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Specific products with added value for local breeds: lessons from success and non-success stories



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Local breeds

Definition by the French *Code Rural*:

A breed mainly linked to a given territory

(by its origins, its geographical distribution and its farming system)

A local breed may be rare... or not!



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Houdan chicken breed
80 hens



© OS Lacaune

Lacaune dairy sheep breed
900,000 ewes

Preservation or development of local breeds: Main factors

Motivated farmers/breeders



Products with
added value



© Union Bretonne Pie Noir



© cancoillotte.net

Other services



© E. Verrier

Specific environment (adaptation)

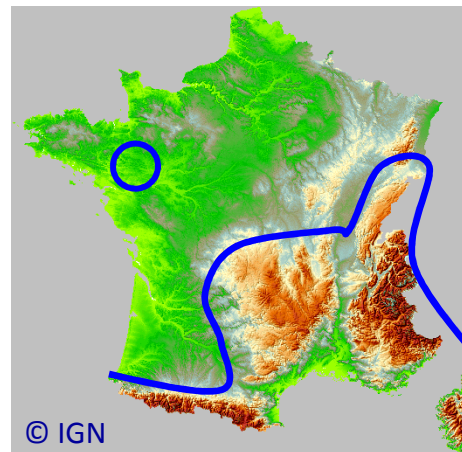
Content

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- 2. Need for a market and supply-demand adequacy**
- 3. Maintaining a close control by farmers**
- 4. Cohesion between the different actors**
- 5. Name and image issues**
- 6. Conclusion**

1. Large diversity of initiatives



Abondance Tarentaise



© IGN

Collective initiatives
Official designations
of origin or quality



Salers

Aubrac

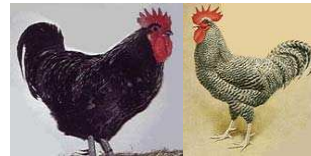


Lacaune



Rouge des Prés

1. Large diversity of initiatives

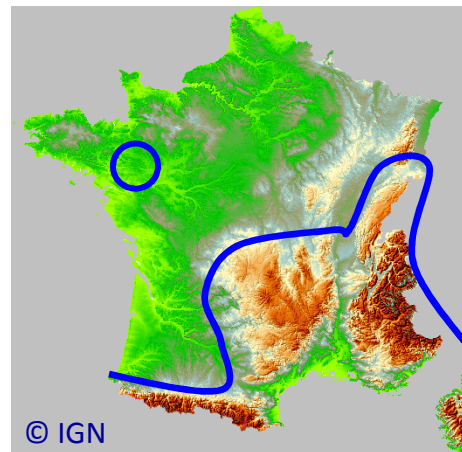


Géline de Touraine Coucou de Rennes

Trade mark



Abondance Tarentaise



Collective initiatives
Official designations
of origin or quality



Salers Aubrac



Lacaune



Rouge des Prés

1. Large diversity of initiatives

Individual farmers' initiatives

Short market chains



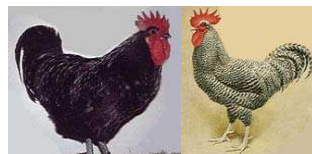
BPN



Parthenaise



Bazadaise

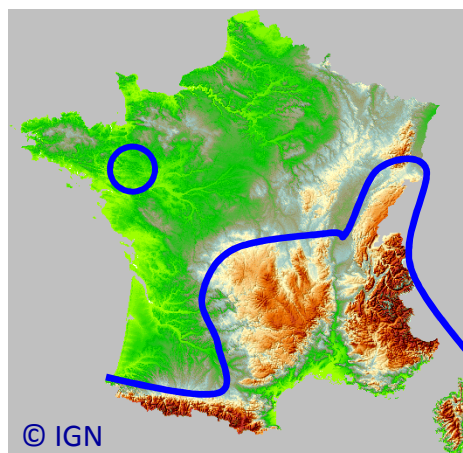


Géline de Touraine **Coucou de Rennes**

Trade mark



Abondance **Tarentaise**



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Collective initiatives
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Salers **Aubrac**



Lacaune



Rouge des Prés

1. Large diversity of initiatives

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BPN



Parthenaise



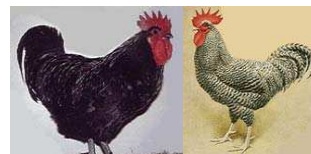
Bazadaise



Porc Basque

Company's initiative

→ Collective mark 'Kintoa' → PDO

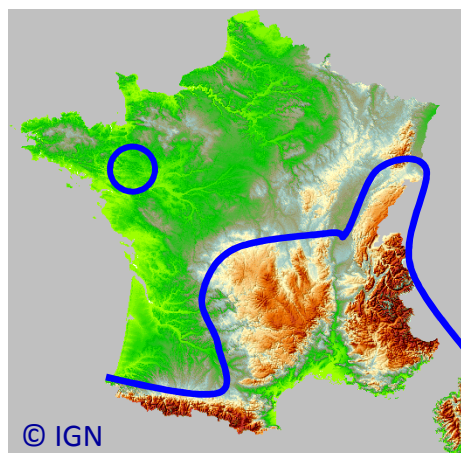


Géline de Touraine **Coucou de Rennes**

Trade mark



Abondance **Tarentaise**



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Collective initiatives

Official designations of origin or quality



Salers



Aubrac



Lacaune

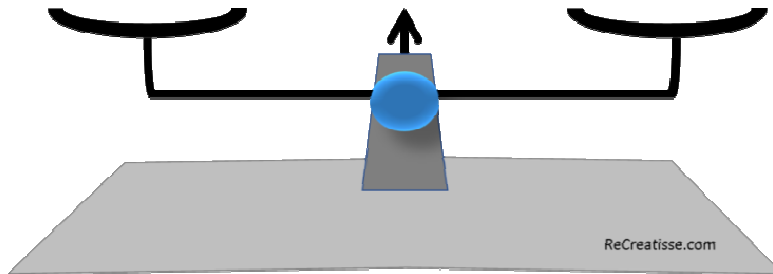


Rouge des Prés

2. Supply-demand adequacy

High price
for a high income
to farmers

Clientele
with enough
money



Sufficiently large production throughout the year is often a condition for product labeling: an issue for rare breeds!

2. Do consumers ask for products from local breeds?

Reason for purchase	Cattle Bretonne PN	Cattle Flemish Red	Goat Pyrenean
Quality product	+++++	+++	++++
Typical (unique) taste	++++	0	+
Relationship with the farmer	+++	+	+++
Local product	+	+	++
Product from organic agr.	++	0	+
Product from local breed	0	0	0

Survey of consumers of products from three rare local breeds
Markey et al., 2014

2. Local breeds only for local markets?



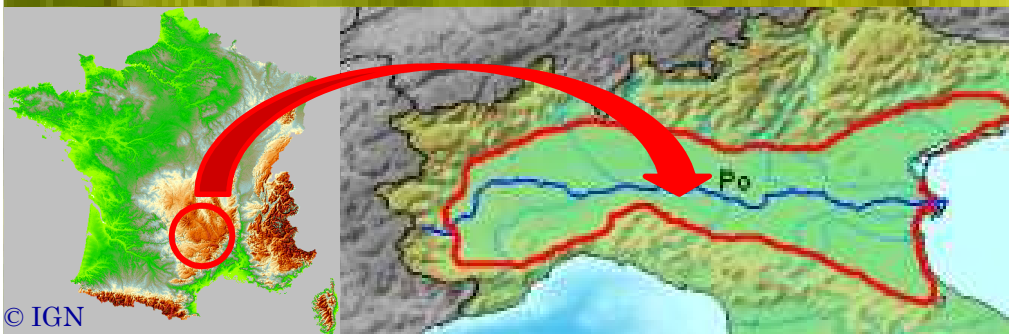
The example of the Aubrac cattle breed

Farming system with transhumance

Local Aubrac breed: 180,000 cows

Crossbreeding with Charolais bulls \approx 60% of mating

Crossbreds calves exported in Italy for fattening



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3. Strong control by farmers

The example of the French Northern Alps



**4 PDO cheeses
with stringent specifications,
including the use of the 2 local breeds**

**Small cooperative factories
directly managed or strictly controlled
by farmers**

**Milk price difference according to its use (PDO cheese vs. other products)
Milk price paid to farmers = + 35% to +60% than the national mean**

Ricard, 1994 ; Verrier, 1995, 2005 ; Chatellier et Delattre, 2001

3. Little control by farmers

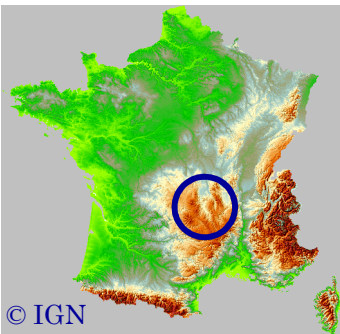
The example of the Auvergne territory



5 PDO cheeses
with not so stringent specifications,
with no specification about the breed

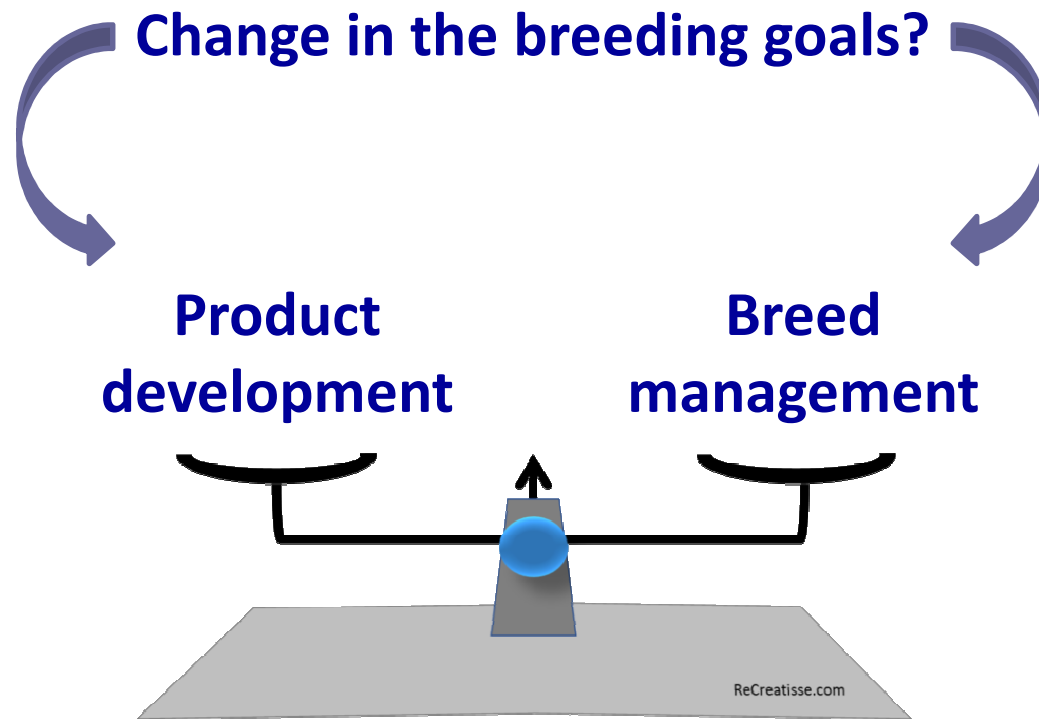
Large cooperative or private factories
with decisions taken at the national level

No milk price difference according to its use
Milk price paid to farmers = national mean



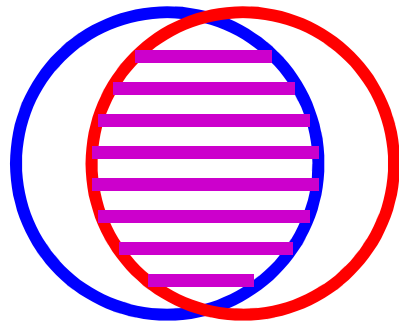
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4. Cohesion between actors



4. The importance of “connections”

Actors in the breeders association / actors in the product market chain



Tarentaise
cattle breed

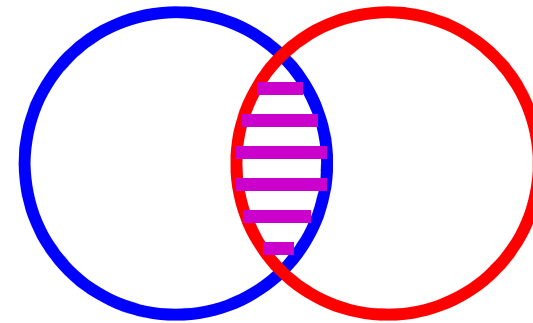
Beaufort
PDO cheese

Rouge des Prés
cattle breed

Maine-Anjou
PDO beef meat

Nustrale
pig breed

Corse
PDO delicatessen



Abondance
cattle breed

Beaufort
PDO cheese

Lambert-Derkimba et al., 2008, 2011, 2013

5. The name is a communication issue

An abundance of flavors!

Abondance
cow



Abondance
Valley
landscape

Abondance
PDO cheese

One valley, one cow, one cheese

5. The name that is carrying image: to the breed or to the product?

Impact of the EU rule Nr 2081/92



Camargue cattle breed
→ Raço di Biou



Maine-Anjou cattle breed
→ Rouge des Prés



Corse pig breed
→ Nustrale

6. Conclusion

- ❑ Products with added value help local breeds to be preserved
- ❑ There is not only one way to find added value
- ❑ A label is not enough: control by farmers is essential
- ❑ Cohesion between actors is also required
- ❑ Local breeds provide products with a positive image

A mutual benefit “deal”

Thank you for your attention



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