



"Swiss Foundation for the promotion of the cultural and genetic diversity of agricultural plants and farm animals"

Promoting diversity, its availability and its utilisation

Erwin Kump
ProSpecieRara

Das Engagement von ProSpecieRara



Saving and conserving of the diversity of farm animals and - plants

Conservation

Projects

Information

Media

Expositions

Education

courses

workshops

Marketing

Online market

Product markets

Seedling markets

Project



Survey: Motivation of the breeders of rare breeds

- Why do they work with rare breeds (cultural, pragmatic reasons?)
- Professional farmers or "Hobby breeders"?
- Age-, gender-, geographic distribution
- What is their marketing concept
- Which services of the breeding associations do they use
- etc

AIM:

What are their needs/problems, and what can our foundation do for them?

Our general needs:



- Motivation of the breeders/farmers/gardeners
- Market

What do we need from SAVE network

- Knowledge sharing with comparable projects in other countries
- Cooperation with transboundary organisations with same mission
- Cooperation with SAVE partners for a strong and clear message in Brussels