



# Welcome to ProSpecieRara

Béla Bartha, director ProSpecieRara

# ProSpecieRara





# Portfolio of ProSpecieRara





Field crops, veg. and ornamental plants

15 Vegetable gardens

Seed-library with 1'600 varieties u.a.:

120 beans

80 tomatoes

90 potatoes

Ornamental plants
1'200 varieties



Fruits, berries and vine

121 Orchards

With 1'800 varieties 750 apples, 400 pears, 450 cherrys, 150 plums and 12 olives

2 Vineyards

with 90 vine-varieties each

72 Berrygardens

400 berry-varieties



**Rare Breeds** 

17 Animal farms and animal parks

32 Rare breeds

12 goats

7 sheep

3 cow

1 horse

2 bee

1 dog

5 poultry

1 pig

headquarter Basle, branches Geneva, Bellinzona, since 2011 in Germany, 19,5 full time (30 employees), 10'100 donors, 3'750 active breeders/seed savers, report 32'000 exp.

### ProSpecieRara-Breeds (without poultry and bees)





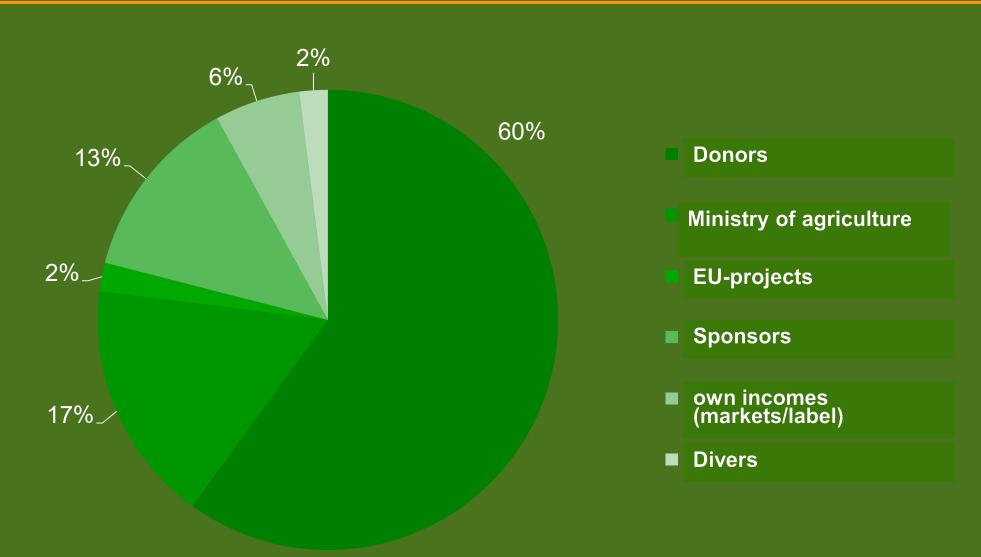
Capra Stiefelgeiss Hinterwälder Rind Evolèner Rind Grigia

Rätisches Grauvieh

Basis Wollschwein Freiberger

# Funding structure of ProSpecieRara





# What we do – know how exchange





# What we do - field testing/field visits













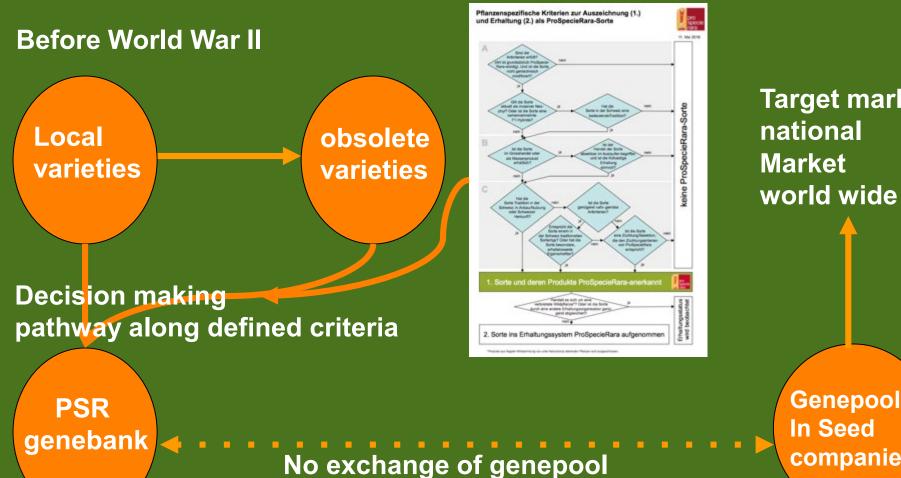
# What we do – marketing platforms and tools





### What's in and what's out?





**Target market** 

Genepool In Seed companies

# Seed saving with seed savers











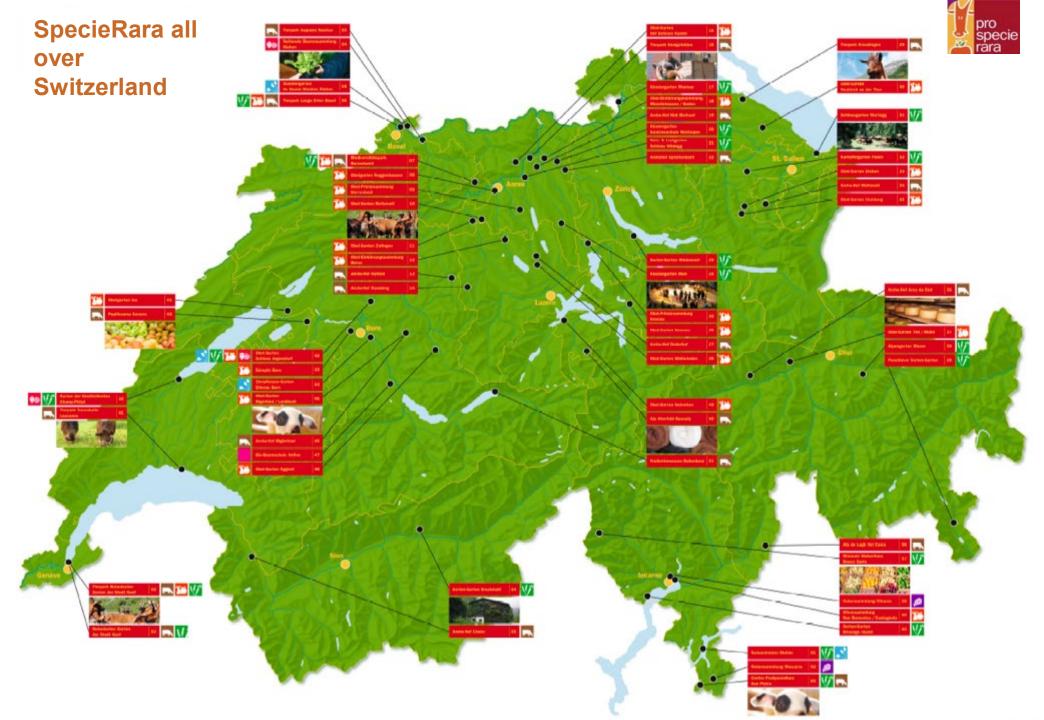
# **Biodiversity back to gardens**





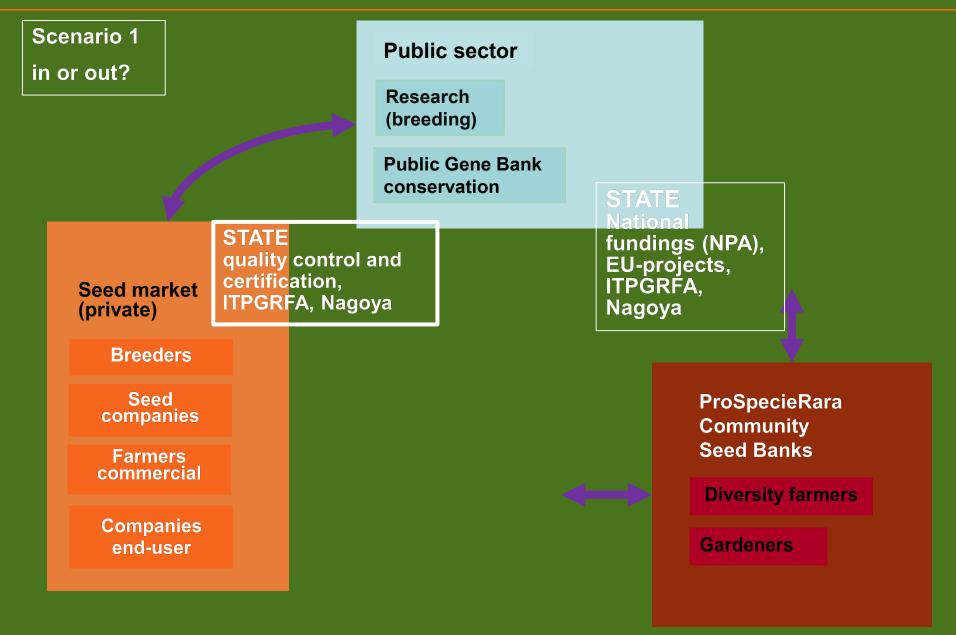






### 1992 on farm conservation connect to formal sector





# Work against the loss of diversity



Ex situ Method Genebank				On farm
Collection d'introduction, Banques de gènes (Collection primaire et Collection dupliquée)				Cultures on farm
Conservation de semences	Conservation in vitro	Multiplication en milieu confiné	Conservation en champ	Parcelle de culture

#### Method NGO





ProSpecieRara diversity management goes beyond!







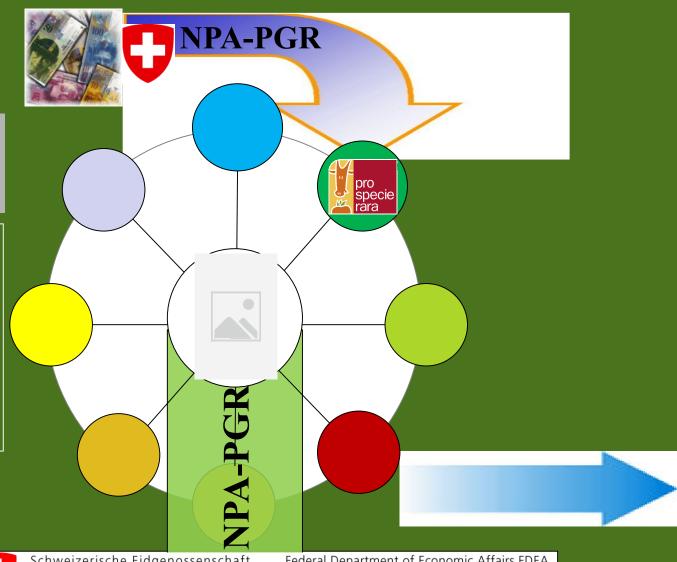




# **Swiss model**

NPA-PGR water wheel

SKEK - Swiss commission for the conservation of cultivated plants has been created in 1992 by the Swiss Gene bank. ProSpecieRara was a founding member.





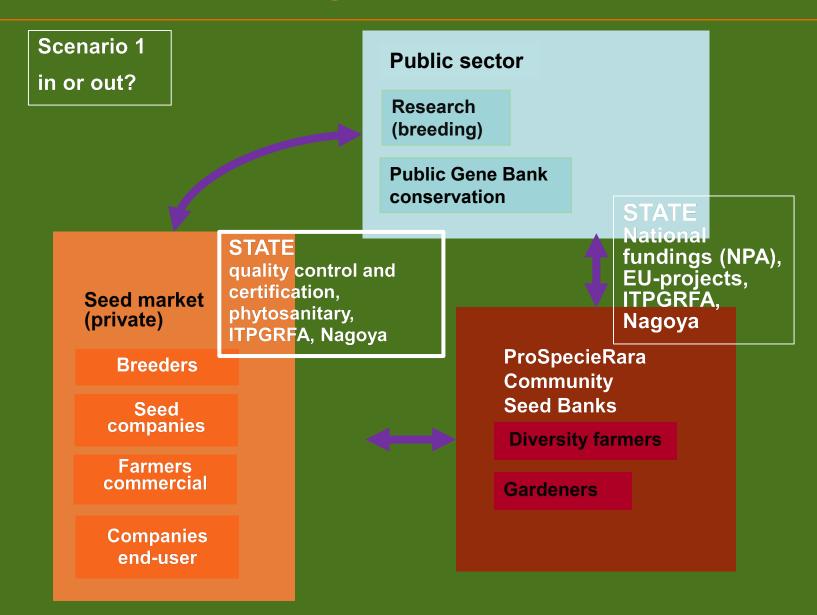
Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs FDEA
Federal Office for Agriculture FOAG

### 2002 on farm management connected to the market





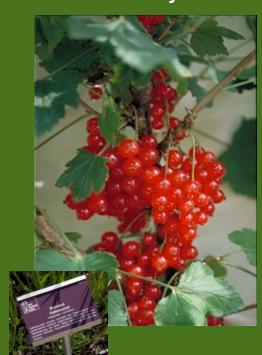
# From the collection to the shelf



Single variety as a messenger of diversity

#### product





#### berry collection



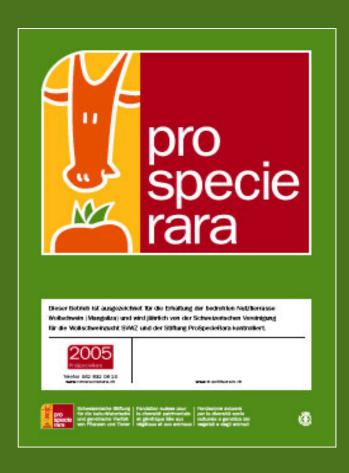
#### **Diversity of varieties**





# ProSpecieRara is a brand and a label for sustainable management and the promotion of genetic diversity





ProSpecieRara stands for:

reliable conservation work of high quality

Provenience of seed is defined

The variety name has been approved

Breeds are registered in a herdbook

The breeder is a member of a breeder association

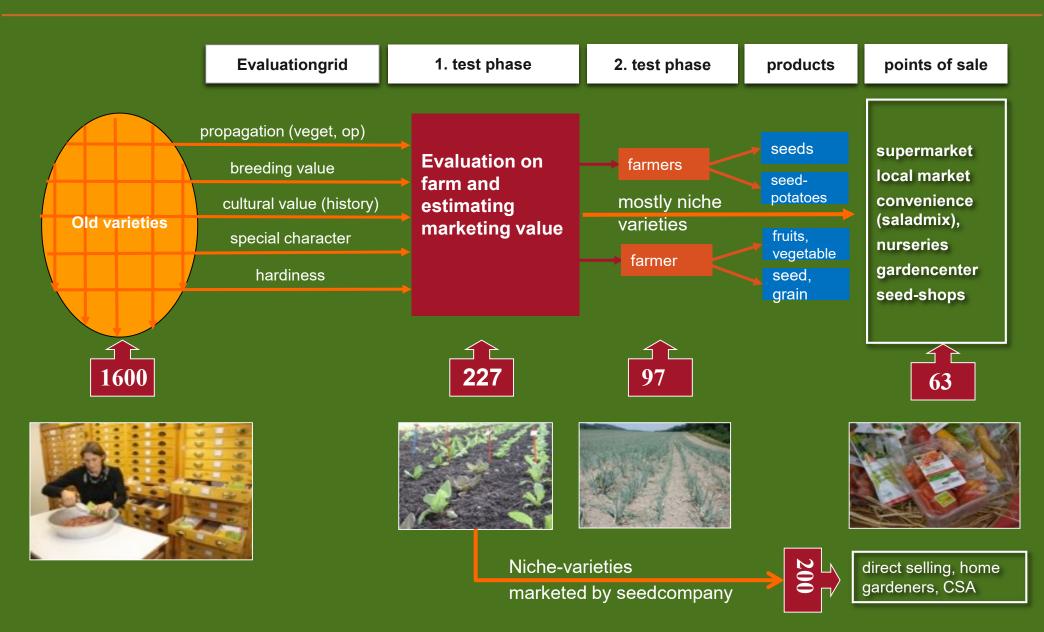
saving and promoting genetic diversity in agrosystems

sustainable conservation work by promoting products of endangered animals and plants in agriculture

2018 totally 650 owners of the seal, 100 of them selling products. 2018 30% of the CH population knows the ProSpecieRara-Label.

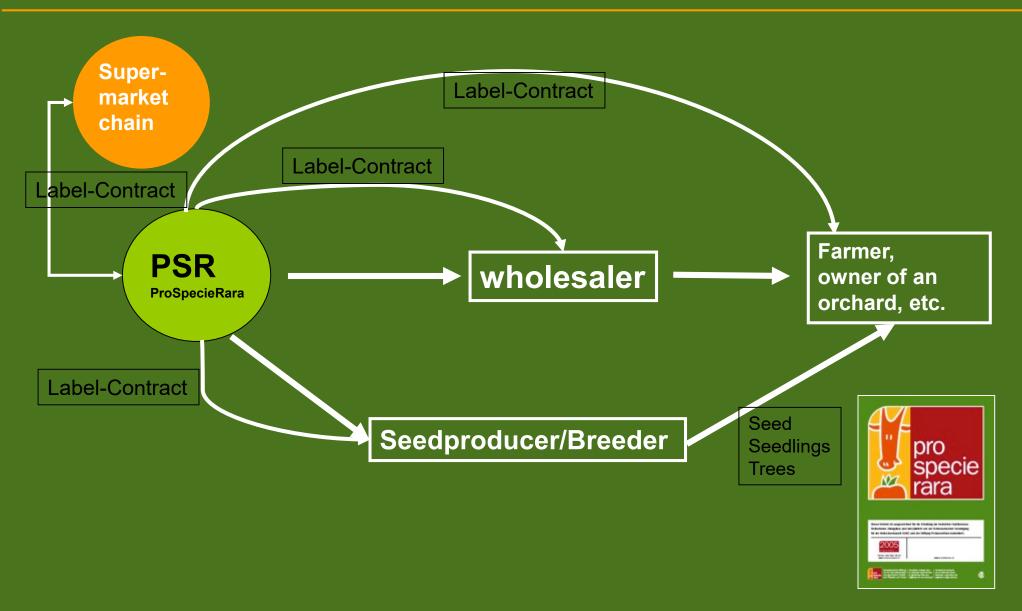
# Evaluation of varieties since 1999 for sustainable use





# Traceability of a ProSpecieRara product





# Vegetable in the supermarket



#### Für alte Sorten, neu entdeckt.



#### Tomaten Auriga

Leuchtend orange, aromatische Tomate. Ideal für den Rohgenuss.



#### Tomaten Cœur de Bœuf

Sehr geschmackvolle Fleischtomate. Sattes Fruchtfleisch mit wenig Saft, ideal für Saucen oder Salate.



#### Tomaten Baselbieter Röteli

Knackig, fruchtig und süss. Roh als Snack, für Cocktails oder in Salaten

HC 16

....



#### **Pastinaken**

Süss-würziges Karotten-Aroma. Kann roh als Salat oder gedünstet als Gemüse zubereitet werden.



#### Petersilienwurzeln

Intensives Aroma. Knollensellerieähnlicher Geschmack. Ideal als Gewürz in Suppen oder Gemüsegerichten.



Co-labeling with organic label Bio Suisse

# 30 different vegetable in Coop-stores







### 2010 Switzerland established a legal environment



Due to a very successful **seed-for-all** campaign 2007 – 2009 the Swiss government rejects existing EU-proposal and develops an own solution.

Since 1.7.2010 the new CH directive 916.151.1 has been put into force.

Art. 2 Definitions

- 2.4. Local variety, 2.5. old variety (obsolete variety)
- **2.7. Niche-variety (=** varieties that don't fulfil the official registration-conditions, new varieties as well)

Art. 27 Marketing (Inverkehrbringen)

Niche-Varieties can be marketed.

- Art. 29 Determines the conditions under which conditions nichevarieties can be marketed.
- -Registration by a simple description and registration fee one time CHF 50.-/variety.
- -Have to be designated as "authorized niche-variety, not certified seed".
- -The department can restrict quantities

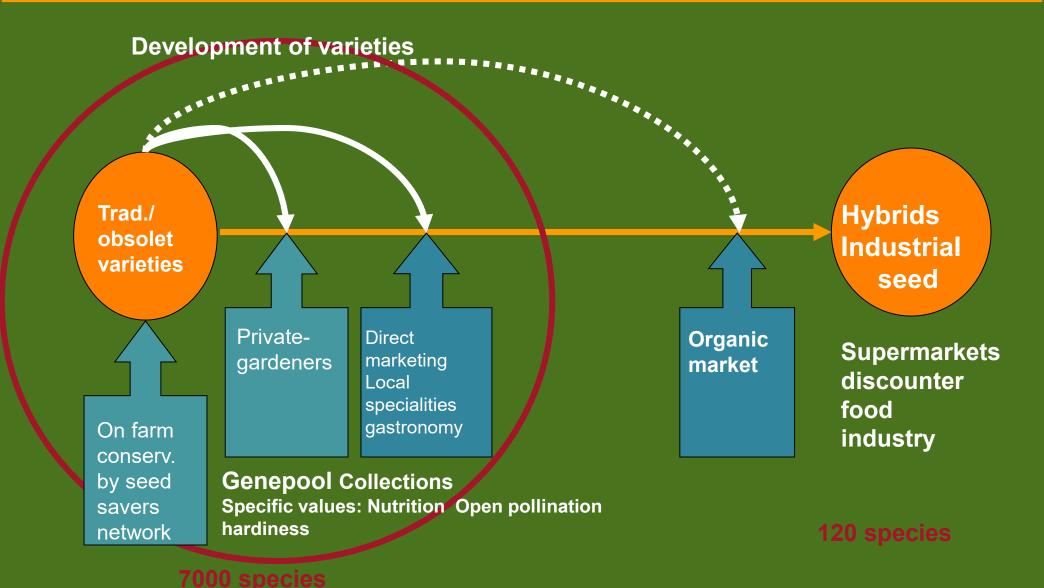
#### Commentary to the directive 916.151.1:

No registration obligations for varieties that are marketed in little quantities (amateur-sector).



### Next steps have to be made for sustainable use of pgr On farm: Breeding progress for specific stakeholders





### New CH-directive supports sustainable use of pgrfa



Based on Swiss agriculture-law article 147a and 147b (LwG 1998) and on the executive directives of the ITPGRFA the Swiss government approved a new directive for the sustainable use of PGRFA that was put in force on January 1. 2016

#### In article 7

It is mentioned that:

- project to decribe, evaluate PGRFA can be supported
- The supply of healthy basic seedmaterial for further propagation can be supported
- The further development (breeding) of varieties for a special niche on restricted areas can be supported
- As well as project to promote awareness for the sustainable use of pgrfa. Demonstration gardens and public meetings etc.

Based on that directive ProSpecieRara and its partners are now leading four new projects to develope new niche varieties.

# **New niches for niche-varieties**





Schoni









### Join the european network of networks!



#### Members

The members of EC-LLD are the following organizations:

- the Scottish Crofting Federation (Scotland)
- Pro Specie Rara (Swizerland)
- Réseau Semences Paysannes (France)
- BEDE (France)
- Red de Semillas "Resembrando e Intercambiando" (Spain)
- · Centro Internazionale Crocevia CIC (Italy)
- Rete Semi Rurali (Italy)
- Dachverband Kulturpflanzen- und Nutztiervielfalt e. V. Dachverband (Germany)
- SEED (Luxembourg)
- Le Réseau Meuse-Rhin-Moselle (RMRM) (Belgiun)
- AEGILOPS (Greece)
- Irish Seed Savers Association (Ireland)



- The promotion and development of farmers' seeds
- The exchange and dissemination of knowledge and expertise
- The collection, translation, and dissemination of existing information
- · Training and stocktaking
- Participatory experimentation and research
- The advocacy of a favorable legislative framework

# Success factors for ProSpecieRara



- The network of enthusiasts and professionals
- The creation of a national platform integrating all stakeholders
- The supportive legal environment that gives us the freedom to operate
- The governmental implementation of the NPA for PGRFA that included the allocation of resources which are "easily" accessible by the actors involved.
- A funding structure based on several pillars
- The creation of a label/brand that helped to promote the idea towards a broader public and to improve the quality of the management of pgr



# Conserve varities for sustainable use?





# Seed saver catalogue



### Seed savers offer seeds in the ProSpecieRara catalogue











Seeds of varieties published in the "variety finder" are send to members of ProSpecieRara

# From the seed library to the plate





#### 1. Welche Samen?

Auf Wunsch von Coop sucht Pro Specie Rara

 Make a choice from the collection based on the consumers or marketing partners demand.

> Verschiedene Sorten werden angebaut.

2. Planting and evaluating varieties.

Pro Specie Rara,



#### 3. An den Tisch!

Verschiedene PSR-Sorten werden in einer Degustation

3. Different varieties will be tasted and evaluated if they could be of consumers interest



#### 4. Versuch Kulturversuch im Forschungsinstitut für biologischen

4. Field tests are organized at the research centre for organic agriculture.



#### Bei Betty Bossi finds

Bei Betty Bossi findet eine Verkostungstatt, dabei nehmen Vertreter von Coop, PSR und Betty Bossi sywie ein Pro-

7. Degustation

7. Tasting and development of recipes. Developing of USP (unique selling proposal) and marketing tools for the POS (point of sale).

#### 6. Beim Bauern Bei einem PSR-Produzenten wird ein Kulturtest durchgeführt.

6. Agronomic field test under production

Sativa

Bei Sativa conditions.

und Bio-Gemusesetzlinge spezialisierten Unternehmen, wird

5. Sativa produces bigger quantity of organic seeds of valid candidates.



Verkaufstest in ausgewählten Verkaufsstellen

8. Success? The product waits for costumers on a supermarket shelf.





### Diversity management system



