



Organisation, Country and Name of the Project

Concepts for the Marketing of Products of Rare Breeds in Germany



University of Kassel-Witzenhausen
Section of Agricultural- and
Food-Marketing

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GEH – Society for the Conservation
of Old and Endangered Livestock
Breeds in Germany

BÖLN-Project July 2016 – June 2019



GEH-Kozard, 25 th of June 2018



Introduction of the project and short description of the genetic resources that are involved

Main Activities

- 1. Status-Quo-Situation about the activities of marketing of Rare Breeds**
- 2. Testing about useful communication** in different marketplaces like butchereries, foodmarkets, special natural trading shops (*Method of loud thinking – Videos*)
- 3. Testing of different prices for products of rare breeds in different marketplaces**
- 4. Development of marketing strategies** – Workshops, Handouts

Involved Species: Cattle, Pig, Sheeps and Goats

Breeds as a result of the research: Limpurg Cattle, Red Cattle, Swabian Hall Pig, Thuringian Forest Goat





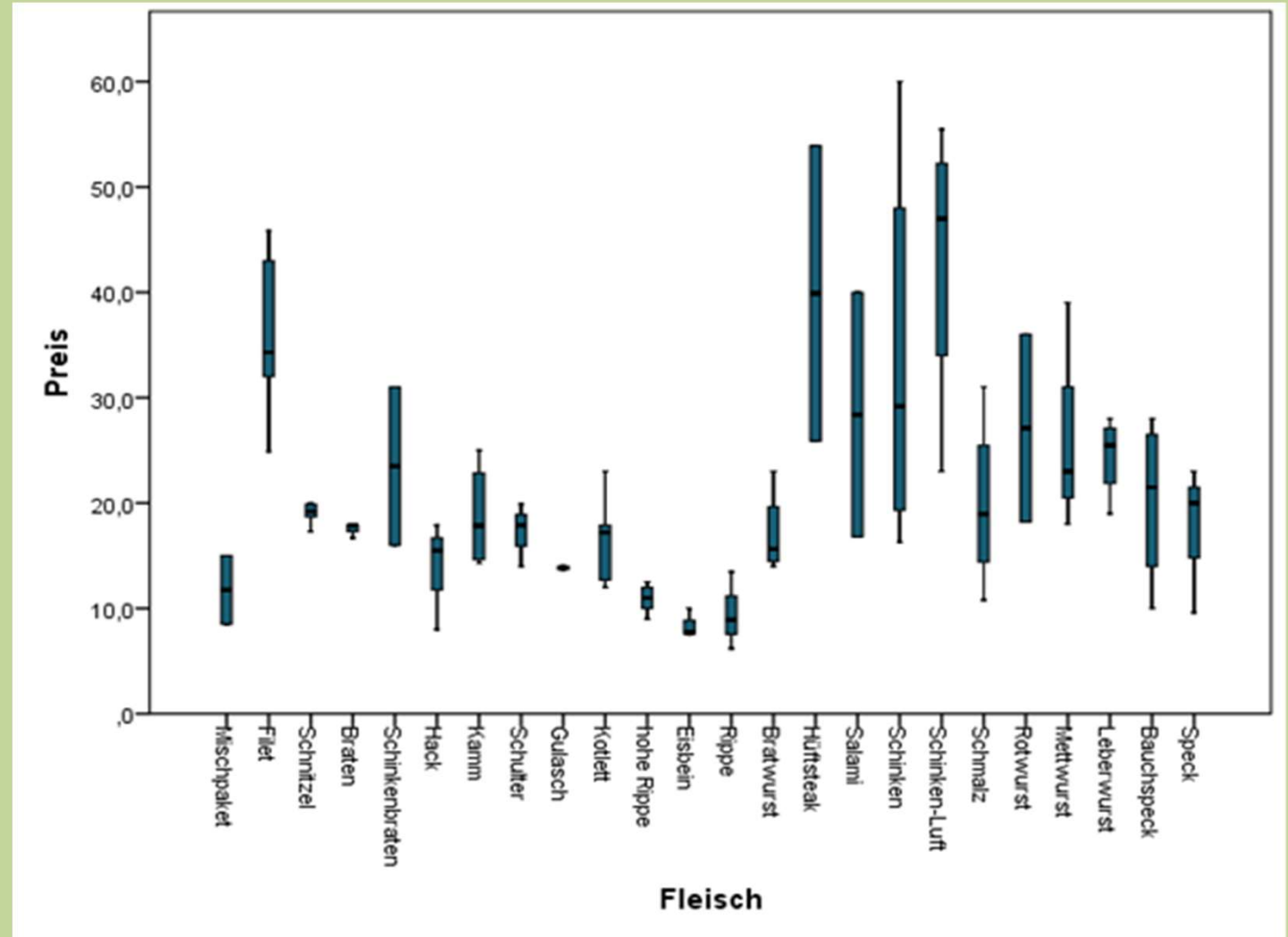
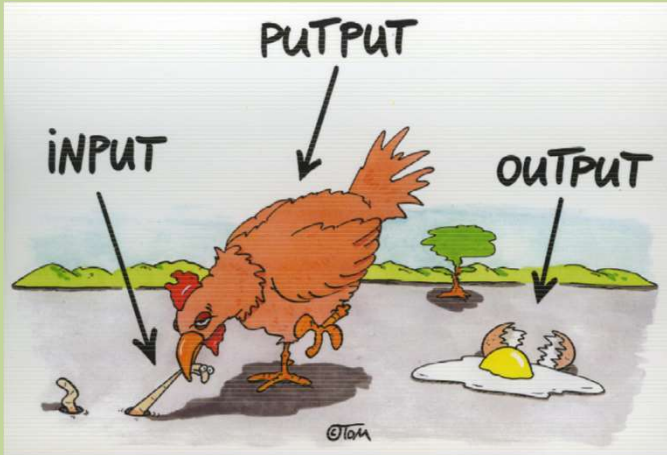
Status Quo Analyse for Cattle, Pigs, Sheeps and Goats

- **Only some farms are focussed on marketing as an priority, generally it „just happens“**
- **Generally products are sold directly on farm and on regional market-places**
- **Consumers do not understand the language of agricultural processes like multi-purpose breed, longevity of a breed**
Ox versus Bull
maintaining by using (endangered livestock breeds can not be eaten)





Variation in Prices for Products of Rare Pig Breeds





Results for further Activities for the Marketing of Rare Breeds

- Language for consumers must be simple and not too agricultural
 - „Endangered Breeds“ and consumption needs explanation
 - The consumers want to see what they get (better quality ...), when they pay a higher price for a product
- and**
- What is the outcome for the farmer, the rare breed, nature, health....



For SAVE it means:

We all have to inform and train consumers on a clear and „easy“ way, to buy quality products on higher price to help the farmers in the conservation of rare breeds and to be an interesting product for the market



Thank you very much for your interest



Conserving by Using





Aktuelle Preistestphase – Limpurger Rind

- Vorlaufphase
- Tests mit Kurzfilm „Imagefilm“
- Tests mit Flyer sollen noch folgen
- Test der Langzeitwirkung bis 4 Wochen nach Ende der Aktion

