

# Opportunities to increase the value of local breeds

Increase of value in *in situ*  
conservation programs

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# Opportunities for sustainable use

- Improvement of management at farm level
- Development of high quality products for niche markets
- Adding originality factors to high quality products
- Exploitation of ecological functions of species and breeds
- Governmental support or incentive payments for cultural functions

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# Task 1: Select opportunities for utilization

- Determine the relevant opportunities for the species
- List the characteristics of the breed and combine them with the relevant opportunities
- Describe the relevant opportunities for the breed

# Improvement of management in addition to breeding

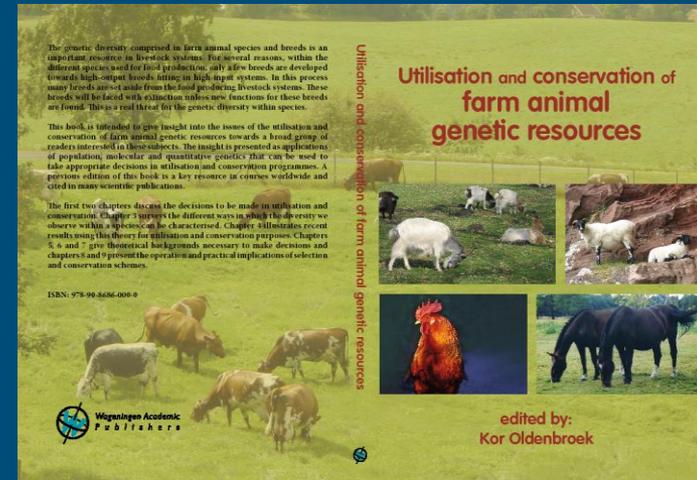


- Extension service in cooperation with breeders associations
- Use “Master Breeders” with indigenous knowledge
- An outside observer can define their practices

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# Tasks 2: Inventory and dissimination of knowledge of Master Breeders

- Identify Master Breeders
- Interview Master Breeders carefully
- Document management techniques and selection criteria
- Make the results available and reward Master Breeders



# High quality products for niche markets



- Breed specific products based on unique characteristics
- Produced with traditional techniques
- Premium at local regional market
- Collaboration between producers

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## Task 3: Create and evaluate a list of potential products

- List the (unique) characteristics of the breed
- Identify the market for breed specific products
- Conduct a workshop with stakeholders
- Prioritize the products and services per breed
- Write a businessplan for production and marketing chain
- Produce a small amount of the product at an experimental base
- Evaluate sales to market demand



# Enhancing the value of existing niche products

- Originality, particularly to place of origin (labeling!)
- Territoriality: link of breed to regions
- Typicity: uniqueness of products
- Traditionality: historic and cultural aspects
- Communality: shared experience in production and marketing



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## Task 4: Opportunities to enhance the value of high quality products

- Describe existing products, markets and trademarks
- Assign a score for quality, distinctiveness and access to markets
- Describe opportunities to enhance the scores
- Develop a plan to enhance the value through manufacture, trademark and marketing

# Exploit ecological functions in nature management

- Herbivore species differ in grazing behaviour
- Breeds also and differ in robustness
- Large numbers required > great opportunity



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# Task 5: Select species and breeds for nature management

- Interview stakeholders and describe requirements
- Describe the grazing behaviour of species and the robustness of breeds
- Match the requirements for nature management with characteristics of breeds
- Write an action plan and emphasize profitability

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# Exploiting potential societal and cultural functions



- Attractive elements rural area (tourists)
- Cultural services (ceremonies, games)
- Sport or hobby function

## Task 6: Identify social and cultural functions of a breed



- Determine the present and potential functions of a breed
- Document groups benefiting from various elements
- Valuate services in terms of losses if unfulfilled

# Questions?



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# Evaluation chapter 7

- Prepare a proposal to solicit support from potential suppliers from governments or entrepreneurs
- List the functions of a breed and value them
- List the social groups benefitting from the functions
- List potential sources for support