

SAVE eNews 3/2011

Quarterly e-mail service of the European SAVE Foundation
(Safeguard for Agricultural Varieties in Europe)



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Marketing-Labelling – SAVE Foundation goes forward

Agriculture is defined by the place in which it occurs, by the place's limitations and possibilities, by its resources or their lack. Different kinds of agriculture exist in different kinds of places; different varieties or different animal breeds; different ways and different means; different production with different value. => Agriculture in different places produces different products with different taste, size, aroma, colour as well as different civilizations (cited: Dilana Paraskevi).



Left: Trademark „Heritaste®“ for the promotion of autochthonous livestock breeds and crop varieties.

Above: Arca-Deli® Award for excellent products and innovative services.

Today agriculture works completely the other way: uniform products with uniform taste and this worldwide! Many countries even have no more seed production as the market is not "big enough" (e.g. 'Greek salad' depends today – even in Greece! – on varieties from the Netherlands and Italy). In the Northern countries 'organic farming' tries to avoid chemicals but it says nothing about the origin of the products. More and more organic farming depends upon hybrids and runs on high performance. In France and other countries just one field of one variety may measure several hundreds of hectares. That's why 'SlowFood', 'OldWays' and Variety-Saver organisations propagate, with success, traditional products.

In 2003 the European Parliament published a draft report (PR475209EN.doc) on the proposal for a Council regulation amending Regulation (EEC) No 2092/91 on organic production of agricultural products and indications referring thereto in agricultural products and foodstuffs. This most progressive document involving organic farming seen from the EU contained 13 pages and discussed in the statement on "biodiversity and seeds" a splitting of the certified organic production in two approaches, **one small-scale and local, producing a wide range of local or "old" varieties**, and the other on a larger scale, distributing and producing varieties that are more conventional but are appreciated throughout the Community. A splitting of the label in small- and large-scale would

also have been an appropriate solution to give endangered breeds and varieties much-needed promotion to compete in the economy again. This Council Regulation did not come into force, but SAVE Foundation continued to pursue this goal. In the frame of the public consultation on the EU's "Green Paper on agricultural quality policy" (end of 2008) SAVE Foundation requested a special label for the promotion for locally adapted, traditional livestock breeds and cultivated plants.

The EU "Quality package 2010"

Guaranteeing quality to consumers and securing fair prices for farmers are the twin aims of the "Quality Package" for food and agricultural products adopted by the Commission on 10 Dec. 2010. The Quality Package is the first step in the overhaul of agricultural product quality policy. It is the result of three years of extensive consultation and participation of stakeholders and it opens the way to a more coherent agricultural product quality policy. Furthermore, the Commission announced its intention to study further the problems faced by small-scale producers in participating in Union quality schemes as well as mountain producers to market their products. One of four elements of the package are the Commission "Guidelines on the functioning of voluntary certification schemes" (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:341:0005:0011:EN:PDF>)

SAVE Foundation acts

For the preservation of traditional breeds and varieties, the marketing of their products or their services is important. Only that which generates income is economically viable in the long term. Traditional breeds and varieties usually come from extensive farming. What grows slowly and is well adapted to local environmental conditions has usually also a higher value and is a quality product. This also justifies a higher price.

Based on the above EU guidelines SAVE Foundation establishes now a value-added label for products and services from autochthonous livestock breeds and crop varieties. Therefore it has registered with the European Office for Harmonization the trademarks "Heritaste" and "Arca-Deli".



The Heritaste® Trademark

The word "Heritaste" is a contraction of the words "Heritage" and "Taste". Heritaste is to characterize high-quality and tasty products and related innovative services. The trademark shall not be based on self-declaration but on Certification on business-to-consumer level (B2C with third part attestation). The label identifies products and services provided by indigenous livestock and crops. The production must be local, extensive and non-industrially made and has to represent a cultural asset. On the following pages of this eNewsletter the Heritaste label is presented in more detail.

The exact terms for the use of the label and the certification will be discussed in the second half of 2011 within the bodies of the European SAVE Network and in the circle of the Variety-Savers Network (<http://variety-savers.net>). It should come into force in early 2012. The new label is clearly not only for producers of the SAVE Network. It will be available for anybody fulfilling the conditions. SAVE is just the catalyst of the label.

More information under URL: www.save-foundation.net/english/market.htm

The Arca-Deli® Award

The new Arca-Deli Award is awarded annually by the SAVE Network for delicacies and innovative services originating from the circles of the European Ark Network "Arca-Net" (www.arca-net.info) and the Variety-Savers.Net (<http://variety-savers.net>). Products and services must meet the following conditions:

- Product or service (PoS) must originate from a farm that is connected either to the European Ark Network "[Arca-Net](http://www.arca-net.info)" or the "[Variety-Savers.Net](http://variety-savers.net)".
- PoS must be qualitatively above the average
- PoS must be recommendable as a model or example of good practice.



Presentation of products and services at Criewen, 2010

Products and / or documentation regarding services can be submitted once a year to the audit commission of the SAVE Foundation. For this a call for proposals is launched in time before the Annual Meeting of SAVE Foundation and the SAVE Network. At the Annual Meeting in Criewen 2010 the examination procedure was first "tested". Based on the results then the procedure should be refined at the meeting in 2011 in Dimitrovgrad and become definitely established.

=> Call for proposals for the 2011 awards:

Members of the Ark-Network Arca-Net and the Variety-Savers Network may submit products or services for the awarding 2011 **to arrive no later than 22nd September 2011**:

- a sample of the product or photo/video documentation of the service.
- a full description of the product or service including how it secures conservation of the breed or variety (max. 3 pages in English).
- the information sheet and declaration (signed), to download from website (see below).

A maximum of two products per farm can be entered.

For procedure and address see: www.save-foundation.net/marketing/Arca-Deli-en.htm

More and updated information on both of the trademarks will be available from the SAVE website on marketing-labelling: www.save-foundation.net/english/market.htm

EU schemes for protecting agrarian products

The EU recognizes three official trademarks: Protected Designation of Origin (PDO), Protected Geographical Indications (PGI), and Traditional Specialty Guaranteed (TSG). The last in particular is of some importance for the conservation of agro-biodiversity. The regulations are currently being revised and will be simplified somewhat to make them more user-friendly. All three trademarks for protection come with a big administrative burden and are cost intensive, which small organizations and producers simply cannot afford. The trademarks are also not geared to small production volume, so they are hardly useable for the purpose of conserving endangered indigenous breeds and varieties.

The Heritaste label on the other hand is planned to have little administration attached to it and to be stricter and more meaningful in terms of production requirements for the voluntary certification of the relevant products (see article below).



Heritaste® – Process and Terms of Reference

The story so far:

The process of launching a quality label is very long and there are many options to consider and discuss before the optimal solution can be found. SAVE Foundation, working together with colleagues through the SAVE Network, has come a long way since the first ideas of a marketing strategy for autochthonous breeds and varieties were discussed starting in Bled, Slovenia in 2004. Marketing was, for example, a main theme of the ELBARN project. The marketing work group was important for the generation of criteria (www.elbarn.net/elbarn/ELBARN20072010/WP2/WGI/Marketing/tabid/104/Default.aspx) that can be used for the marketing of products and services from the ELBARN Ark and Rescue Centres. These now need to be extended and formulated into criteria that are applicable to both livestock and crops.

The next step in the process was to decide upon a name and a logo for the marketing strategy and to register it as a European trademark. This step required a lot of discussion and patience but has led to the name “Heritaste”, which neatly encapsulates the scope of what it should express and, also the logo, which can be used in many labelling contexts as a simple symbolisation of the key principles of Heritaste.



The next phase in the process was to look at different options for using the label and to decide which one to use. Briefly described, these options included a pan-European SAVE project; using the label as an integral part of SAVE projects in the future; or various options for a commercial use of the label. The pros and cons of these options have been weighed up using a simple cost/benefit ratio in order to make the decision of how to continue.

Next steps:

It has been decided, on the basis of the process described above, to further consider the commercial options for launching Heritaste. This means that the certification process will be given in contract to national controlling agencies already inspecting, for example, organic farms. This makes sure that the products certified as being Heritaste products



really do fulfil the criteria set out and that consumers can trust the label. The certification will, therefore, be paid for by the producers, as with other certified standards. However, in the light of the unique situation, options are also being considered to firstly, allow for Heritaste certification within SAVE projects (i.e. where production processes are being set up) and secondly, to link the marketing strategy with an overall promotion of traditional livestock breeds and plant varieties as well as the organisations promoting their conservation.

Using the International Social and Environment Accreditation and Labelling (ISEAL) Alliance's [Code of Good Practice for Setting Social and Environmental Standards](#) which is the global reference for good social and environmental standard-setting processes, the following consultancy process is foreseen for the next steps of the development of the Heritaste label.

The conditions for use (see below) should be discussed within the SAVE Network starting at the SAVE Annual Meeting in Dimitrovgrad (September 2011) and will be continued in the forum space on Variety-Savers (<http://variety-savers.net/>). The basic frame of the conditions stands, however, these conditions need to be **measurable** and **verifiable** in order to be checked by a controlling body. They also need to cover all options for products and services provided by both plants and animals. It should also take into account the geographical scope of the label and the heterogeneous nature of European agriculture.

Heritaste® – Conditions for use:

Please note that these conditions are not the final draft, however they are the basis for the final conditions!

Basic conditions (each must be fulfilled):

1. The livestock and/or cultivated plants must belong to an autochthonous breed or variety (or traditional to that region)
2. The production must be local, extensive and not industrial
3. Livestock or cultivated plants must be of documented value for the local cultural heritage
4. The production and distribution should respect rules of fair trade and support local economic structures
5. No use of GMOs permitted
6. Products and services using the Heritaste® label can only be sold using the label as long as the contract is in place. Sale of the same product without the Heritaste® label whilst under contract is prohibited. The Heritaste® label must be clearly displayed along with the SAVE Foundation URL www.save-foundation.net

Additional conditions (level of fulfilment to be discussed):**Production:**

1. Quality should be guaranteed (seasonal fluctuations are accepted for natural products)
2. Traditional artisan processing should be used
3. Manufacturing should regard as minimum EU Bio regulations (Council Regulation (EC) No 967/2008 of 29 September 2008 amending Regulation (EC) No 834/2007 on organic production and labelling of organic products.

Livestock:

1. Livestock should be pure breeds and that should be documented
2. Services provided (e.g. grazing) should provide proven benefit to local ecosystems
3. Livestock must be kept in a free range management
4. Specifications for animal welfare must be respected

Plants:

1. Plants must be a nationally listed autochthonous variety
2. Cultivation must be in polycultures

Further to the completion of the above conditions, the “terms of reference” need to be discussed and agreed upon. The terms of reference include a justification of the need for a standard; clear objectives of the standard and; an assessment of risk involved in setting such standards. A draft copy of these terms are here: www.save-foundation.net/marketing/Heritaste-ToR.pdf.

The discussion of these conditions and terms of reference will take place at the SAVE Annual Meeting in Dimitrovgrad and will be continued in the forum space of Variety-Savers.

The aim is to complete these discussions by the end of 2011 so that a pilot version of the certification can be launched early in 2012. Therefore, we kindly ask everyone interested in promoting the concept of “conservation through use” to join in this consultation process! (=> <http://variety-savers.net>).



Newsflash

Network for Water Buffalo in SE Europe

As reported in the last eNews, SAVE Foundation recently initiated the foundation of a "Network for Conservation of Autochthonous Water Buffalo in SE Europe". A meeting in May, held in Sighisoara, Romania brought together a number of interested stakeholders from the region. The report of this meeting is now available:

http://www.save-foundation.net/Conferences/Sigishoara/Report_Buffalo_Workshop.pdf

Immediately after the meeting, a roundtable discussion for Romanian stakeholders was held. The report of this meeting is also available:

www.save-foundation.net/Conferences/Sigishoara/Report_Romanian_Roundtable.pdf

Global Crop Diversity Trust moves to Bonn/Germany

The Global Crop Diversity Trust (GCDT) – known as responsible for the Svalbard Global Seed Vault – will move with its 25 collaborators from Rome to the old capital of Germany in mid 2012. This concluded a two-year search process which considered a range of issues, including rights, privileges and immunities of staff, financial matters including possible contributions to operating costs, and physical accommodation issues. The German offer provides a truly exciting platform for advancing the mission of the Trust. It gives the Trust greatly expanded accommodation, significant long-term financial support for staff salaries and other operations, and energetic, high-level political support in assisting the Trust mandate with fundraising and support for advancing crop diversity.

Payment for Agrobiodiversity Conservation Services (PACS)

Bioversity International, one of the 15 centers of the consultative group on international agricultural research (CGIAR), recently developed a webpage related to Payment for Agrobiodiversity Conservation Services (PACS) projects. Although the current work is focused on crop genetic resources, the approach is equally applicable to AnGR too:

www.biodiversityinternational.org/research/sustainable_agriculture/pacs.html

Agreement RARE – WWF for agro-biodiversity in protected areas

R.A.R.E., the Italian rare breeds organisation has signed an agreement with the WWF Oasis Society, with the aim to conserve also agro-biodiversity and to conduct educational activities and training. The WWF Oasis Society operates on behalf of WWF Italy, either directly or through contracts, about 100 protected areas across Italy. The agreement provides that the different "Oasis" (protected areas) perform conservation projects for endangered native breeds with the advice and cooperation of RARE. In particular, projects are planned breeding of local breeds by region, information activities through the dissemination of guidance material and teaching, and guided tours.

Links: www.wwf.it/oasi and www.associazionerare.it/

Important dates (extract)

4-7 September: Second Balkan Symposium on Fruit Growing; Pitesti, Romania. Web: <http://bsfg2011.icdp.ro/?target=home>

6-9 September: Regional Forum of the IUCN Pan-European Region. Bonn, Germany. Contact: susanna.soderstrom@iucn.org.

7-8 Sept.: Workshop on the "Socio-economic and Cultural Values of Farm Animal Breeds", Reykjavik, Iceland. Web: <http://nordgen.org/index.php/en/content/view/full/63/>

7-9 Sept.: ECPGR-Workshop "Conservation strategies for European crop wild relative & landrace diversity", Palanga, Lithuania. Web: www.ecpgr.cgiar.org/index.php?id=4793

8-11 September: 23rd International Exhibition of Natural Products, Bologna, Italy. Contact: sana@bolognafiere.it, Web: <http://www.sana.it>

16-18 September: International Conference "Organic Agriculture and Agro-Eco Tourism in the Mediterranean". Zakynthos, Greece. Contact: abm.conference.2011@gmail.com

22-23 September: International Conference on Orchards in Austria-Hungary-Slovenia on Castle Tabor, Neuhaus am Klausenbach, Austria. Contact: info@arge-streuobst.at

22-25 September: 5th European Seminar on Agrobiodiversity. Annual Meeting of SAVE Foundation & the European SAVE Network in Stara-Planina Nature Park, Dimitrovgrad, Serbia. Web: www.save-foundation.net/PDF/SAVE_2011.pdf

23 September: Regional Fair of Balkan Agrobiodiversity (Rare Breeds Exhibition). Dimitrovgrad, Serbia. Contact: balkanika@ptt.rs

24-25 September: Allitalian Organic Fair "Piante e Animali Perduti" (lost crops and livestock) at Guastalla, Italy. Web: <http://www.pianteeanimaliperduti.it>

29 September: European Agrobiodiversity Day (EAD); Topic 2011: "Agrobiodiversity & Climate Change". PR event for Agrobiodiversity with various activities of all kind of stakeholders in their respective countries. www.save-foundation.net/EAD/EAD_en.htm

1-2 Oktober: ProSpecieRara Livestock Fair "National Show of Rare Swiss Breeds" at Brunegg (AG), Switzerland. Contact: info@prospecierara.ch

1-2 October: 4th Salon of Animal Traction at the Ferme of the Lycée Agricole at Montmorillon (86), France. Contact: gerard.coti@educagri.fr

3-5 October: Leader approach after 2013 and new challenges for the development of rural areas of Europe. At Koszęcin (Silesia), Poland; Web: www.leaderafter2013.eu/

4-8 October: RBI 8th Global Conference "Sustainable Conservation of Livestock Breeds Diversity for the Future: Impact of Globalisation of Animal Breeding and the Loss of Farm Animal Genetic Diversity - a Conflict? Tekirdag, Turkey. Contact: ozemel@hotmail.com

9-12 October: 5th Balkan Symposium on Vegetables and Potatoes. Tirana, Albania. Contact: aballiu@ubt.edu.al, Web: www.5bsvp.ubt.edu.al

13-15 October: Research Workshop "Protected Areas as Tools for Regional Development - Perspectives for Research and Management" at Parc Naturel Régional de la Chartreuse (near Grenoble), France. Web: www.iscar-alpineresearch.org

22-30 October: EUROPOM 2011 "1000 fruit varieties & international fruit exhibition, Zug, Switzerland. Contact: fructus@bluewin.ch, Web: <http://www.fructus.ch>

30 October: "Fiesta de la Transhumancia" in Madrid, Spain. Web: <http://www.pastos.org>

21-23 November: 2nd International Conference "Managing Alpine Future - Inspire and drive sustainable adaptation". Innsbruck/Austria; Web: <http://www.alpinefuture.com>

=> Further dates see: <http://www.save-foundation.net/english/actual.htm>