitness traits
- Currently 30 rare breeds in the 3rd program
- Populations of all breeds stabilized resp. increasing





# Breeding animals 1997/2008

## Cattle breeds



1997 2008

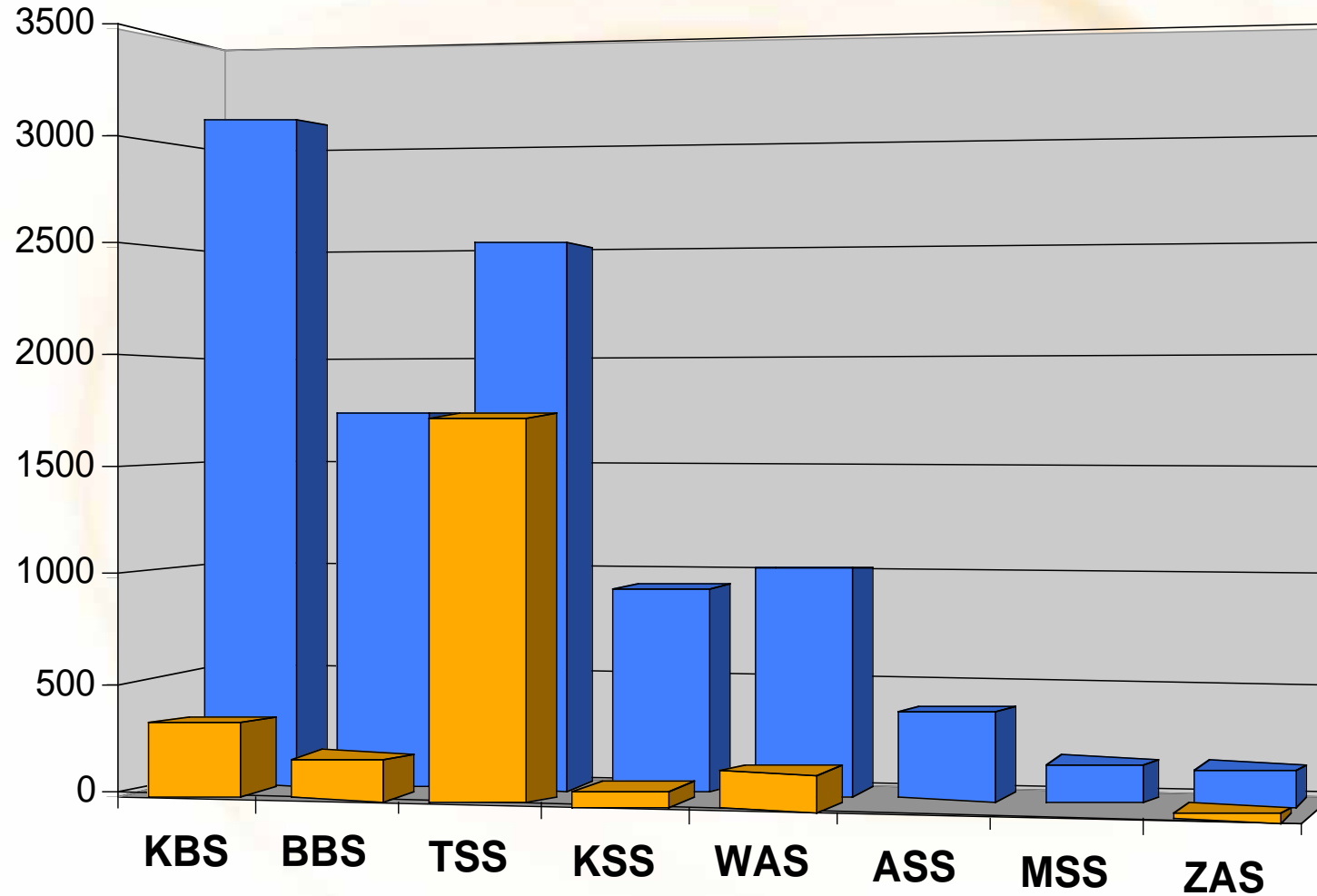




# Breeding animals 1997/2008

## Sheep breeds

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1997 2008

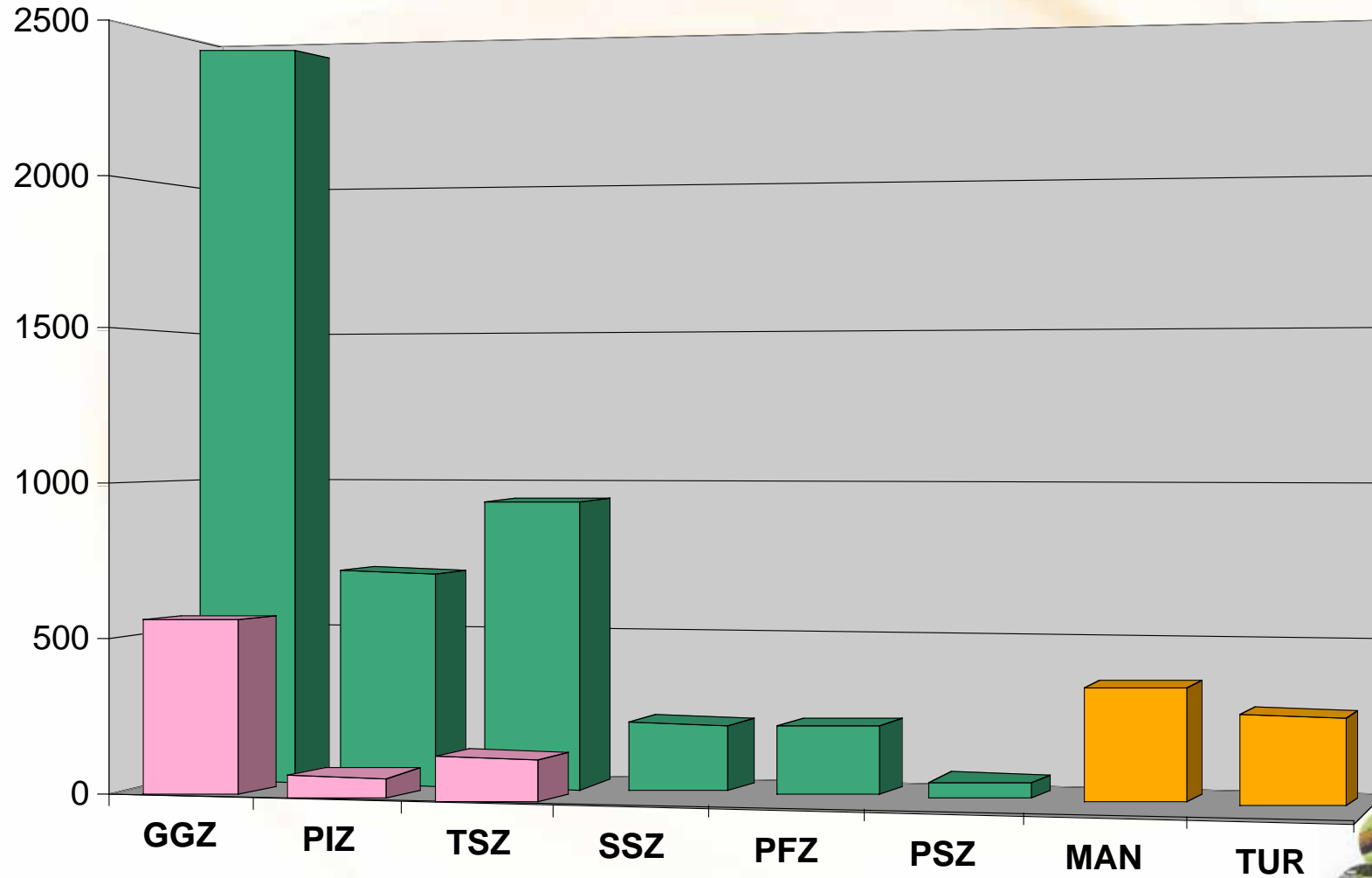




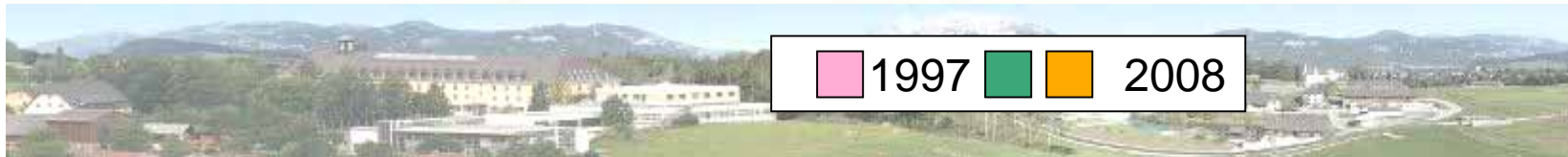
# Breeding animals 1997/2008

## Goat and Pig breeds

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1997 2008





# Conservation and Marketing

- Conservation measures accepted by government and public as necessary.
- **Core task „sustainable use“ of AnGR!**
- Yearly information workshop of ÖNGENE and OC
  - Analysis of population data
  - Activities and projects for marketing of products of rare and endangered breeds (2008)
- Long tradition in other countries, especially NGOs
  - Rare Breeds Survival Trust (GB)
  - SAVE foundation



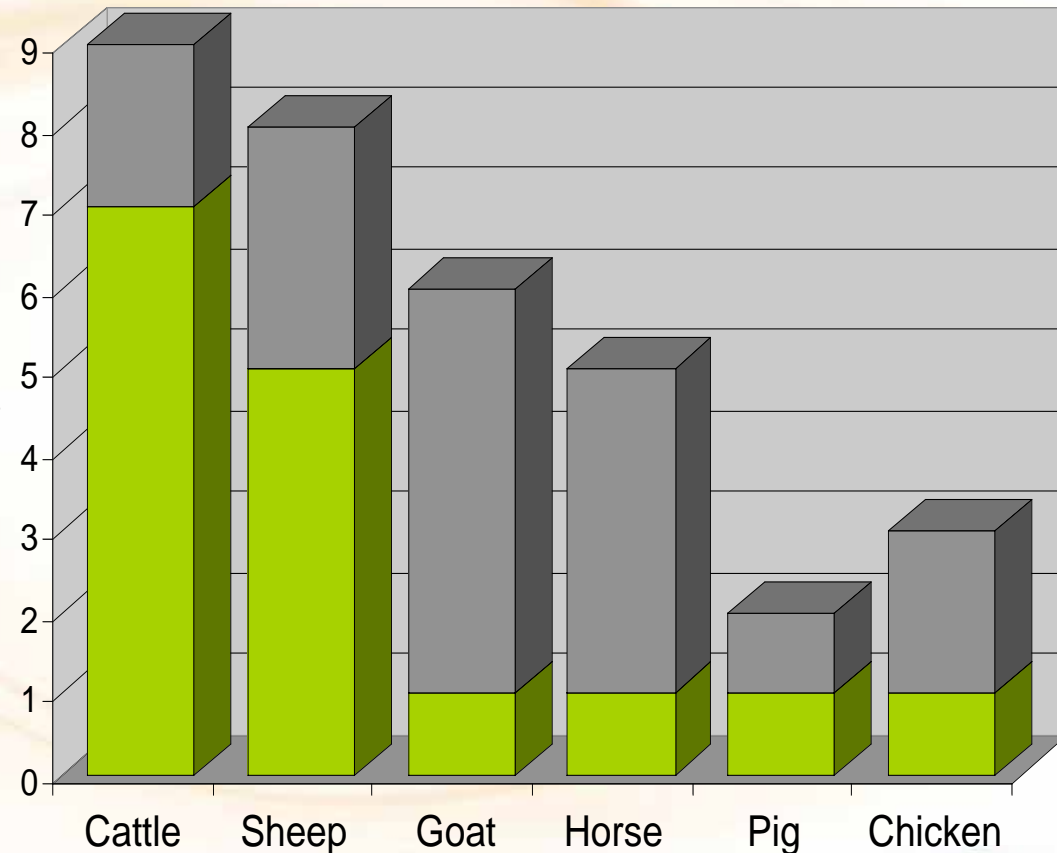


# Results of the 2008 workshop

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## Marketing activities

- 16 rare breeds (48,5%)
- 10 small populations (33%)
- 19 projects reported
  - Cattle and sheep breeds very active
  - Surprisingly few goat projects
- Strong regional links in all reported activities





# Austrian initiatives - Food

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- Quality meat - 13 activities

- 7 of 9 cattle projects

“Consumers appreciate the eating quality of this special beef, it is fine textured, well marbled, succulent and tasty“ (TBMM 2002)

- 4 sheep projects, all pig and poultry projects



All sectors from mainstream food to top gastronomy covered!

- Dairying – 3 activities,

- 2 cattle, 1 goat project

- 3 different products (milk, chocolate, cheese)





# Austrian initiatives – Non Food

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- 4 projects of 4 breeds reported
  - 3 involve landscaping
  - 2 directly linked to regional marketing concepts



- National park cattle
- Nature park cattle
- 1 network
  - landscaping
  - conservation
  - jobs
  - high quality product
- Spanish Riding School Vienna and Piber Federal Stud



Nationalpark  
Hohe Tauern





# Conclusions

- “Conservation by consumption” is still true!
  - Premium food production most common activity
  - High quality meat most important product
  - Dairying plays minor role
- Non Food projects are generally scarce
  - Mostly linked to a regional marketing concept
  - Networks most important

**Just the first steps on a long way to make  
rare breeds fit for the future!**





Europameister 2008

Thank you for  
your attention!

