

ELBARN Work Group 4: Marketing Strategies

Using the knowledge gained from previous experience, guidelines will be prepared for improving the marketing potential of the livestock breeds in question. This will include products, labelling, tourism etc. These will be available online for interested institutions and individuals to utilise.

Guideline for the discussion

What kind of best practice and experience of this subject is available in the working group for the following main topics:

A) Tourism / Exhibition / Education

- Arca-Net for basic promotion and networking (www.arca-net.info)
- Integration into the regional offers of tourist services (coach-travels, etc.)
- Farm holidays, trekking tours on animals or with packhorses, etc.
- Integration into courses for biology and agriculture
- Instructions of apprentices, admission of students and trainees
- Realisation of breed exhibitions (show & sale)
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B) Grazing / Services

- Lending of animals for nature protection, taking on of grazing jobs
- Cultivation of marginal revenue areas
- Other requests (e.g. pack- or work animals, pig grazing, etc.)
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C) Product Marketing

- Regional marketing through individual channels
- Marketing with labels: new label, combination of existing labels))
- Other product promotion (as "mountainproducts", biosphere-products, etc.)
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Special discussion points:

- What "best practice" is available, for which cases
- Possibilities and success prospects of Label Marketing
- Needs of logistics and infrastructure for labelling
- Marketing channels for such specific products (especially internationally)
- How could the labelling question be dealt in a deeper manner (with whom, funds)

What laws and systems are already in place that might help or hinder

Preconditions for acceptance of products as:

- PDO (Protected Designation of Origin)
- PGI (Protected Geographical Indication)
- TSG (Traditional Speciality Guaranteed)

Aims:

- Development of Marketing Strategies for Ark- and Rescue-Centres (ARCs)
- Plumbing the possibilities for labelling products from rare or local breeds
- Drafting guidelines: marketing potential for breeds
marketing potential of different kind of ARCs