

Work Group 4:

Marketing Strategies

How important are Rare Breeds?
How to finance ARS ?

(ARS = Ark and Rescue Stations)

Different Strategies for Funding and Marketing

- Location of ARS
 - near **towns** (for public, “city farms”, education),
 - **in the cultural landscape** (organic farming, traditional use, ark farm)
 - **in marginal areas** (use for grazing services, landscape protection),
 - in **tourism** areas for promotion and offers to guests (national or nature parks, scenery protection, souvenirs)
- ➔ difference in goals need different solutions

Education is important in many ARS

- Raising awareness of children through experience with the animals
- Lobby for the involvement of rare breeds organizations in nature / city farms / zoos
- Develop regional identity and markets
- Preserve cultural and natural heritage
- Help marketing of products

BOX: Chaam Chicken

- Certified Breeding Centres for example in Chaam, Rotterdam and other ARS
- Birds are shown in City Farms to people as a part of education
- Monument near Chaam with alive chickens inside (art used to promote)
- Meat promoted with Slow Food certificate
- Special dish for Christmas

Tourism

- Local Breeds are Unique Selling Point (UPS);
 - ➔ Hungary: Grey cattle (National level)
 - ➔ Istria: Boskarin (Regional)
 - ➔ Camarque: Camarque Horse (Landscape)
 - ➔ Flag Ship Breeds are important to promote destinations on national, regional and landscape level
 - ➔ USP for the image building and promotion

Scenery related to Traditional Breeds

- **Scenery is important for Tourism**
- Tourism depends on traditional use as the landscape is often a key attraction
- Example Lake District: Tourism sector understood that the traditional breeds are important to preserve the landscape
- National and Nature Parks : Preserve valuable areas for tourism
- Tourists can buy products like horn or others products from traditional breeds (Souvenirs)

Example: Shetland

- Scenery Shetland island → Linking landscape- region – sheep breed – product (wool)
- Product marketing for tourism plus special regulations for the area
- Shetland lamb is Protected Designation of Origin (PDO)
- Wool marketing is based on special regulations

Services

- Grazing is an important service of rare and traditional breeds especially in marginalised and protected areas
- → who is paying for it?
- Support for Service can come from Mountain Farmer Programme, Nature Conservation, ..
- But marketing is important for long-term protection of breeds

Services → Recommendations for lending and using animals

- Breeds must first identified if they are suitable for each of service:

Classify the breeds for services in **categories**

- Examples for breeds which can be used
 - to control succession or
 - in wet areas are important and can be used for the rescue programme
 - Rooting of soil, “Christmas Tree plantations...)
 - Riding, recreation, contact area,....
- Training courses for hobby “Ark” farmers to raise their knowledge

Marketing

- Marketing is the key to the rescue programmes
- ➔ BUT not all breeds can be marketed in the same way (meat, wool, tourism, education..... many opportunities!)
- For example meat of horses can not be market in UK (BUT in Italy)

Recommendation for Meat Marketing

- **Rare Breeds** can not be marketed, as you should not eat a rare animal. The public does not understand that you should eat rare animals.
- ➔ You eat **Traditional Breeds**

(experience and presentation from UK)

BOX: Traditional Breeds Meat Marketing



Marketing Is The Answer

- **Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably**

Creating a Niche Market

- Identify USPs
- Identify likely users (end customers)
- Identify way to market
- Obtain endorsements
- Promote product
- Link producers to outlets

How TBMM Operates

Set up as conservation measure for rare/traditional breeds

Accredits independent butchers/farm shops to market meat from pure bred stock (beef/lamb/pork)

Links producers and butchers

Sets standards and prices

Certifies all stock

Promotes the eating qualities of rare breeds

Labelling

- PGI: Protected Geographical Indication (Schwäbisch-Hällische PIG is PGI)
- PDO: Protected Designation of Origin (Parma ham)
- Distribution: PDO, PGI mostly in southern countries (France, Italy);
- TSG: Traditional Speciality Guaranteed → List of ingredients and a specific process (Mozzarella)
- Labelling of products (not only ARC),
 - but for small scale agriculture, local production on basis of local and old varieties

EC 2092/91 – concerning the Bio Label but also concerning the rural development we propose a new label that

- ***Small-scale local production on basis of local and “old” varieties should in future be distinguished from large-scale production with modern varieties as regards to the support of Ark and Rescue Station and the rescue and conservation programmes for rare and traditional breeds and varieties.***

(compare SAVEeNews 2/2004)

Special Labels and Cooperation

- For ARC-Farms cooperations with
- Artists
- Programmes for Special Certificates and
- Slow Food

for promoting and marketing is recommended

Unique Certification

— YOUR ASSURANCE OF —


Purebred Traditional Meat

Total traceability, high welfare standards from non-intensive farming
to give the very best eating quality.

British Beef
Purebred Longhorn Steer


Grassfed in a non-intensive system.
Born 08 April 1999
in England.
Raised in Hertfordshire.

Reference Code	CS01-002215 / UKTJ121800162
Slaughtered in	Hants, UK
Slaughterhouse No.	6060
Cut in these premises	

Signed 
Date 11 October 2001

R.B.S.T. National Agricultural Centre, Stoneleigh Park, Warwickshire CV8 2LG
Registered Charity No. 269442

Product assured by the
Rare Breeds Survival Trust



Accredited Butcher

Beef Labelling

- Licensed by Defra
- Independently audited every year



The image shows a 'Beef Labelling Scheme Approval' certificate from Defra. The certificate is yellow with a purple border. At the top left is the Defra logo and contact information for the Beef Labelling Section. At the top right is a box for the approval reference 'BLN(UK)E 1623'. The main title 'Beef Labelling Scheme Approval' is in a red box. Below this, it states 'This is to certify that:' followed by the details of 'Traditional Breeds Meat Marketing Co Ltd'. It then states 'has approval to label the beef they sell in the United Kingdom at all outlets supplied by Traditional Breeds Meat Marketing Company Ltd, with the following information:'. This is followed by a list of details: Origin, County of Rearing, County of Slaughter, Method of Production, Breed, Purebred, Native Breed, Name of Breed, Sex of Animal, Age at Slaughter, and Date of Slaughter. At the bottom, there is a 'Signed' line with a signature and a 'Date' line with the date '7 November 2003'. The bottom left corner has the text 'BLS 6 (Rev 5/03)'.

defra
Department for Environment, Food & Rural Affairs
Beef Labelling Section
2nd Floor - Area C, 9 Millbank, c/o Nobel House,
17 Smith Square, London SW1P 3JR
Helpline: 020 7236 3156/3150 Fax: 020 7236 3169
e-mail: bsa@defra.gov.uk

Approval reference
BLN(UK)E 1623

**Beef Labelling Scheme
Approval**

This is to certify that:

Traditional Breeds Meat Marketing Co Ltd
FREEPOST (GL442)
Cirencester
Gloucestershire
GL7 5BR

has approval to label the beef they sell in the United Kingdom at all outlets supplied by Traditional Breeds Meat Marketing Company Ltd, with the following information:

Origin:
County of Rearing, County of Slaughter
Method of Production:
Non intensive, Grass Fed
Breed:
Purebred, Native Breed, Name of Breed
Sex of Animal
Age at Slaughter
Date of Slaughter

Signed  Date 7 November 2003

On behalf of the Secretary of State for
Environment, Food and Rural Affairs

BLS 6 (Rev 5/03)

Promotion of ARStation

- Meat or milk products → Through VIP statements and head chefs of restaurants
- Save cultural heritage connected with old breeds, e.g. production method, skills,
- Wool → promote sheep breeds in small numbers through special products

BOX: Wool Marketing

- Goal → to link Breeds and Products
- ATELIER describes the wool of 50 sheep breeds
- Exhibitions with pictures from the breed and wool sample, product samples
- Process: spinning, weaving is shown to the people
- Documentation centre to promote producers, products and breeds
- Small machines and facilities are needed for small amounts of wool

Tracing of Products

- Example from Hungary:
- WASP-System → State Initiative

Funding Rescue

- Rescue needs special funding
- Transport, food and purchase of animals has to be supported
- Lobby work is needed to create rescue funds
- The can be based on private and state funding and be organised on EU, national or regional level
- (Rescue funds are comparable to fund for damages created by wildlife, safeguard cultural heritage, etc.....)
- ...and are needed for short time intervention)