

# Work Group 4 “ Marketing”

Participants:

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## Tourism

For the tourism sector there are some Unique Selling Points (UPS) which can be attributed to the old breeds. For example if you see some species you know where you are like in Hungary the Grey cattle (National Symbol), in the region Camarque the Camarque Horse (Landscape), in Istria the Boskarin cattle (Regional) or in the region Hohenlohe in Germany the Schwäbisch-Hällisches Pig. These breeds can be characterised as Flag Ship Breeds, they are important to promote destination on a national, a regional or a landscape level.

The key to tourism and rare breeds is to link the environment to the breeds. Tourism depends on traditional use as the landscape is the key attraction. Tourists should become aware that if the breeds vanish, the environment would change. So here you need to raise awareness (but you shouldn't over do it: see example UK).

Examples where the scenery is linked to the breeds are the Lake District in UK, the Puszta in Hungary or the Camargue in France. In the Lake District the tourism sector understood that the sector depends on the rare breeds, as they preserve the landscape. An element in promoting tourism are the National Parks where you can often see big herds which preserve valuable areas for tourism and tourists can buy products like horn or others as souvenirs.

## Education

Lot of education has to be done to raise awareness of the public towards the old and endangered breeds. But it also can be too much. Richard Lutwyche made the point that Scottish Beef is indeed famous but if you look around you see mostly Charolais or other common meat breeds and the rare breeds seem to be displaced. But in the UK there are (too) many shows where you can see the rare breeds and it seems that this can be a dangerous overkill. The people's attention spans are mostly short in that regard.

The farm parks visitor numbers are declining. There are two factors which will be probably major causes. One is that other facilities like theme parks or other activities get popular. Another one is an increased liability of the teachers when the children get sick after a farm park visit. In times of increased risks of outbreaks of animal epidemics like avian influenza parents and authorities often act hysteric.

Raising awareness should begin with the kids. The Dutch organization “Stichting Zeldzame Huisdierrassen (SZH) has therefore created a book named “Lapje” for children. It is about a Dutch belted calf so the children will be able to recognize this breed in nature. Besides the book the organisation creates also course materials for schools. Another way of raising the awareness of children is through actual experi-

ence with animals like in city farms. Ank Zegwaard made therefore the proposal that we should lobby for the involvement of rare breeds organizations in nature and/or city farms. City farms are a speciality, they are run by municipalities and are more dedicated to education and less to landscape conservation.

Education is important in many Ark- and Rescue Stations and should include the following:

- 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

## **Animal Owners**

Many animals of the rare breeds are with hobby keepers and this is a little bit different than when you have to live from the keeping of animals. The hobby keepers have the money to keep them and don't need necessarily an economic outcome of the breeds. Goal has to be to get the hobby keepers involved in the network of the conservation of the old breeds and maybe get them better organized.

## **Marketing of products**

Marketing is the key to the rescue programme. But not all breeds can be marketed in the same way (meat, wool, tourism, education...many opportunities). And in some countries you can't market all meat like the meat of horses in the UK. Another point is that **Rare Breeds** can't be market. The public does not understand that you should eat rare animals. So you eat **Traditional Breeds**.

In marketing rare and traditional breeds it is important to keep as much of the food chain in the Ark- and Rescue Stations (USP). Another important aspect should be to link the product with the breed and not only market the products from the animals but also the purebred animals itself.

The Ark- and Rescue Stations which want to market the meat (or other products) have to base their development on the marketing from the beginning. Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. To do this it is important to create a niche market, which can be done by:

- Identifying USPs
- Identifying likely users (end customers)
- Identifying way to market
- Obtaining endorsements
- Promoting the product
- Linking producers to outlets

## Meat:

Richard Lutwyche showed how the Traditional Breeds Meat Marketing (TBMM) operates. It was set up as conservation measure for rare / traditional breeds and accredits independent butchers / farm shops to market meat from pure bred stock (beef/lamb/pork). The goal is to link producers and butchers, set standards and prices, certify all stock and promote the eating qualities of rare breeds. The certification document should be unique so that it's always recognizable (see figure below).

— 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

Product assured by the  
Rare Breeds Survival Trust



Accredited Butcher

R.B.S.T. National Agricultural Centre, Stoneleigh Park, Warwickshire CV8 2LG

Registered Charity No. 269442

## Wool:

The marketing of wool was discussed a long time. For this the expert Marie-Thérèse Chaupin from the European Association for Study, Liaison, Innovation and Research into Textiles (ATELIER) could contribute from her experience with wool marketing. ATELIER is designed as a documentation centre for the promotion of producers, products and breed. Every product which is sold is labelled with the logo of ATELIER, name of the farmer and name of the breed.

It was discussed then if any sheep breed can be market as exceptional because there are not many breeds where you can actually see as a “normal person” the difference between one and another breed. Many people think “sheep is sheep” because most sheep look the same to the public. There are only some breeds as for example the Zackel sheep with it long horns, where you can see at the first look which breed it is.

ATELIER made good experience with exhibitions which are somewhat the core element to raise awareness. ATELIER describes the wool of 50 sheep breeds in Europe and their differences in use and products to promote their conservation. The main element should be exhibitions with pictures from the breed and wool samples with the possibility for the people to compare and feel the different samples. And it's also nice if you have product samples like carpets or hats which are made from the wool of different sheep breeds. Most people at these occasions are astonished to see and feel an actual difference. These exhibitions can also be accompanied by showing the spinning and weaving processes to the people.

When you talk about wool marketing you have to be aware of that small machines are needed for the processing of small amounts of wool. Sometimes this and the organisation structures in a country are contradictory to marketing the old breed's wool. For example the UK has stronger market organisation systems where all wool has to go over the wool board but exceptions can be made with rare breeds where the number of animals is few. Then the farms are allowed to market the wool directly. So this guarantees prices that are a little bit better than in other countries. 20 or 30 years ago you could also earn a good price for wool in Hungary and in Montenegro (Laszlo Radnoczi, Sylvia Drovs) but not any more because there are no production facilities any more and the product is also not asked for. **Point to remember:** not only promote products but also the production process / facilities including origin.

A good example for linking landscape, region, breed and product is the Shetland Island where the products meat (PDO) and wool of the Shetland sheep are market among other things in the tourism sector.

At least two points for the marketing of wool through Ark- and Rescue Stations can be pointed out of this discussion. First it would be good to integrate the various wool processing points throughout Europe in Arca-Net to promote the link to Ark- and Rescue Stations (→ follow-up). Second ATELIER is a good way to promote sheep breeds in small numbers through Ark- and Rescue Stations which have a shop.

#### Services:

A big service is Grazing. The central question for this is who is paying for it. There are various Programs like the Mountain Farmer Program or Nature Organisations which can be possibilities for getting the services paid.

Then another point is to make Recommendations for lending animals for grazing services. First suitable breeds have to be identified, for this a classification scheme should be done where certain breeds for the grazing service could be divided in "grazing 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. Second there should be training courses for hobby farmers to raise their knowledge about the animals and the marketing of the grazing.

#### Promotion of ark- and rescue stations:

Meat or Milk products can be promoted through VIP statements and head chefs of restaurants. This should be accompanied by promoting that old breeds along with production methods and technical skills are a cultural heritage which has to be saved.

#### **Example for a marketing initiative of an old breed: Chaam Chicken**

- Certified Breeding Centres for example in Chaam, Rotterdam and other Ark- and Rescue Stations
- 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

## Tracing of products

Here we have an example from Hungary where on a state initiative a WASP-System to trace the product back to the animal has been created.

## Labelling

When we talk about labelling products then we have to deal with the fact that there are ten to twenty small single Labels (for each country). Or should we focus on one European Label?

On the European Level there are the three labels PDO (Protected Designation of origin), PGI (Protected Geographical Indication) and TSG (Traditional Speciality Guaranteed). An example for a PDO is the "Prosciutto de parma", a ham which is only made in 18 communities in the region of Parma. Not only are the regions exactly defined but also the origin of the pigs. They come from pig breeders in the Po valley so it is not allowed to import pigs for making the ham. This label is very cost intensive because the country has to give a list of traditional products, which should be older than 25 years. To prove this you need an independent certification body which makes up for the high costs. So it's almost only a possible solution for a specified product. The PGI has slightly fewer requirements. And on the lowest point of the scale is the TSG, this requires only a list of the ingredients and a specific production process.

PDO and PGI are more common in southern countries like France and Italy. The "Schwäbisch-Hällische Pig" is labelled as PGI.

Then there are also a few labels from private organizations independent of European law like the label of Slow Food which links a product to a particular Breed.

In the context of the revision of the European Organic Regulation 2092/91 in 2003/2004 the European Parliament had presented a draft to change this Council regulation. This very progressive document demanded under the topic "biodiversity" 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 the support of ecological agriculture. Such a splitting of the organic label would help to preserve the agro-biodiversity. This proposition was not accepted at the time but will be of interest for the future.

Concerning the Organic Label but also concerning the rural development we propose to pursue this idea of a splitting. Ark and Rescue Centres could profit from it. It was discussed that we could make a "new label" and combine one of the European labels with the "small scale scheme". From some participants of the workshop it was proposed that a new system of label should be "invented" in cooperation between consumers and producers. And that the local and small farms should not compete but show solidarity to each other.

But here the key question is if we can enter the discussion for a "new label"? Or does it cost too much effort for us to do this?

In February 2007 the DG Agriculture organised a "high level conference on quality food products". The seminar marked the end of a two year pilot 'Food Quality Schemes Project'. It is the will of the Commission and the European parliament to strengthen quality production for rural development. That's why the Commission intends to publish a 'Green Paper on Agricultural Product Quality Policy' by October

2008. The Commission welcomes any initiative by interested groups to circulate their contributions.

The recommendations from our group is to see if we can join the “Green Paper” approach for promoting a label for small scale, local production on basis of local and old breeds / varieties where you can choose the addition of organic (where suitable) or not. Our participant Marzio Quassolo, who works for a certification body in Italy, assured that for a label like this private certification is possible when it is audited by a national institution. Furthermore the group decided that the label should also strongly include animal welfare (certification!!!).

To summarize we want a label which comprises three or four criteria which can be adapted to each specific country. Thereby we can only design a label for the combination of Ark- and Rescue Stations because if there is rescue centre alone there is no need for a product label, because there are no products.

There are two Channels through which we will promote the idea of a “new label”. One is the “green book of Europe” and one is the specific ELBARN Channel (for the Ark- and Rescue Stations→ in the rescue program the ark is still inside).

We then discussed the labelling of products versus the labelling of centres and came to the point that the only solution is the labelling for products. Labelling the centres would not be possible because they will be all over Europe and they would be probably to diverse to get them all under one specific label. Furthermore the rescue centres need more money than an ark farm alone which can't only be earned with labelling and marketing.

The idea of labelling is to get a higher value for a product from a special breed. For this the products from one breed have to be similar all over Europe but this is difficult because the carcass from ark farms over Europe vary too much which will be probably a problem (Richard Lutwyche). We will try to point out a way to do the marketing and labelling as well as we can, but we can't solve all problems. The slogan has to be “when you buy a product, you support an idea”.

Special labels and cooperation: it is recommended that ark- and rescue stations should cooperate with Artists, Programmes for special certificates and Slow Food for promoting and marketing.

## **Financing rescue**

Besides labelling we have to lobby for funds for Rescue. Rescue funds are comparable to funds for damages created by wildlife, safeguard cultural heritage, etc. and are needed for short time intervention. They will be needed for transportation, food and purchase of animals and can be organised on EU, national or regional level.

## **Points to remember**

If you talk about promoting and marketing arc and rescue centres there are some topics which have to be remembered. It follows a short summary of the important aspects.

- Question of Location: should the arc and rescue farms be placed in marginal areas where they can be of use for grazing services or near towns for good public access or in tourism areas / national parks where the tourism takes place and grazing services are required? This question results from the difference in goals.
- Questions on the kind of arc farms: a diverse range of options is possible. The ark farms can have a restaurant or a shop or they can be financed /co-financed by

public money or subsidies for support. But Caution: these moneys make dependent and they will probably go back over time because governments as well as private organisations want to save.

- Question on ark farms in combination with rescue stations or one kind alone?
- Question of rescue stations: Which ark farm will like to become a rescue station??? Another possibility would be to use empty stables on farms which have no animals anymore. But then there is the question of who will run this sort of operation? Again: all the things we discuss concerning marketing and services will not work for pure rescue stations. A rescue station will always have to be co-financed or seen as an added value of another institution for example Ark- and Rescue Station or Zoo- and Rescue Station. Rescue is the most important goal on top of conservation. We probably have to put in some considerable effort to solve the problem of the linking; from this moment it is difficult to see how to achieve this. The Group's opinion of this is that ideally it has to be the state or a breeder organization who will run the rescue stations but most of the time they probably won't do it!!! It probably will only work with a kind of GO – NGO cooperation this is especially important in south-eastern countries where the agriculture is in transition at the moment. In these countries state institutions should help as NGOs are still weak.
- Importance of labelling to prevent misuse of rare breed products or attributes is necessary

### **Discussion in the first plenary session:**

#### Eildert Groeneveld:

- A niche product for one animal might take away the niche for another
- Breeds have to be a component part of the scheme; prisons e.g. would not need to make a profit.

#### Andrea Rosati:

- There are success stories, what happens with the rest? How many people are willing to pay a premium?
- There is more than just meat, there are areas where it can't be applied.

#### Richard Lutwyche:

- The USP is not just about the eating quality also about food miles, consumers are interested in local food, in animal welfare. They buy the whole story.
- Prison farms were popular in the UK but are no longer, there is a danger in relying on state institutions.

#### Beate Scherf:

- Missing is who will do this creation of the niche market?

#### Martin Schneider-Jacoby:

- These breeds are never going to be a high percentage of the market, the costs of the whole system is not very high.

#### Pauline Wolters:

- City Farms are careful about their hygiene standards. But the movement is covered by a "hygiene scheme" – there is a problem of fewer visitors due to fear of disease.