



Diversity – A Challenge

Conservation Measures for Endangered Breeds in Germany



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**Society for the Conservation of Old and Endangered Livestock Breeds (GEH)
Germany**



Society for the Conservation of old and endangered Livestock Breeds (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 132 local breeds are endangered in Germany
- Since the activities of GEH, no livestock breed became extinct in Germany



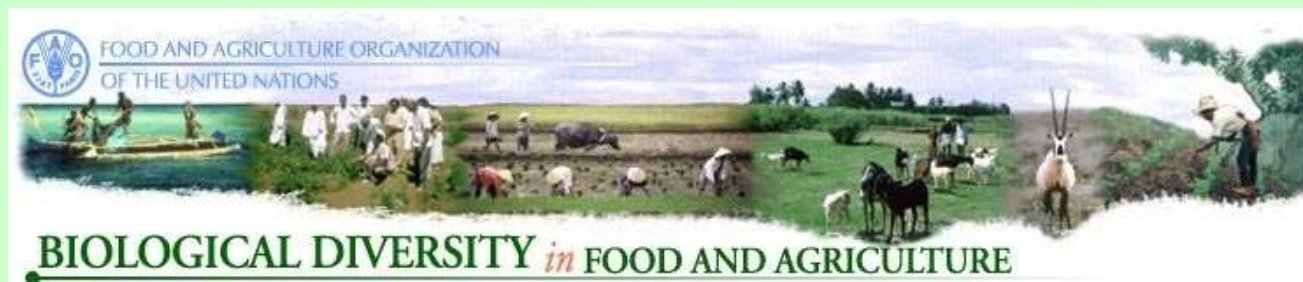
German Pasture, extinct in 1975



Being proud – to be part of a worldwide movement

Why are Animal genetic Resources important?

They provide the capital to sustain and develop food and agriculture (Hammond 1999).



- **1992:** Convention for Biological Diversity (CBD) is justified
- **1993:** SAVE-Foundation in Utrecht (NL)
- **2008:** CBD-Konferenz für Biologische Vielfalt in Bonn, Germany
- **2011-2020:** UN-Decade of Biodiversity



Schweizerische Stiftung
für die kulturhistorische
und genetische Vielfalt
von Pflanzen und Tieren

arche  **Austria**
verein zur erhaltung seltener nutzierrassen

STICHTING
ZELDZAME
HUISDIERRASSEN



 **RBST**
Rare Breeds Survival Trust



Utilisation of Rare Breeds

Landscape Management

- Management of rough landscapes and protected areas
- Management against erosion
- Management in National Parks and Biosphere Areas



Others

- Breeding and maintenance in zoos, open air museums, farm parks, school farms
- Keeping and breeding on an Arkfarm (GEH)
- Breeding in research farms (Universities)



School farm



Swabian Hall pig



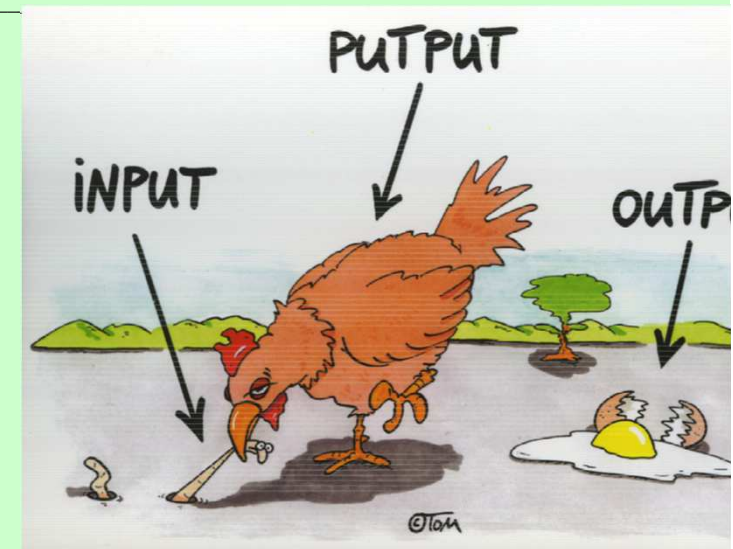


Project for Marketing of Products:

„Maintaining by Eating“

Joined venture project between GEH and the University Kassel – Chair of Agricultural and Food Marketing

- Sorting existing product communication material on meat from endangered breeds
- Via qualitative interviews these materials are tested on their ability to inform consumers and increase their interest in purchasing the presented products
- Supported by these findings and together with aligned communication material, meat from different endangered breeds is presented at different sales outlets in Germany at varying prices over a set period of time
- From these outcomes implications will be derived how farmers and retailers can market products of endangered livestock breeds successfully





Maintained

Alpine Steinschaf
is well situated in a
herdbook and market
structure

LEA - Leage for European Ark-Farms

Contact between Ark-Farms in different european countries
(Germany, Austria, Switzerland, Italy, Croatia, Greece, Lithuania)

Giving minimum criterias for an Ark-Farm

Representation of Ark-Farms in the european context



„European Agrobiodiversity-Day“

„Breed of the Year“

Anually 29th of September

Society for the Conservation of old and endangered Livestock Breeds