



SAVE Foundation and Network Annual Meeting 2011, Dimitrovgrad, Serbia

# Heritaste®

Discussion on the Further Process





# What is Heritaste<sup>®</sup>?

- Heritaste<sup>®</sup> is a voluntary certification of products and services from autochthonous livestock breeds and cultivated plants.
- Heritaste<sup>®</sup> is owned by SAVE Foundation
- Certification will be done by a third party





# The Process so far:

- The name and logo have been chosen and registered
- The certification process decided upon (3rd party)





## Next steps:

- Choosing 3rd party/ies
- Defining geographical area
- Deciding what can be certified
- Choosing members of the Heritaste “guiding committee”
- Defining the criteria





# Geographical area

- Pan-European – where does Europe stop?
- The same area as SAVE?





# Deciding what can be certified

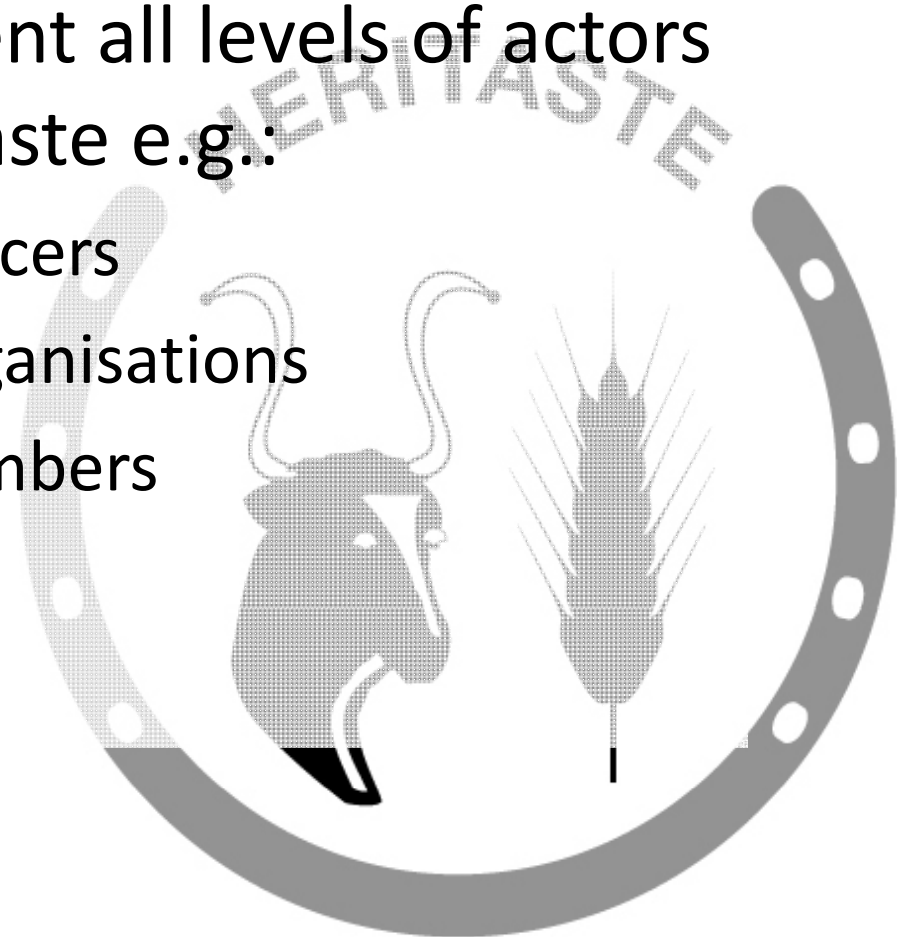
- Whole farm?
- Products/services?
- Production?
- Restaurants?
- .....





# Heritaste “guiding committee”

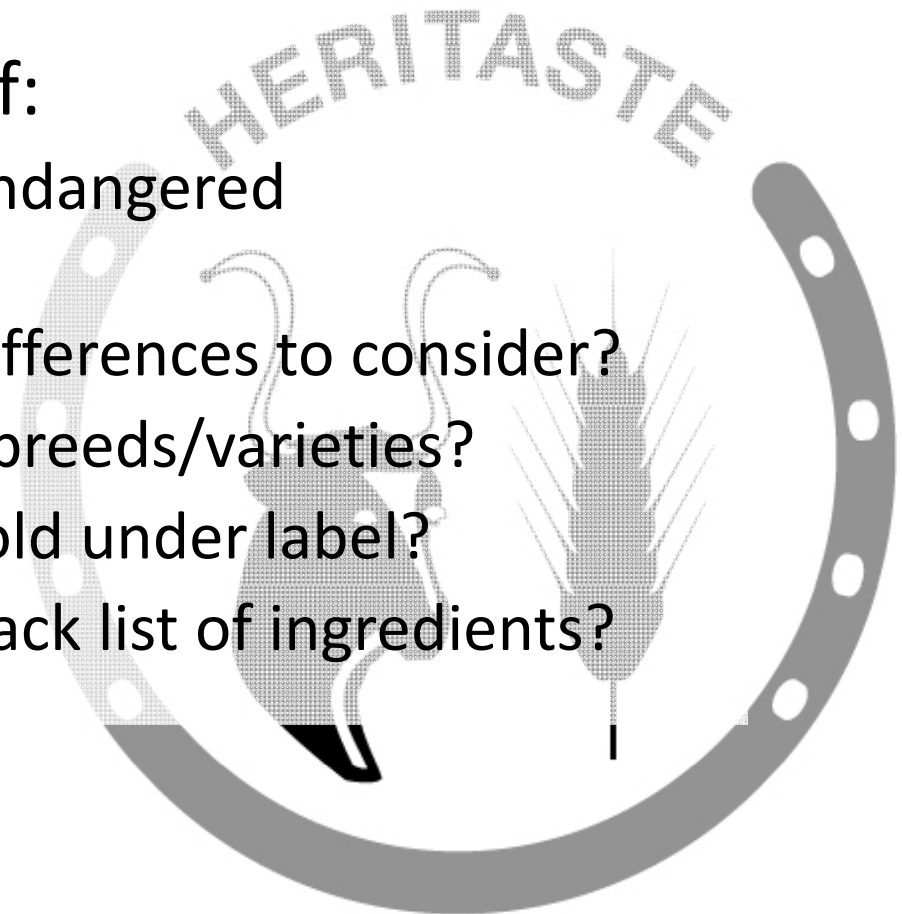
- This is independent of the SAVE bodies and should represent all levels of actors interested in Heritaste e.g.:
  - Farmers and producers
  - National/Breed organisations
  - SAVE Network members
  - SAVE staff
  - Others?





# Defining the criteria

- The criteria must be verifiable and measurable!!
- Questions to think of:
  - Autochthonous or endangered autochthonous?
  - Are there regional differences to consider?
  - Who decides which breeds/varieties?
  - Can crossbreds be sold under label?
  - Should there be a black list of ingredients?







# Problems...?!

- Cost – inspection, licence and member fees
- Interest – farmer/producer and consumer
- Local products – should they be sold nationally or internationally?
- How to define “local cultural heritage”?





# Defining the criteria

## Minimum conditions (each must be fulfilled):

- The livestock and/or cultivated plants must belong to an autochthonous breed or variety (or traditional to that region)
- The production must be local, extensive and not industrial
- Livestock and/or cultivated plants must be of documented value for the local cultural heritage
- The production and distribution should respect rules of fair trade and support local economic structures
- No use of GMOs permitted
- Products and services using the Heritaste® label can only be sold using the label as long as the contract is in place. Sale of the same product without the Heritaste® label whilst under contract is prohibited. The Heritaste® label must be clearly displayed along with the SAVE Foundation URL [www.save-foundation.net](http://www.save-foundation.net)





## **Additional conditions (level of fulfilment to be discussed):**

### **Production:**

- Quality should be guaranteed (seasonal fluctuations are accepted for natural products)
- Traditional artisan processing should be used
- Manufacturing should regard as minimum EU Organic regulations (Council Regulation (EC) No 967/2008 of 29 September 2008 amending Regulation (EC) No 834/2007 on organic production and labelling of organic products.

### **Livestock:**

- Livestock should be pure breeds and that should be documented
- Animals should be kept in accordance to documented traditional husbandry methods as long as this does not compromise animal welfare regulations (baseline is EU regulation or national law)

### **Plants:**

- Plants must be a nationally accepted autochthonous variety
- Cultivation must be in polycultures

### **Services:**

- Ecosystem services (e.g. grazing) should provide proven benefit to local ecosystems
- Other services (e.g. hippotherapy) should promote and support in-situ/on farm conservation



# Public Consultation

SAVE Foundation and Network Annual Meeting 2011, Dimitrovgrad, Serbia



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Members

Welcome to the European network of breed and seed savers. The European Network of Breed and Seed Savers is a website for those who are keepers of indigenous livestock breeds and cultivators of indigenous cultivated plants found in Europe. [More about this website](#)

Heritaste Consultation

As has already been announced in the last eNews (see: <http://www.save-foundation.net/english/actual.htm>) SAVE Foundation is in the process of launching a trademark for the marketing of products and services from European agrobiodiversity.

As a part of this process a **public consultation** is being held to discuss the "terms of reference" and the "conditions for use". The terms of reference include a justification of the need for a standard; clear objectives of the standard and; an assessment of risk involved in setting such standards. The conditions should be a measurable and verifiable standard that can be inspected by independent auditors.

The discussion of these conditions and terms of reference will take place at the SAVE Annual Meeting in Dimitrovgrad and here on Variety-Savers.net. You can join this discussion here: <http://variety-savers.net/page/heritaste-consultation>. You will be able to read the whole discussion here but you will

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