

Opportunities for conservation of local breeds

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Some success factors for development and marketing of local breeds products

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Food chains for local breeds

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



Bazadaise

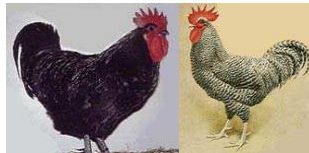


Parthenaise

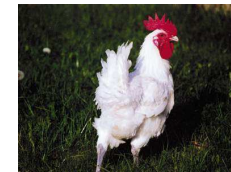


Porc Basque

Commercial mark



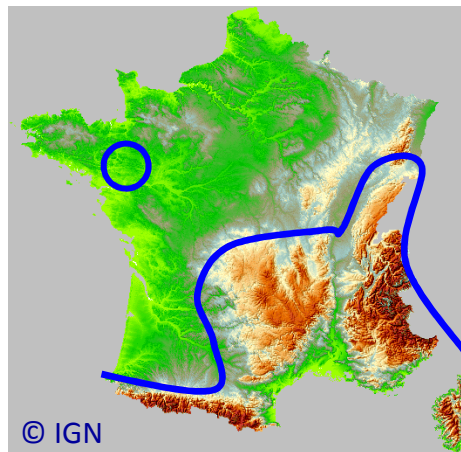
Géline de Touraine Coucou de Rennes



Gauloise Bresse



Abondance Tarentaise



Collective initiatives

Official signs of,

- Quality: *Label Rouge*, ...
- Origin: PDO (*AOP*)



Salers



Aubrac



Basco-Béarnaise



Nustrale



Rouge des Prés

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

Is a PDO enough for added value?

The example of PDO cheeses from some mountain area

Auvergne



Savoie



Reblochon



Beaufort



Abondance

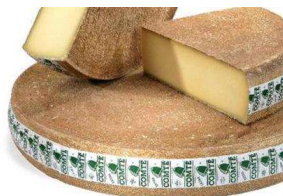


Tome des Bauges

Franche-Comté



Mont-d'Or



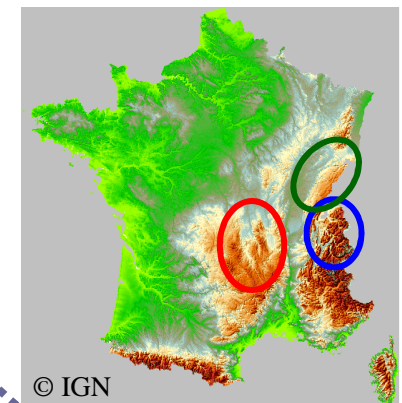
Comté



Morbier



Bleu de Gex



Is a PDO enough for added value?

The example of PDO cheeses from some mountain area

Auvergne



Holstein



Salers

Savoie



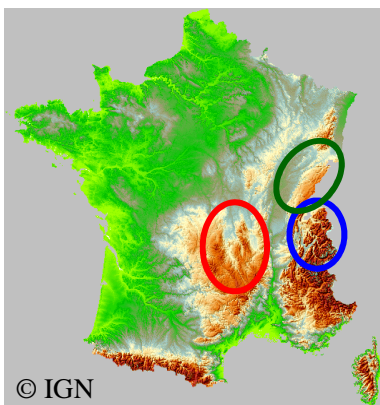
Abondance



Montbéliarde



Tarentaise



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Franche-Comté

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;...



Small factories directly managed by farmers.
Specification for Comté: the '25 km' rule.

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



External quality controls

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?

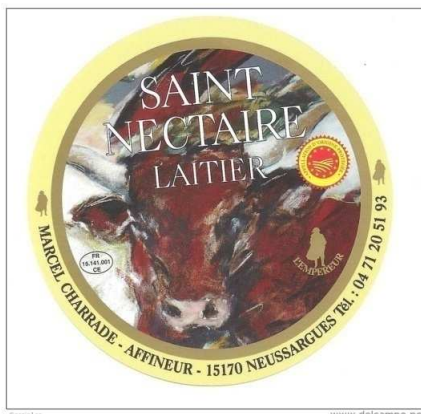
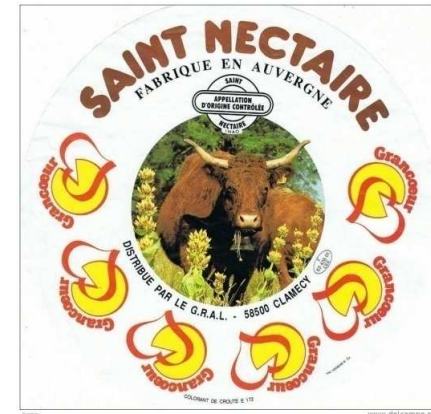
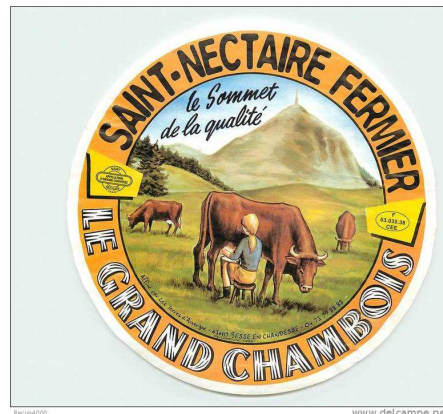
Survey of consumers of products from three French rare breeds

Motivation	Dairy cattle BPN	Dairy cattle Flemish Red	Goat Pyréenne
A product with high quality	+++++	+++	++++
A unique taste	++++	0	+
Relationship with the farmer	+++	+	+++
A local product	+	+	++
A product from organic agriculture	++	0	+

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

Verrier E. et al. (2005) Conservation and values of local livestock breeds: usefulness of niche products and/or adaptation to specific environments. *Animal Genetic Resources Information* 36, 21-31.

Lambert-Derkimba A., Casabianca F., Verrier E. (2006) L'inscription du type génétique dans les règlements techniques des produits animaux sous AOC : conséquences pour les races animales. *INRA Productions Animales* 19, 357-370 (in French).

Lambert-Derkimba A. et al. (2010) Consequences of the inscription of local breeds in protected designation of origin cow cheese specifications for the genetic management of the herds. *Animal* 12, 1976-1986.

Lambert-Derkimba A., Lauvie A., Verrier E. (2013) How the development of products valorizing local breeds changes breeding goals: examples from French cattle breeds. *Animal Genetic Resources* 53, 135-140.

Lauvie A., Couix N., Verrier E. (2014) No development, no conservation: lessons from the conservation of farm animal genetic resources. *Society and Natural Resources* doi:10.1080/08941920.2014.933922.