



# The European Livestock Breeds Ark and Rescue Net (ELBARN) and Marketing Strategies for Rare Breeds

A project overview and results on marketing  
from the ELBARN Workshop at Kutna Hora (CZ)

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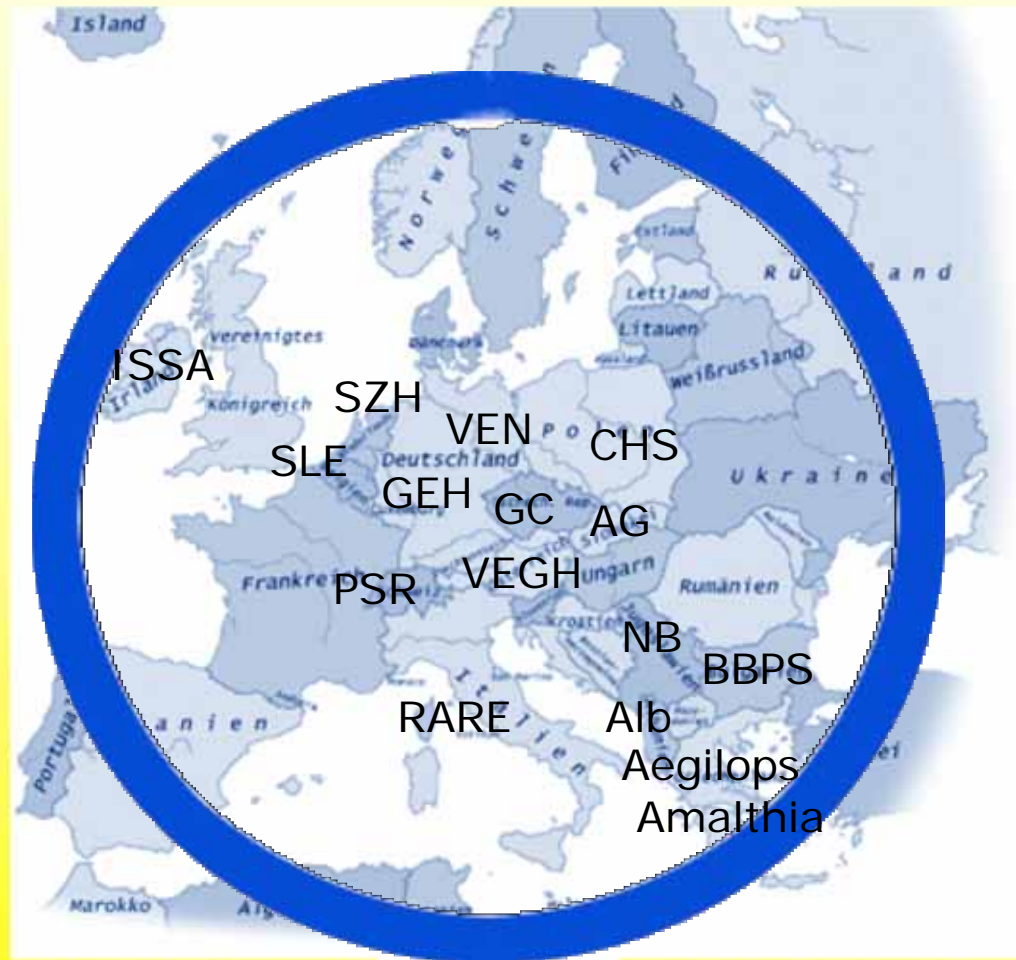
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# ELBARN, an EU funded NGO project of Euronatur and the SAVE Network

DAGENE/SAVE-Conference Kozard, June 2008



SAVE Foundation and SAVE Network, Konstanz/Germany; [www.save-foundation.net](http://www.save-foundation.net) and [www.agrobiodiversity.net](http://www.agrobiodiversity.net)

# SAVE Foundation: an I-NGO

(Safeguard for Agricultural Varieties in Europe)



- Co-ordinating NGOs of course, but also:
- **Mapping** the former diversity (country by country, region by region)
- **Watching** the endangered breeds continuously (early warning mechanism)
- **Rescuing and conserving**, if there is a need for action (emergency response)
- **Networking** the rescue actions



# Why ELBARN?

- In-situ conservation is often faced with danger of losing important stock
- Ark & Rescue Centres offer space in cases of urgent displacement or disease
- ELBARN is a data base of Ark & Rescue Centres and networks them

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# Ark and Rescue Centres

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## Ark and Rescue Centres will:

- Offer emergency places for endangered genetically important livestock
- Offer quarantine places for rare breeds in the event of epidemics
- Will keep core breeding groups
- And will offer breeding advice to keepers
- Will offer an opportunity for the public to see the animal genetic resources of Europe



## Ark and Rescue Centres need the capacity to:

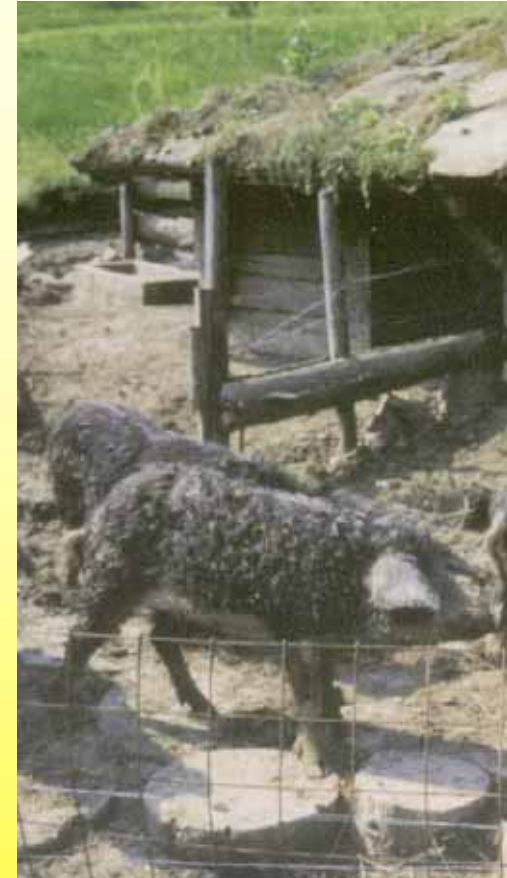
- Offer free places as needed
- Offer places suitable for the breed in question
- Be able to take over animals at short notice



# The Objectives of ELBARN

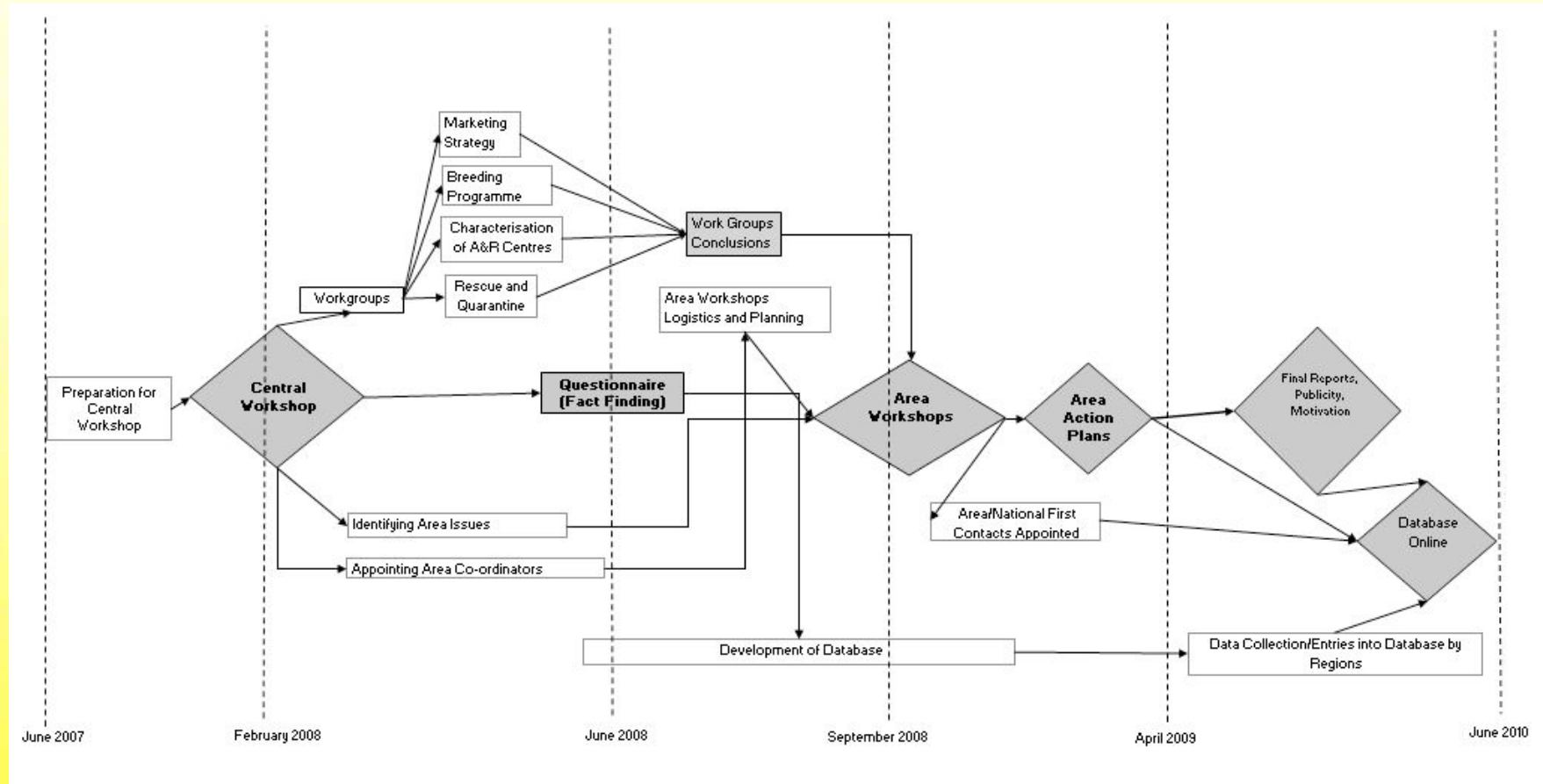
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- Identification, networking and documentation of Ark and Rescue Centres, all over Europe
- National/regional contact persons to coordinate Rescue actions,
- A database with easily accessible information about Rare Livestock Breeds, promotion of Rare Livestock Breeds, breeding co-ordination.
- ELBARN will not buy animals or pay for the infrastructure of Ark and Rescue Centres.



# Structure of ELBARN

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# Milestones of ELBARN

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- **Start: 1<sup>st</sup> June 2007** (duration three years)
- **Central Workshop**, hold in February 2008 at Kutna Hora (CZ)
- **Transnational Working Groups** worked on the four main themes: Rescue & Quarantine, Characterisation of the A&R Centres, Breeding Programmes and => **Marketing Strategies**
- The **Database** and a **Questionnaire** will now be developed
- **Area Workshops** in Spring 2009, Database will be filled up with data from the areas
- **Final Report** of the project ELBARN accompanied by press releases and other publicity for the database
- **Motivation** of national and international governments and organisations to support **the continuation of ELBARN.**



# Area Workshops

80



- First Contact Appointments: Each Area or country needs to identify suitable contact persons or institutions that can be reached in cases of urgent displacement of animals.
- Discussion of National and Trans-national Issues in order to produce the Area Action Plans.
- The Action Plans are tailored to the needs of each area and set out the work required to achieve the long term goal of a functioning ELBARN.



# A Concept for the Future

- Each country will have one or more Ark and Rescue Centres
- The Centres will offer free space and quarantine (if needed)
- They shall get zoo status in case of epidemics (no preventive culling)
- They will be ready to take over herds/flocks of rare breeds at short notice (within 48-72 hours)
- They will be networked and support national breeding programmes
- They will be self sustainable through marketing products, giving advice to breeders and/or being involved in tourism and landscape management.



=> ELBARN will become an important “reinsurance” for live conservation of animal genetic resources in Europe!

To make ELBARN a success

- it must be financed
- Ark & Rescue Centres should become self-sustainable



# Marketing Strategies

(recommendations from Working Group 4)

- Tourism (tourist attraction, scenery)
- Education (school farm, city farm)
- Services (grazing, pack horses, etc.)
- Marketing of products
- Labelling
- Financing rescue



# Tourism - Education

- Local Breeds are Unique Selling Points (USP) and a cultural and natural heritage
- USP are important for the image building and promotion
- A&R Centres offer joint attraction of several local breeds (combined USP)
- A&RCs can offer products of traditional breeds (cafeteria, shop) and sell souvenirs (horn, fleece, etc.)
- A&RCs can offer lectures for classes and guided group visits
- A&RCs can advice hobby farmers



# Scenery in landscape

- Tourism depends on traditional use as the landscape is often a key attraction. Well known areas:
  - Puszta (Hungary): Grey cattle
  - Istria (Croatia): Boskarin
  - Camarque (France): Camarque Horse
- Such Flag Ship Breeds are important to promote tourist destinations on national, regional and landscape level
- National and Nature Parks : Preserve valuable areas for tourism and integrate autochthonous breeds as USPs and for services (grazing, etc.)



# Services

- Grazing is an important service of traditional breeds especially in marginalised and protected areas but: who is paying for it?
- Support for Service can come from Mountain Farmer Programmes, Nature Conservation, ..
- Other services: pack horses, therapeutic riding, etc.
- Breeds must be identified for what kind of service:
  - to control succession or
  - Rooting of soil (e.g. in Christmas tree plantations...)
  - Riding, recreation, contact area,....



# Marketing of products

- Marketing is the key to rescue programmes, but not all breeds can be marketed the same way everywhere (meat, dairy, wool; e.g. no horse meat is eaten in UK,..)
- Marketing of “Traditional Breeds” not “Rare Breeds” (people don’t eat rare animals!)
- Creation of a Niche Market
  - Identify USPs
  - Identify likely users (end customers)
  - Identify way to market
  - Obtain endorsements
  - Promote product (e.g. by VIP statements, chef of restaurants)
  - Link producers to outlets



# Labelling

- For the marketing of products of rare breeds in general (not only for A&RCs) a new label is needed
- It should promote and protect small scale, extensive production from local breeds, using traditional process in manufacturing and respecting animal welfare (as the organic label was before shifting to mass production with industrial breeds)
- Determination of criteria for a supplementary A&RC label and creation of a logo
- Identification of an official certification body and looking for institutions and/or programmes for cooperation



# Funding Rescue and Quarantine

- A&RCs focused primarily on Rescue and Quarantine have few possibilities for marketing (animals are only for short time there); => need special funding
- Support for short time intervention (purchase of animals, transport, food and treating)
- Lobby work is needed to create Rescue Funds based on private and state funding and be organised on EU, regional or national level
- Rescue Funds are comparable to other funds for damages created by wildlife, safeguard cultural heritage, disease control, etc..... )



# Conclusions

- The ELBARN Network is the basis of promotion
- Identification and promotion of Flag-Ship breeds
- Promotion of farm park visits for children and adults e.g. through Arca-Net ([www.arca-net.info](http://www.arca-net.info))
- Identification of suitable breeds for services
- Promotion of traditional breeds as Cultural Heritage and for Consumer Health
- Identification of marketing possibilities and creation of suitable labels for promotion and protection



Detailed information on ELBARN you will find  
on the project page of the SAVE website:

=> [www.save-foundation.net/ELBARN](http://www.save-foundation.net/ELBARN)

Thank you for  
your attention!

