

# Added value to local breeds through goods and services: a diversity of ways of valorisation

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# A diversity of ways to add value to local breeds

## To add value to local breeds:

- > Food products (valorized through the market)
- > other goods (e.g. wool)
- > other services (e.g. landscape shaping)

} Less studied in terms of interactions between valorisation and breed's management

## Interacts with breeds' management

e.g.

introducing new stakeholders

introducing new selection criteria.

# Cases studies to explore this diversity (1)

Study of actual situations of several breeds and their management

Aim at identifying

- (i) the goods and services produced in system using those breeds
- (ii) the role played by the local breeds to produce these goods and services
- (iii) the questions raised concerning underlying processes

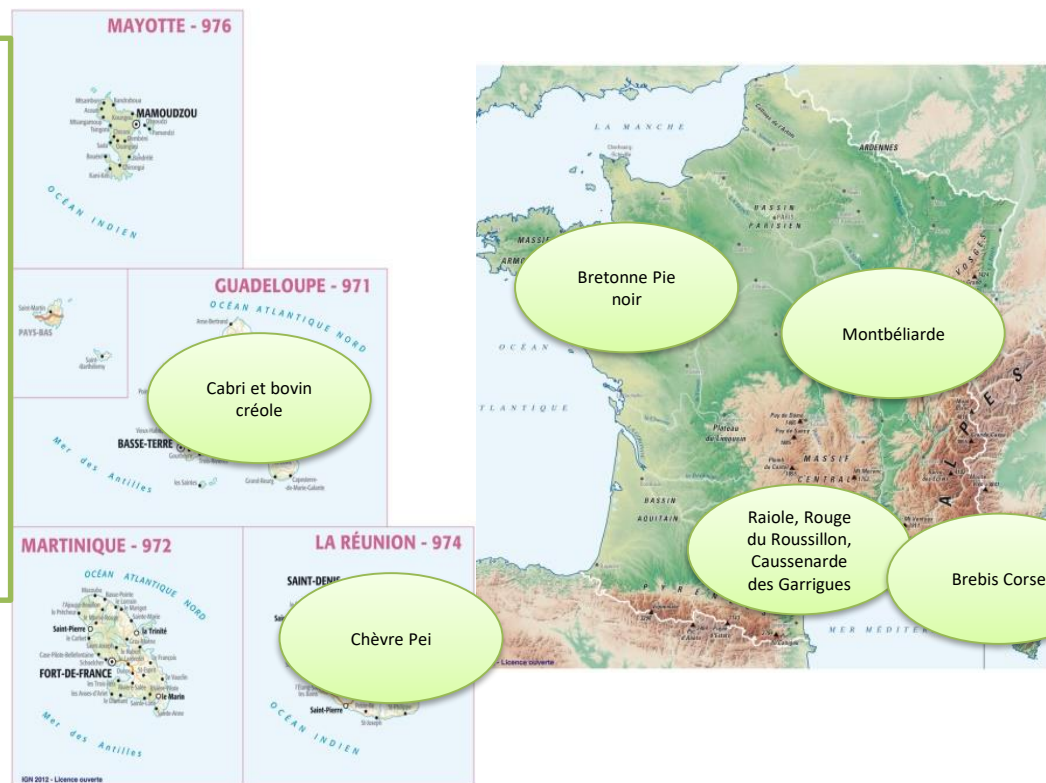
Researchers 'point of views on what constitutes a service: situated notion and in a constructivist perspective (e.g. Barnaud et al., 2018)

# Cases studies to explore this diversity (2)

Available data (from previous researches) on 9 French breeds' management, belonging to cattle, sheep or goat species, and raised in contrasted environments

## Common grid:

- Diversity of services
- Role of the breed in the process of service production
- Actors participating to the process of service production
- (potential) beneficiaries



# Diversity of products and other services from systems using local breeds

- Food and non-edible products.
- Contribution to the production of services linked to management of habitats (wildfire prevention), LFS preservation or preservation of associated landscapes or biodiversity
- Links to cults, like for instances the creole breeds in Reunion and Guadeloupe island.
- Educational use
- The heritage dimension of the breed itself is underlined, but it can also be recognised through the associated landscape

More largely, those LFS contribute to the global dynamics of the territories where they are implemented, through the fact that they maintain an agricultural activity but also by contributing to the image of this territory.

# The roles of the breeds in the processes to produce goods and services

For these productions the breed can play multiple roles:

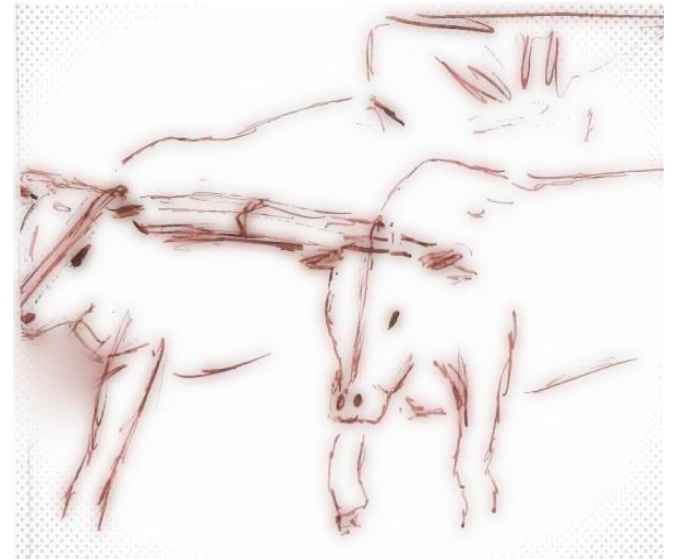
- Through its biological characteristics (e.g. abilities of the animals to be fed on spontaneous vegetation)
- Through attributes not directly linked to biological characteristics (e.g. image, heritage)
- As a core element of the search of innovations in agroecosystems and/or of a collective action.

# Taking the service production into account (2)

Example of the creole cattle breed in Guadeloupe

Use for pulling bulls (*bœuf tirants*)  
competition -> participated to  
conservation

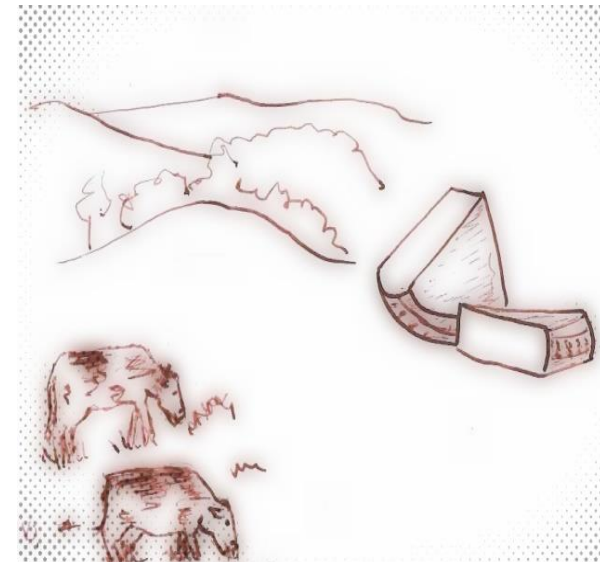
Increasing success of the cultural event  
but also increasing use of other animals  
<-> link between the breed and the  
event appears weakening



# Taking the service production into account (3)

## *Montbéliarde* example in the Comté cheese territory

- Importance of productivity criteria in the selection
- Increasing size of the herds (increasing demand of Comté and labour organization)
- Recentering herds on lands close to the farms rather than on more distant pastures more typical of Jura landscape
- > a dynamic of « deconstructing » the « landscape service »?





# To go further

Several research questions that need to be addressed like

- (i) how to identify the stakeholders concerned by services?
- (ii) how to report and account for the diversity of value and valorisation processes, including the non-market ones?
- (iii) how to better comprehend the interactions between services?



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**Thank you for your attention!**

**69 th Annual Meeting of the European Federation of  
Animal Science Dubrovnik, Croatia**

**Picture: Anne Lauvie**