Some success factors for development and marketing of local breeds products

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Local breed: a breed linked to a specific and restricted territory, due to its origin, its actual location or its main farming system.

- Local breeds are generally less productive than mainstream breeds.
- Local breeds are often (but not systematically) raised on territories with natural constraints or handicaps.
- Almost all rare breeds are local but local breeds may have a large actual population size.

Local breeds are not well suited to mass production of cheap food. **Need for original food chains with high added value.**
Diversity of initiatives for development and marketing of local breeds products

Individual initiatives
Short or close food chains

Bretonne
Pie Noire
Parthenaise
Bazadaise
Porc Basque

Commercial mark
Géline de Touraine
Coucou de Rennes
Gauloise Bresse
Abondance
Tarentaise

Collective initiatives
Official signs of,
- Quality: Label Rouge, ...
- Origin: PDO (AOP)

Initiative by a (small) company → Collective mark ‘Kintoa’ → PDO

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Is a PDO enough for added value?
The example of PDO cheeses from some mountain area

Auvergne

Savoie

Franche-Comté

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Is a PDO enough for added value?
The example of PDO cheeses from some mountain area

Auvergne
Holstein
Salers

Savoie
Abondance
Montbéliarde
Tarentaise

Franche-Comté

E. Verrier, WIAS Seminar, Wageningen, December 09, 2014
Specifications, organization and prices
Franche-Comté and Savoie

Stringent specifications:
2 or 3 breeds allowed only; compulsory pasture; silage forbidden;
Possible restriction on milk yield (e.g. Beaufort = 5500 kg/cow/yr);
Factories collect milk once a day; use of raw milk only;

Consumers consider these cheeses as high quality products.
Price paid (in Paris): € 25-35 per kg

Small factories directly managed by farmers.

Extra-amount for the price of milk paid to farmers
+ 20 à + 40% than milk used for non-PDO products in the same area
+ 35 à + 60% than the national average value

Sources: Ricard, 1994; Verrier, 1995; Chatellier & Delattre, 2001; Verrier et al., 2005
Specifications, organization and prices

Auvergne

Soft specifications:
- No specification on breeds; no restriction on milk yield;
- No specification on pasture (except for Salers cheese) nor for silage;
- Factories collect milk three times a week; pasteurized milk allowed;...

Factories belonging to large companies that decide on prices at a national level

Consumers consider these cheeses as medium or basic quality products
- Price paid (in Paris): € 12-24 per kg

External quality controls

Price of milk paid to farmers
- = average national value

Sources: Ricard, 1994; Chatellier & Delattre, 2001
Let’s dream the (urban) consumer!
Is the breed a driver for the consumers’ choices?

Survey of consumers of products from three French rare breeds

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Dairy cattle BPN</th>
<th>Dairy cattle Flemish Red</th>
<th>Goat Pyrénée</th>
</tr>
</thead>
<tbody>
<tr>
<td>A product with high quality</td>
<td>+ + + + +</td>
<td>+ +</td>
<td>+ + + +</td>
</tr>
<tr>
<td>A unique taste</td>
<td>+ + + +</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Relationship with the farmer</td>
<td>+ + +</td>
<td>+</td>
<td>+ + +</td>
</tr>
<tr>
<td>A local product</td>
<td>+</td>
<td>+</td>
<td>+ +</td>
</tr>
<tr>
<td>A product from organic agriculture</td>
<td>+ +</td>
<td>0</td>
<td>+</td>
</tr>
</tbody>
</table>

Source: Markey et al. (2014), Results of the project ‘VARAPE’
The breed supports the image of the product

St-Nectaire PDO cheese (from Auvergne area)
Salers breed = 1% of the milk but 100% of the labels on packaging
Use of the name for marketing
Competition on the name

European rule Nr 2081/92

Taureau de Camargue PDO
Camargue cattle breed
→ Raço di Biou

Bœuf Maine-Anjou PDO
Maine-Anjou cattle breed
→ Rouge des Prés

Charcuterie Corse PDO
Corse pig breed
→ Nustrale

Product winner by KO!
Conclusions

• On the podium: area, breed, product(s)
• Diversity of approaches: PDO is not the only way
• Need for a market (consumers with money)
• A close control by farmers is essential:
  • Collective: small factories, on farm processing,…
  • Individual: on farm processing, direct saling,…
• Agreement to be found between stakeholders: breeders, farmers, processors, retailers, etc. Need for an ‘arena’ where discussion and decisions can take place → Typical role of a French ‘Organisme de Sélection’
Further reading


