



Swiss Foundation
for Cultural and
Genetic Diversity of
Plants and Animals

From the Old Breed to the New Product – Chances and Pitfalls in the Marketing of Biodiversity-Products

Urnäsch, 13th September 2012
Philippe Ammann, ProSpecieRara Switzerland

ProSpecieRara



ProSpecieRara is a Swiss Foundation
distinguished with the ZEWO-Label
(proofed for being a charitable NPO)



Founded in 1982 in St. Gallen by Hans-Peter Grünenfelder

20 employees
in four locations

9'000 donators
2'500 active breeders and gardeners.

The ProSpecieRara-Network

ProSpecieRara Switzerland
in Brüglingen/Basel

ProSpecieRara Suisse romande
in Geneva

ProSpecieRara Svizzera italiana
in San Pietro

ProSpecieRara Germany
in Eichstetten (since 2011)

The Fields of Activity at ProSpecieRara

<p>garden & field crops</p> <p>seed library (gene bank) 900 varieties</p> <ul style="list-style-type: none"> 120 beans 80 tomatoes 90 potatoes <p>• ornamental plants</p> <p>12 public vegetable gardens</p>	<p>fruit, berries, vines</p> <p>fruit collections</p> <ul style="list-style-type: none"> 800 apples 400 pears 500 cherries 12 olives <p>vine collections 65 varieties</p> <p>berry collections 700 accessions (350 as varieties identified)</p> <p>160 collections (orchards)</p>	<p>animals</p> <p>26 breeds</p> <ul style="list-style-type: none"> 8 goats 5 sheep 3 cows 1 horse 2 bees 1 dog 5 poultries 1 pig <p>9 ark-farms</p>

ProSpecieRara sheep breeds



Mirror sheep



Grison Highland Shepp



Valais Red Sheep



Engadine Sheep



Skudde

ProSpecieRara goat breeds



Grey Mountain Goat



Booted Goat



Peacock Goat

ProSpecieRara goat breeds



Appenzell Goat



Nera Verzasca Goat



Grison Striped Goat



Valais Blacknecked Goat

ProSpecieRara goat breeds



Coppernecked Goat

ProSpecieRara pig breed



Mangalitzta Pig

ProSpecieRara cattle breeds



Raetian Grey Cow



Evolène Cow



Hinterwälder Cow



Simmental Cow („Edelweiss“)

ProSpecieRara horse breed



Freiberger Horse

ProSpecieRara poultry breeds



Pommern Duck



Diepholzer Goose



Appenzell Bearded Hen



Swiss Hen



Appenzell Pointed Hood Hen

Further ProSpecieRara breeds



Appenzell Mountain Dog



Dark Bee



Ligustica Bee

The goals of ProSpecieRara



Preservation and promotion of **genetic diversity** of old and rare crops and livestock.



Preservation of cultural diversity and traditions around the breeds and varieties.



Preserving the **knowledge** of breeding, maintenance / cultivation and use.



Guarantee **free access to the diversity** of varieties and breeds for everyone.



Promoting the **use and consumption** of crops and livestock.



Guarantee **food security** with a broad genetic pool.

The commitment of ProSpecieRara



Save and conserve the diversity
of livestock and crops

Conservation

on farm -
projects

The commitment of ProSpecieRara

⇒ On farm-projects, for example...



Rescue of the Coppernecked Goat



Ram center



Hatch center for rare Poultry breeds



Simmental „Edelweiss“ Cows

The commitment of ProSpecieRara



Save and conserve the diversity
of livestock and crops

Conservation

on farm -
projects

Sensitization

Public relations
work

The commitment of ProSpecieRara

⇒ public relations work, for example...



Expositions



Information material



Media work



Information centre



www.prospecierara.ch



Information booth at events / fairs

The commitment of ProSpecieRara



Save and conserve the diversity of livestock and crops

Conservation

on farm - projects

Sensitization

Public relations work

Marketing

Promotion of the stocks by promoting their specialties

The commitment of ProSpecieRara

⇒ promotion of the breeds by marketing



- The ProSpecieRara Label stands for:
 - purebred and controlled breeding of endangered breeds
 - herd book registered animals
 - Membership in a breeders organization
- Goals
 - promotion of the diversity of breeds
 - Sustainability by use of products from endangered breeds

The commitment of ProSpecieRara

⇒ promoting the breeds by marketing



Promotion of sustainable production in small scale structures.



Promotion of already **existing products** and activities.

Launch of **new products** and activities

The commitment of ProSpecieRara

⇒ promotion of **already existing products**.



	Waldschwein	Waldschweinefleisch in der Schwein	Gemeinschaft Kling	Ethelred	Düdel
	Waldschwein	Waldschweinefleisch in der Schwein	Gemeinschaft Kling	Ethelred	Düdel
	Waldschwein	Waldschweinefleisch in der Schwein	Gemeinschaft Kling	Ethelred	Düdel

The commitment of ProSpecieRara

⇒ promotion of **already existing** products & labels



The commitment of ProSpecieRara

⇒ launch of **new** products.



The advantage of old plant varieties:
visible differences e.g. tomatoes:



ProSpecieRara in Coop retail stores

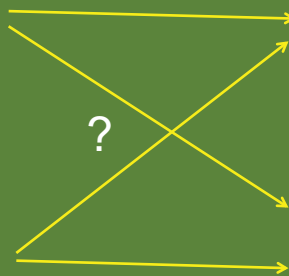


Challenges in the marketing of rare breeds



Which sausages originate from the mirror sheep?

Challenges in the marketing of rare breeds



You can visually distinguish the breeds, but hardly ever their products.

Challenges in the marketing of rare breeds:

Imparting values und emotions.

⇒ special breed, exclusive product,
message: „Your consumption has an sustainable impact“.



Challenges in the marketing of rare breeds:

Imparting values und emotions.



Genießen und mithelfen

Die Stiftung ProSpecieRara unterstützt und fördert die Verbreitung des «Pâté botté». Mit dem Genuss dieser Spezialität geben Sie den Stiefelgeissen eine Zukunft, denn mit steigender Nachfrage wachsen die Bestände der Zuchttiere mit.

Imparting values and emotions
is hopeless without informations.



Challenges in the marketing of rare breeds:
Imparting values und emotions.



+



Challenges in the marketing of rare breeds:
Imparting values und emotions.



Challenges in the marketing of rare breeds:
Communicate the qualities of the products.



+



**Challenges in the development of marketing projects:
limited durability of products**



Organic pasta with eggs
from Swiss Hens



Much time = high flexibility

Autumn-Fawn from the
Grison Striped Goat

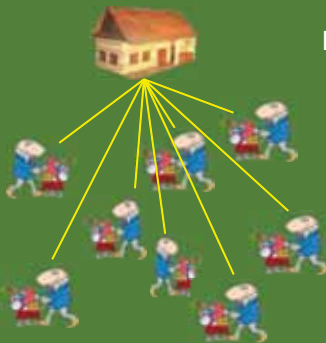


Less time = low flexibility

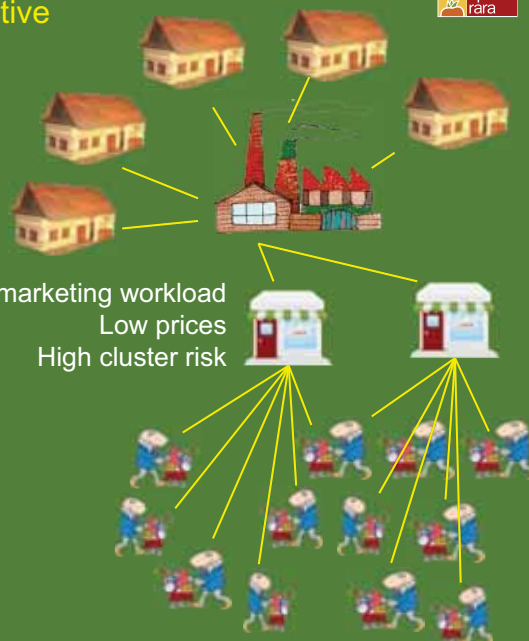
**Direct Sale & Marketing Projects
From the farmer's perspective**



High marketing workload
High prices
Low cluster risk



Low marketing workload
Low prices
High cluster risk



Ambassador-Products:

For example: felt products draw attention to the rare Engadine sheep



Felt pillow



iPhone protection



Keychains

Many products – one message:

One Label for the diversity of the traditional breeds and varieties.



