



# Marketing Situation and concepts for Products of endangered local

## Maintaining by Using - Sheep and Goats

### How can Consumers be stimulated to buy Products from Rare Breeds for Premium Prices ?

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BÖLN

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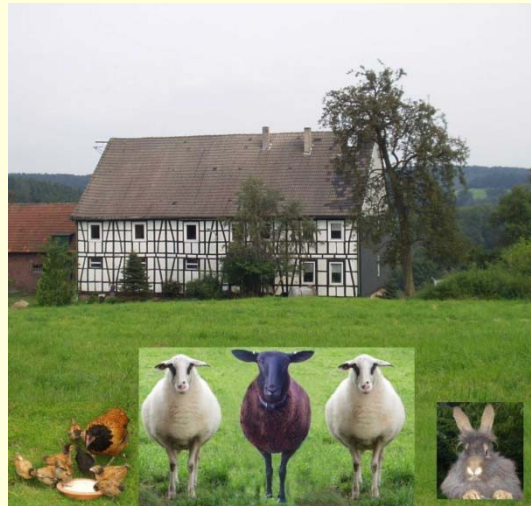


## Society for the Conservation of old and endangered Livestock Breeds in Germany (GEH)

- Founded 1981 in Bavaria
- Private Society with nationwide activities
- More than 2200 members (farmers, hobby-farmers, veterinarians, breeders, organizations, researchers, interested people, administration)
- Publishing the „Red List of endangered Livestock Breeds“ since 1984
- About 176 local breeds are endangered in Germany
- Since the activities of GEH, no livestock breed became extinct in Germany



# The Ark-Farm Project



Ark-Farms: Since 1995

Ark-Parc, -Village, -Region: Since 2008

## Criteria for Ark-Farms

- Economically organized farm
- Breeding of more than 3 endangered breeds (Red List)
- Herdbook for less than 2 breeds with minimum number of animals
- Keeping animals for agricultural use  
(breeding, marketing , environmental services)
- Attractive presentation of the animals
- Representative for animal genetic resources





# Regional Livestock Breeds – Sheep and Goats in Germany



Skudde



Rauhwolliges Pomm. Landschaf



Coburger Fuchschaf



Weißes Bergschaf



Graue Gehörnte Heidschnucke



Harzziege



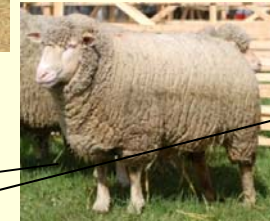
Thüringer Wald Ziege



Rhönschaf



Merinofleischschaf



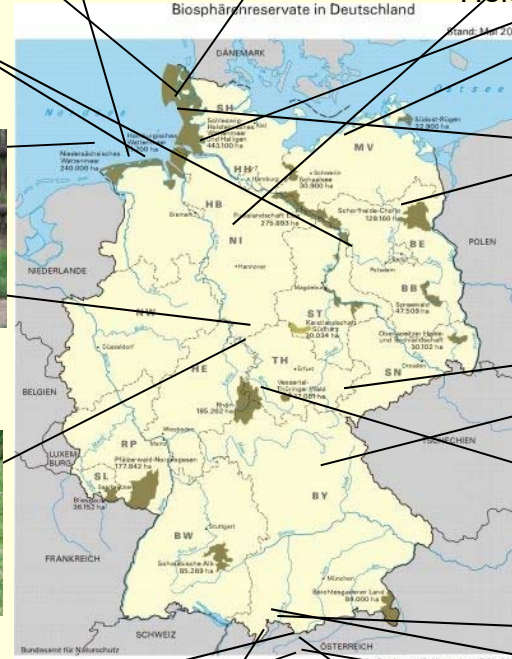
Merinolangwollschaf



Waldschaf



Weißköpfiges Fleischschaf



Ostfriesisches Milchschaaf



Leineschaf



Bunte Dt. Edelziege



Bentheimer Landschaf



Weißer gehörnter Heidschnucke



Weißer Dt. Edelziege



Braunes Bergschaf



Geschecktes Bergschaf



Brillenschaf



Alpines Steinschaf



Krainer Steinschaf



Schwarzes Bergschaf



## Endangered Breeds of Goats in Germany (BLE 2019)

Breeds of Goats	Number of Females	Number of Males	Total	Endangerment
Bunte Deutsche Edelziege (incl. Harzer Ziege)	4770	216	5036	MP (BEO)
Thüringer Wald Ziege	1896	196	2092	MP (BEO)
Weißer Deutsche Edelziege	4348	199	4547	MP (BEO)



**All german breeds of goats are endangered**





## Endangered Breeds of Sheeps in Germany (BLE 2019)

Breeds of Sheeps	Number of Females	Males	Total	Endangerment
Schwarzes Bergschaf	212	20	232	PCP (ERH)
Alpines Steinschaf	1150	115	1265	MP (BEO)
Bentheimer Landschaf	3738	160	3898	MP (BEO)
Braunes Bergschaf	1342	74	1416	MP (BEO)
Brillenschaf	933	71	1004	MP (BEO)
Coburger Fuchsschaf	4573	275	4848	MP (BEO)
Graue gehörnte Heidschnucke	4225	236	4461	MP (BEO)
Krainer Steinschaf	1171	132	1303	MP (BEO)
Leineschaf	3976	137	4113	MP (BEO)
Merinofleischschaf	6105	146	6251	MP (BEO)
Merinolangwollschaf	4903	126	5029	MP (BEO)
Ostfriesisches Milchschaft	3169	219	3388	MP (BEO)
Rauhwolliges Pommersches Landschaf	3064	229	3293	MP (BEO)
Skudde	2856	268	2884	MP (BEO)
Waldschaf	1372	100	1372	MP (BEO)
Weißer Gehörnte Heidschnucke	1241	83	1324	MP (BEO)
Weißer Hornlose Heidschnucke	2646	125	2771	MP (BEO)
Weißes Bergschaf (inkl. Gescheckte)	1818	77	1895	MP (BEO)
Weißköpfiges Fleischschaf	1912	102	2014	MP (BEO)

Only two german breeds of sheeps are not endangered



## Status quo of the Marketing of Products from endangered Breeds – Information and Communication for Consumers

### Method

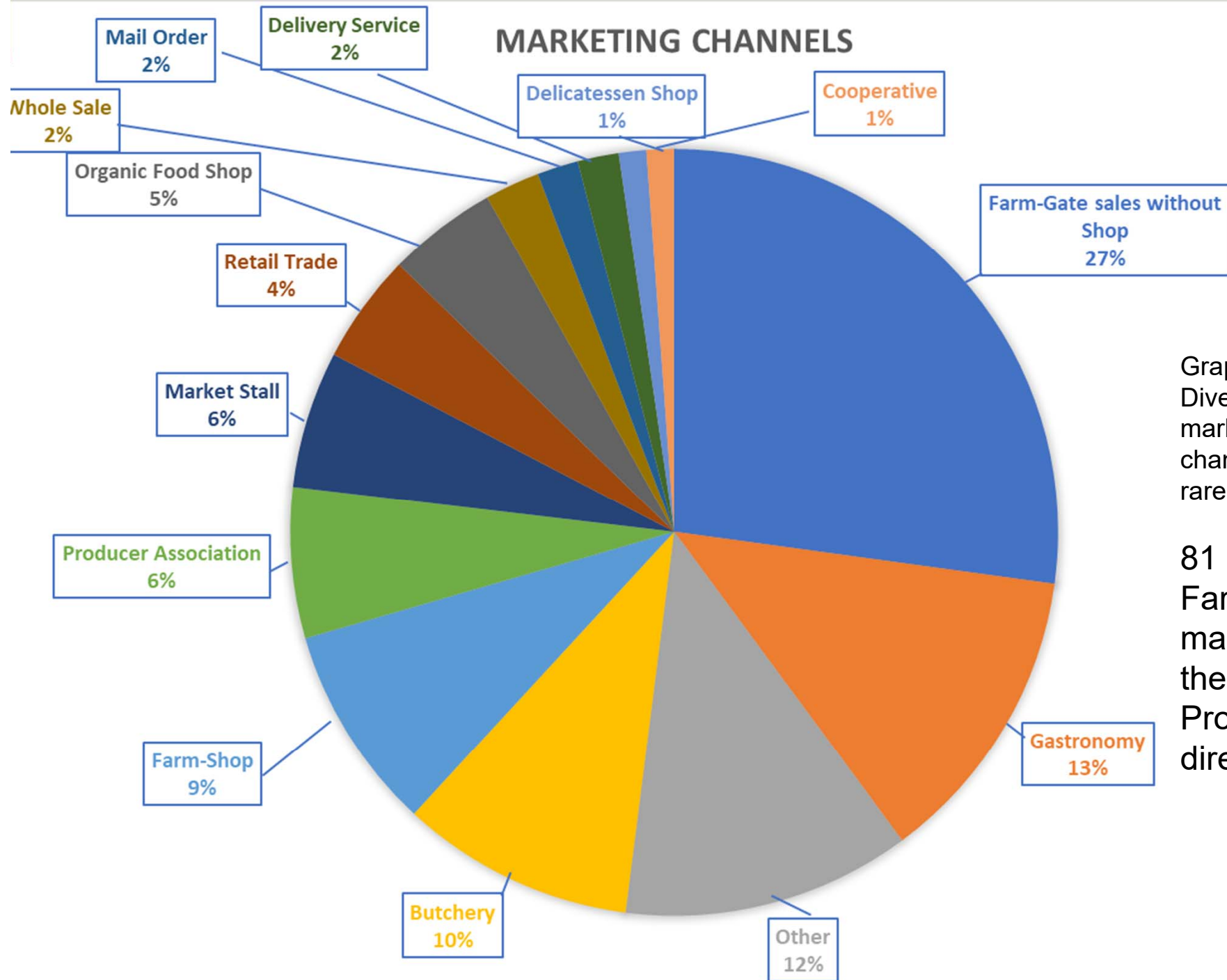
- Online research
- Data from the GEH Ark-Farm-Project with about 165 holdings
- Survey of marketing activities by questionnaire (850 questionnaires, 182 answers)
- Survey of consumers with the method of “loud thinking” to find out how to market products of rare breeds
- Store-Tests with Communication-Methods in Food retailing Stores

### Aspects

- Availability of Products over the Year
- Perception of Supply and Demand
- Marketing Channels (regional – cross-regional)
- Important Sales Arguments - Promotion and Communication
- Price Ranges
- Conclusions



# MARKETING CHANNELS



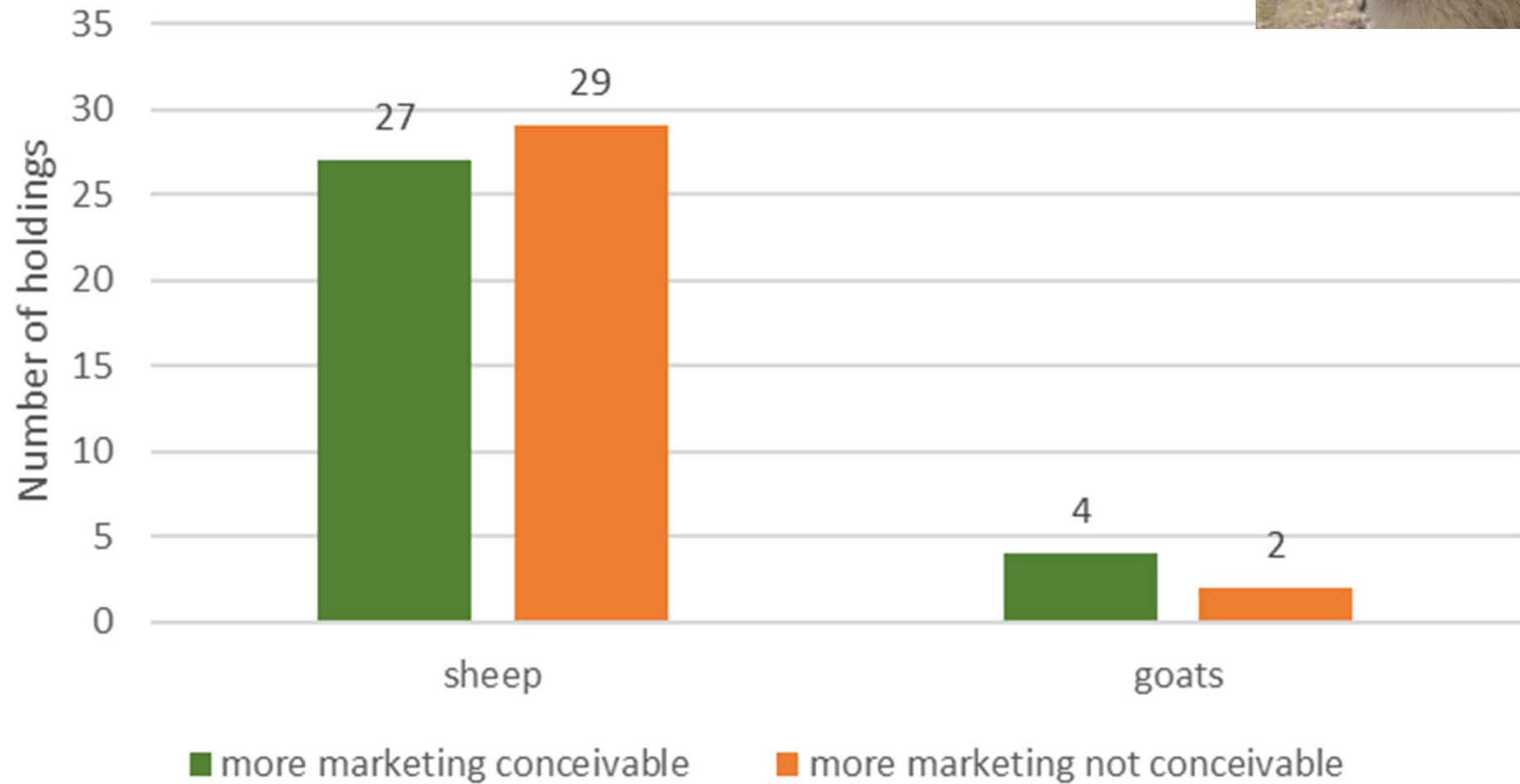
Graphic 3:  
Diverse  
marketing  
channels for  
rare breeds

81 % of the  
Farms  
market  
their  
Products  
directly





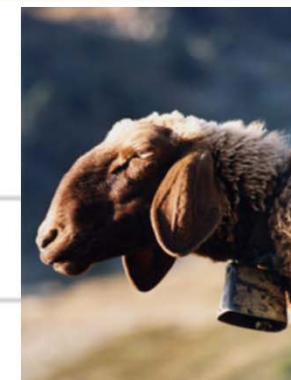
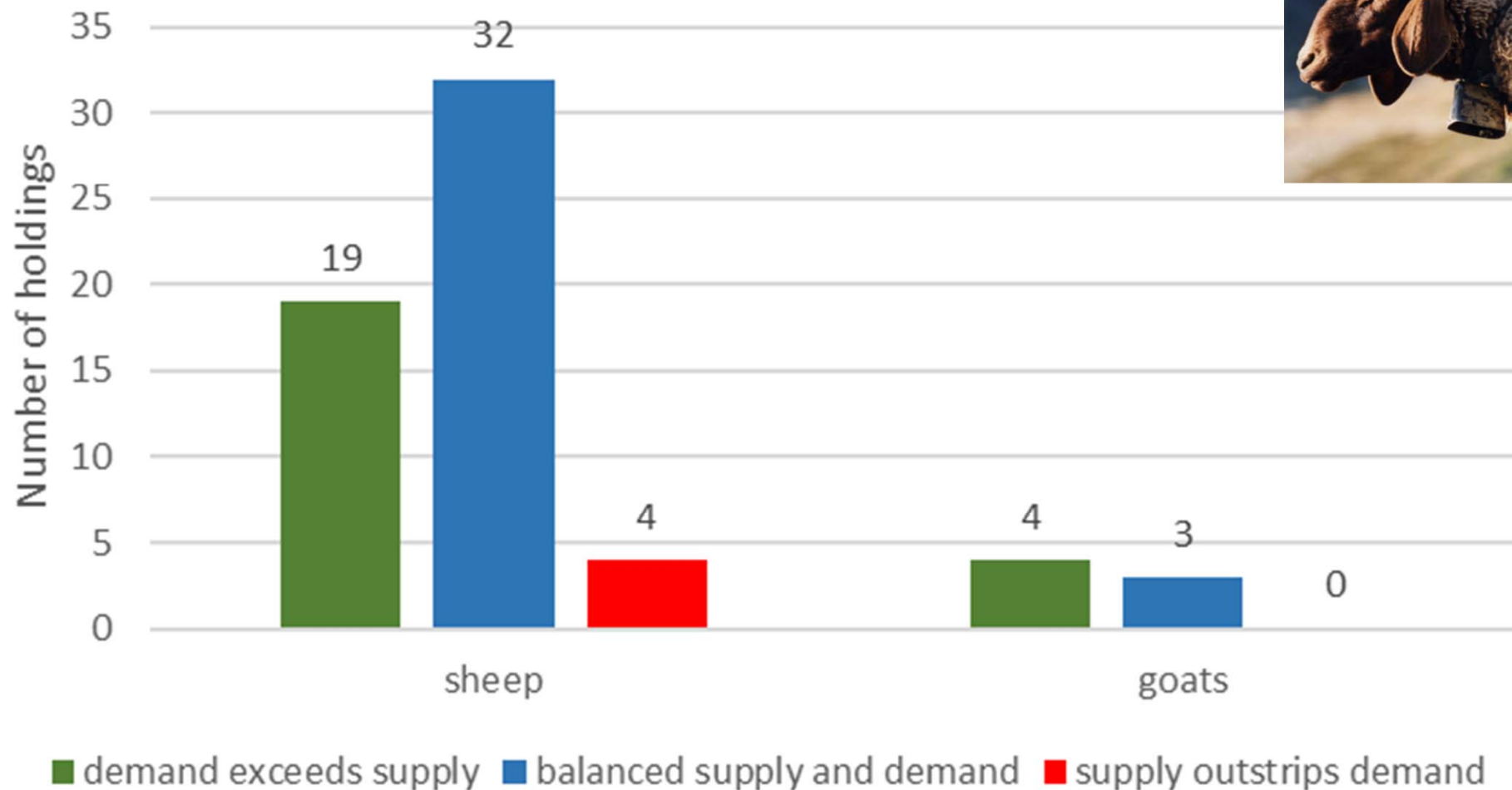
## Development of marketing - trends



Farms are not so flexible (working time and infrastructure)



## Own perception of supply and demand



Balanced Marketing Situation (52 %), Demand exceeds Supply (34%)



## Important Sales Arguments for Rare Breeds



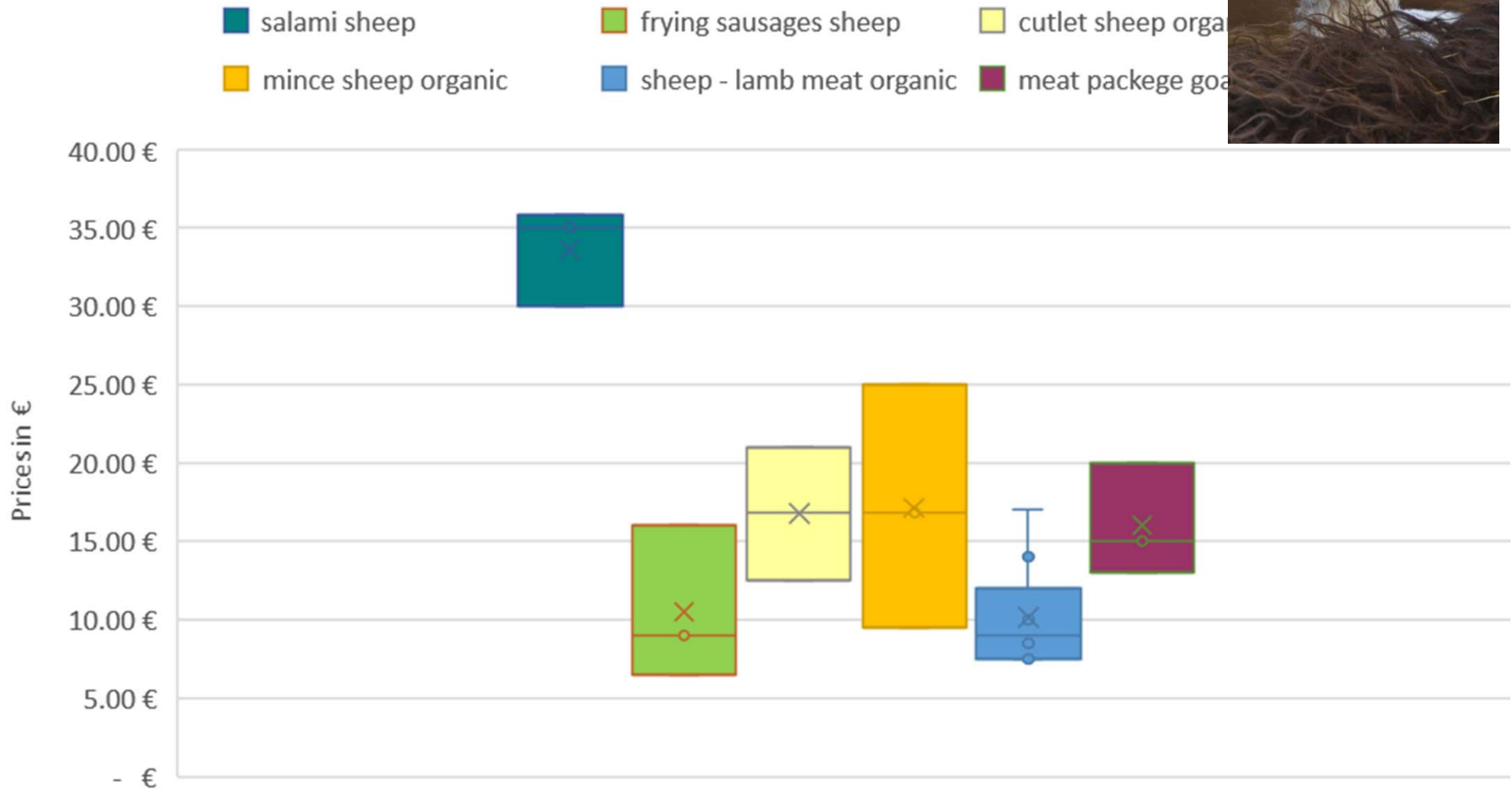
The following sales arguments have been rated as important:

- Regionality
- Animal friendly Housing-systems
- Organic production
- Quality of the products
- Flavour of the products
- Slow Growth of the animals
- „Glassy Holding“ (high transparency)
- Confidence to the Farmer
- **Endangerment of the Breed better use Traditional breed**





## Price ranges of selected products



Pricing of different products in € / kg Prices are often created by chance

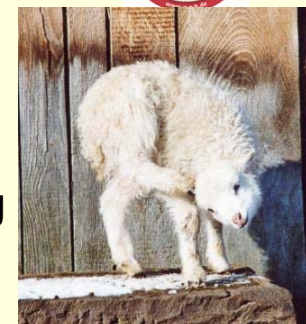




## Lessons learned and actual questions

### What went well ?

- Interest on marketing is very high and farmers want to go on with marketing
- Price-test show, that higher prices with a good communication on the product helps to sell products of rare breeds at premium level



### What needs to be worked out for successful Marketing?

- Farmers have to be “flexible” and perhaps change their marketing system
- Investigation on communication channels is necessary (PR, flyer, brochures, design, tasting in the Shops)
- Clear Communication and Information is the basis for successful marketing
- Pricing decision is often done by chance and not based on marketing concepts
- High prices can be reached via communication of specialities and qualities of the products
- The wording should exclude „endangered“ or „threatened“ breed
- Better use „old“ or „traditionell“ Breed
- **The Farmer is the best Mediator for the Products**



**Diverse Thanks for your Attention**

**Society for the Conservation of old and endangered livestock Breeds in Germany**

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Report of the BÖLN-Project [www.orgprints.org/37582](http://www.orgprints.org/37582)