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

Etienne Verrier (1)
Lucie Markey (2)
Anne Lauvie (3)

(1) GABI, INRA, AgroParisTech, Université Paris-Saclay, France
(2) Institut de l’Elevage, France
(3) SELMET, INRA, CIRAD, SupAgro Montpellier, France
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!

Houdan chicken breed
80 hens

© J.C. Periquet

Lacaune dairy sheep breed
900,000 ewes

© OS Lacaune
Preservation or development of local breeds: Main factors

Motivated farmers/breeders

Products with added value

Specific environment (adaptation)

Other services

© Union Bretonne Pie Noir

© cancoillotte.net

© E. Verrier

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
1. Large diversity of initiatives
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
1. Large diversity of initiatives

Collective initiatives
Official designations of origin or quality

Géline de Touraine
Coucou de Rennes
Salers
Aubrac
Lacaune
Rouge des Prés

Trade mark

© IGN
1. Large diversity of initiatives

**Individual farmers’ initiatives**

**Short market chains**

- BPN
- Parthenaise
- Bazadaise

**Trade mark**

- Géline de Touraine
- Coucou de Rennes

**Collective initiatives**

**Official designations of origin or quality**

- Abondance Tarentaise
- Salers Aubrac
- Lacaune
- Rouge des Prés

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
1. Large diversity of initiatives

Individual farmers’ initiatives

Short market chains

- BPN
- Parthenaise
- Bazadaise
- Porc Basque

Trade mark

- Géline de Touraine
- Coucou de Rennes
- Abondance Tarentaise

Collective initiatives

- Collective mark ‘Kintoa’ → PDO

Company’s initiative

- Lacaune
- Rouge des Prés
- Salers
- Aubrac

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
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?

<table>
<thead>
<tr>
<th>Reason for purchase</th>
<th>Cattle Bretonne PN</th>
<th>Cattle Flemish Red</th>
<th>Goat Pyrenean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality product</td>
<td>+ + + + +</td>
<td>+ + +</td>
<td>+ + + +</td>
</tr>
<tr>
<td>Typical (unique) taste</td>
<td>+ + + +</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Relationship with the farmer</td>
<td>+ + + +</td>
<td>+</td>
<td>+ + +</td>
</tr>
<tr>
<td>Local product</td>
<td>+</td>
<td>+</td>
<td>+ +</td>
</tr>
<tr>
<td>Product from organic agr.</td>
<td>+ +</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Product from local breed</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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 ≈ 60% of mating
Crossbreds calves exported in Italy for fattening

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
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

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
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

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
4. Cohesion between actors

Change in the breeding goals?

Product development

Breed management
4. The importance of “connections”

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

- Tarentaise cattle breed
- Rouge des Prés cattle breed
- Nustrale pig breed
- Beaufort PDO cheese
- Maine-Anjou PDO beef meat
- Abondance cattle breed
- Corse PDO delicatesse

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

E. Verrier, L. Markey, A. Lauvie, EAAP meeting, Dubrovnik, August 27-31, 2018
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