



## Why maintaining pgrfa on farm?

First we have to agree that we want an on farm management system because:

- To broaden the number of stakeholders involved in maintaining pgrfa broadens diversity as well
- To backup or support the ex situ conservation strategy (ex situ) by applying a complementary system. To raise the stability of our conservation system as a whole.
- Broaden the breeders picture on a pgr in bringing him in contact with diversity
- Connect institutional and scientific conservation practice to public and private agricultural and marketing activities.
- Facilitate access to pgrfa in providing higher quantities of plant propagating material because on farm systems work on bigger fields.
- Complement a strict and conservative strategy with a more dynamic one

# What NGOs do



Maintaining, managing, developing and promoting genetic resources



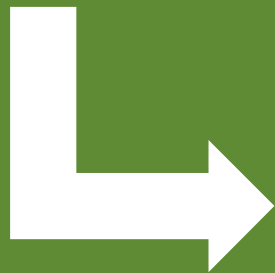
Marketing and developing diversity products for consumers



Documenting diversity and consulting stakeholders. Lobbying and fundraising.

[www.prospecierara.ch](http://www.prospecierara.ch) und [de](http://www.prospecierara.de)

# Maintaining: In garden / on farm seed-saving with our seed-savers network



564 seed-savers



1'600 varieties

# Managing the on farm network

Layout:  
Sorten div

Datensatz:  
2

Summe:  
1593

Unsortiert

ID	Art	Species, Sorte etc.	Länge	normal	kühl
lateinisch 37	Vicia faba		10	3	5
deutsch	Puffbohne	Grossbohne vom Lötschental	26	Portion Gramm 60	
français	Fève	Gros haricot du Lötschental	27	Kommentar Portion, Keimf.	
italiano	Fava	Fava del Lötschental	20		

Beschreibung Internes, Marken, Status Lager, Betreuung, Privatangebote Literatur

Lager	Inv. 31.7.2006 Keller, Kühlschrank		Eing. seit Inv.		Ausg. seit Inv.		aktuell
	total	keimf.	total	keimf.	total	keimf.	
2007		0		0			0
2006		0	6.25	6.25			6.25
2005	7.2	7.2	0	0			7.2
2004	1	1	0	0	0	0	1
2003	2.5	0	0	0	0	0	0
2002	0.25	0	0	0	0	0	0
<b>Total</b>	<b>17.65</b>	<b>8.2</b>	<b>6.25</b>	<b>6.25</b>	<b>28</b>	<b>0</b>	<b>14.45</b>

-4.1 Portionen, davon 14.45 keimfähig

Inventar 31/07/06	Keller		Kühlschrank	
	total	keimf.	total	keimf.
2005	7.2	7.2		
2004	1.0	1.0		
2003	2.5	0.0		
2002	0.3	0.0		
2001	6.7	0.0		0.0
2000		0.0		0.0
1999		0.0		0.0
1998		0.0		0.0
		0.0		0.0

Genbanken ()	
Genbank	Jahr

Betreuer (11)				
Rückm.	ID	Adresse	Status	
> x	14/12/06	13693	Johan Van Minnen	SB
> x	15/11/06	16505	Ruth Naef	SB
> x	03/11/06	4815	Christine Bühler	SB
> x	29/09/06	23694	Louise Jaggi	SB
> x	07/09/06	2672	Sortengarten	SB
> x	07/09/06	201381	Christine Maitland-	SB
> x	07/09/06	208566	Markus Keck	SB
> x	07/09/06	17010	Peter Ochsner	SB
> x	05/09/06	8966	Martin Läderach	SB
> x	08/02/06	206854	Michaela Zeiter	SB
> x	07/12/04	208851	Sebastian Locher	SB

Eingänge (Absender: 105 mit 520 Port.)			
> x	0.5	05/02/07	Louise Jaggi
> x	1	09/01/07	Peter Ochsner
> x	1	14/12/06	Johan Van Minnen
> x	0.15	13/12/06	Ruth Naef
> x	0.5	07/12/06	Christine Maitland-
> x	0.6	03/11/06	Christine Bühler
> x	2.5	02/11/06	Hugo Liechti
> x	0.5	02/03/06	Louise Jaggi
> x	0.8	08/02/06	Michaela Zeiter
> x	0.3	01/02/06	Ruth Naef
> x	2.3	10/01/06	Johan Van Minnen
> x	0.8	05/01/06	Christine Maitland-
> x	4	07/11/05	Mäni v. Steiger
> x		01/11/05	Jens + Theres Paulsen
> x	0.75	19/10/05	Christine Bühler
> x	.5	11/05/05	Michaela Zeiter

Privatanbieter (5)			
Rückm.	ID	Adresse	Preis
> x	07/09/06	2672	Sortengarten
> x	07/09/06	208566	Markus Keck
> x	07/09/06	17010	Peter Ochsner
> x	05/09/06	13693	Johan Van Minnen
> x	05/09/06	8966	Martin Läderach

Ausgänge (Empfänger: 161 mit 189 Port.)			
> x	8	05/09/06	ProSpecieRara
> x	20	04/08/06	ProSpecieRara
> x	1	21/09/05	Nicolina Marugg-Meyer
> x	1	09/05/05	Anne-lise Sierro
> x	1	20/04/05	Nicolina Marugg-Meyer
> x	1	20/04/05	Ruth Naef
> x	1	14/04/05	Gabriela Burkhalter
> x	1	13/04/05	Fritz Schläfli
> x	1	16/03/05	Christine Maitland-
> x	1	18/02/05	Annette Beisert
> x	1	15/02/05	Odo Singer
> x	1	03/02/05	Jean-Pierre Godat
> x	1	24/03/04	Louise Jaggi
> x	1	19/03/04	Jane-Rose Nägeli-Salzman
> x	2	08/03/04	Schloss Wildegg
> x	1	15/12/03	Conserv. & Jardin bot. de

# Regio-Gusto: Involving new stakeholders



## Inspiration source



## dicsovery



## Creative tester und trend setter



## Creations



# Promoting diversity



Single variety as a messenger of diversity

product



berry collection



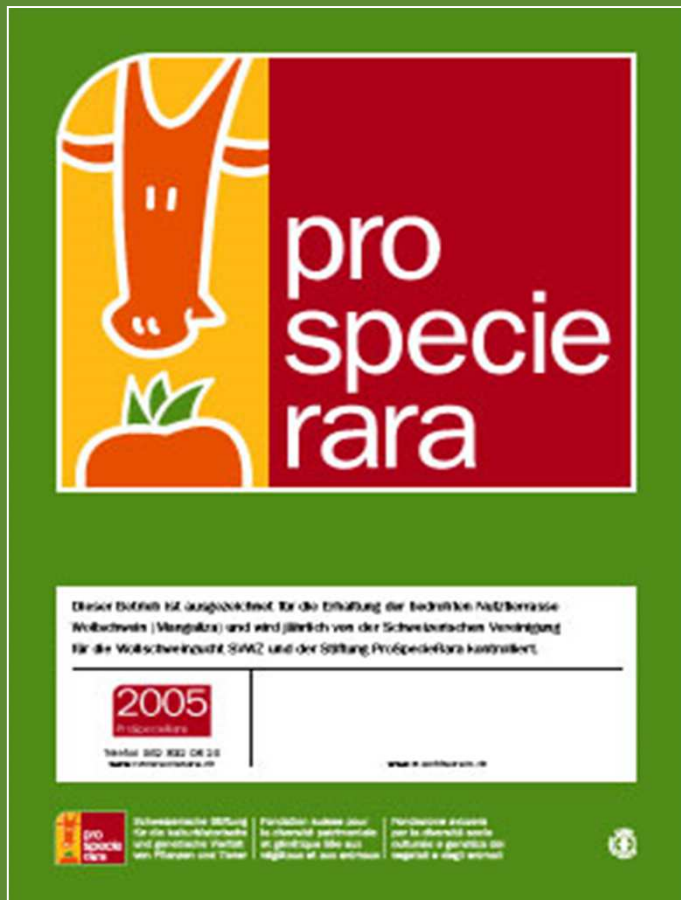
Diversity of varieties



Beim Anbau ist insbesondere bei der Erzeugung von industriellen Hochleistungserzeugnissen (Margarin, Speiseeis etc.) auf die Erhaltung der Sortenvielfalt zu achten!  
© 2005



# ProSpecieRara is a brand with label-qualities for sustainable conservation 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

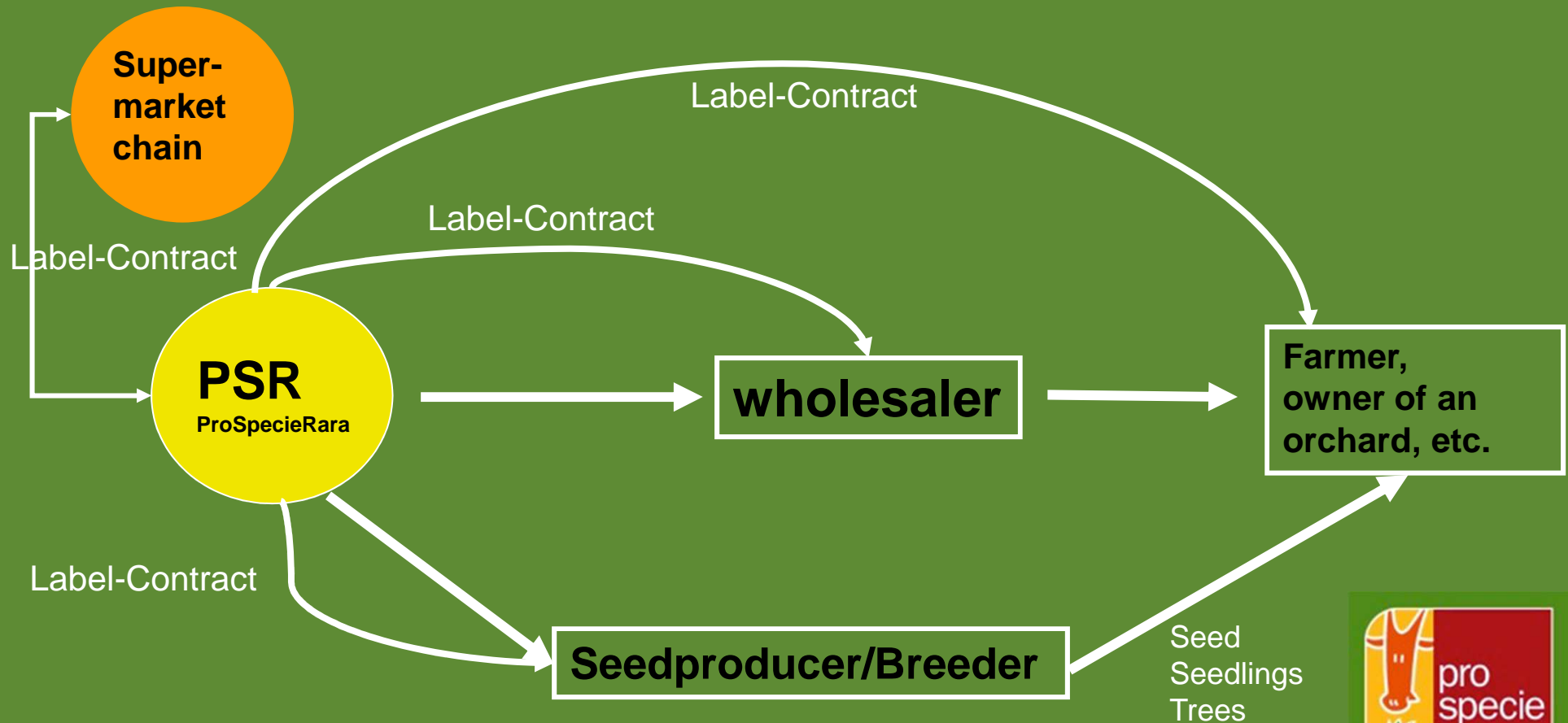
Breeds are registered in a herdbook

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

# Supporting seed producers and breeders





# Promotion material



## Seasonal availability

### ProSpecieRara Saisonkalender

Mit unserem Saisonkalender sehen Sie auf einen Blick, wann welche der leckeren ProSpecieRara-Sorten bei uns erhältlich sind. So können Sie Ihre Einkäufe besser planen und auch auf Fragen Ihrer Kunden nach der Verfügbarkeit der Gemüse antworten.

	JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEZEMBER
<b>Salate</b>												
Hirschhornsalat		✓	✓			✓				✓	✓	✓
Roter von Verona			✓	✓	✓							
Malkbirg						✓	✓					
Forellenschluss						✓	✓					
Lalbacher Eis						✓	✓	✓	✓	✓		
<b>Auberginen</b>												
Rotonda Bianca s'Yumata di Rosa							✓	✓	✓			
Zanaten							✓	✓	✓			
Black Cherry							✓	✓	✓			
Gelbe Ochsenherzen							✓	✓	✓			
<b>Mangold</b>												
Gelber Stielmangold				✓	✓	✓	✓	✓	✓			
Paprika												
Roter Augsburger							✓	✓	✓			
Rote Bete							✓	✓	✓	✓		
Chioggia							✓	✓	✓	✓		

Alte Sorten neu entdeckt!



## Alte Sorten neu entdeckt!

### ProSpecieRara-Gütesiegel

Das Gütesiegel von „ProSpecieRara“ zeichnet traditionelle und heute selten gewordenen Sorten aus. Die Produkte stammen aus Betrieben, die nach festgelegten Richtlinien arbeiten und sich für den Erhalt und die Vermehrung von alten Sorten einsetzen. Auch weist das Siegel auf die aufwändige, seriöse erhaltungszüchterische Arbeit hin.

Wer Produkte mit diesem Siegel kauft, hilft direkt mit, die gefährdeten Pflanzensorten zu erhalten!



Rote Bete „Chioggia“

### Kurzporträt:

- v.a. für Salat, da die Ringe beim Kochen verlaufen



Gelber Stielmangold

### Kurzporträt:

- leuchtend gelbe Stiele, Farbe bleibt beim Kochen erhalten



Salat „Malkbirg“

### Kurzporträt:

- Buttersalat, Blätter mit rotem Hauch am Rand



Tomaten „Gelbe Ochsenherzen“

### Kurzporträt:

- große, gelbe bis hellrote, wohlschmeckende Früchte



Hirschhornsalat

### Kurzporträt:

- junge Blätter als Salat, ältere als Spinat genießbar



Salat „Forellenschluss“

### Kurzporträt:

- Romanasalat, hellgrün, rot gepunktet



Paprika „Roter Augsburger“

### Kurzporträt:

- halbspitze Frucht, süßer Geschmack



Salat „Roter von Verona“

### Kurzporträt:

- roter Zichoriensalat, kleine Rosetten



Tomaten „Black Cherry“

### Kurzporträt:

- kleine, dunkle, sehr aromatische Früchte



Salat „Lalbacher Eis“

### Kurzporträt:

- Bataviasalat, Blätter rot getuscht



Aubergine „Rotonda Bianca“

### Kurzporträt:

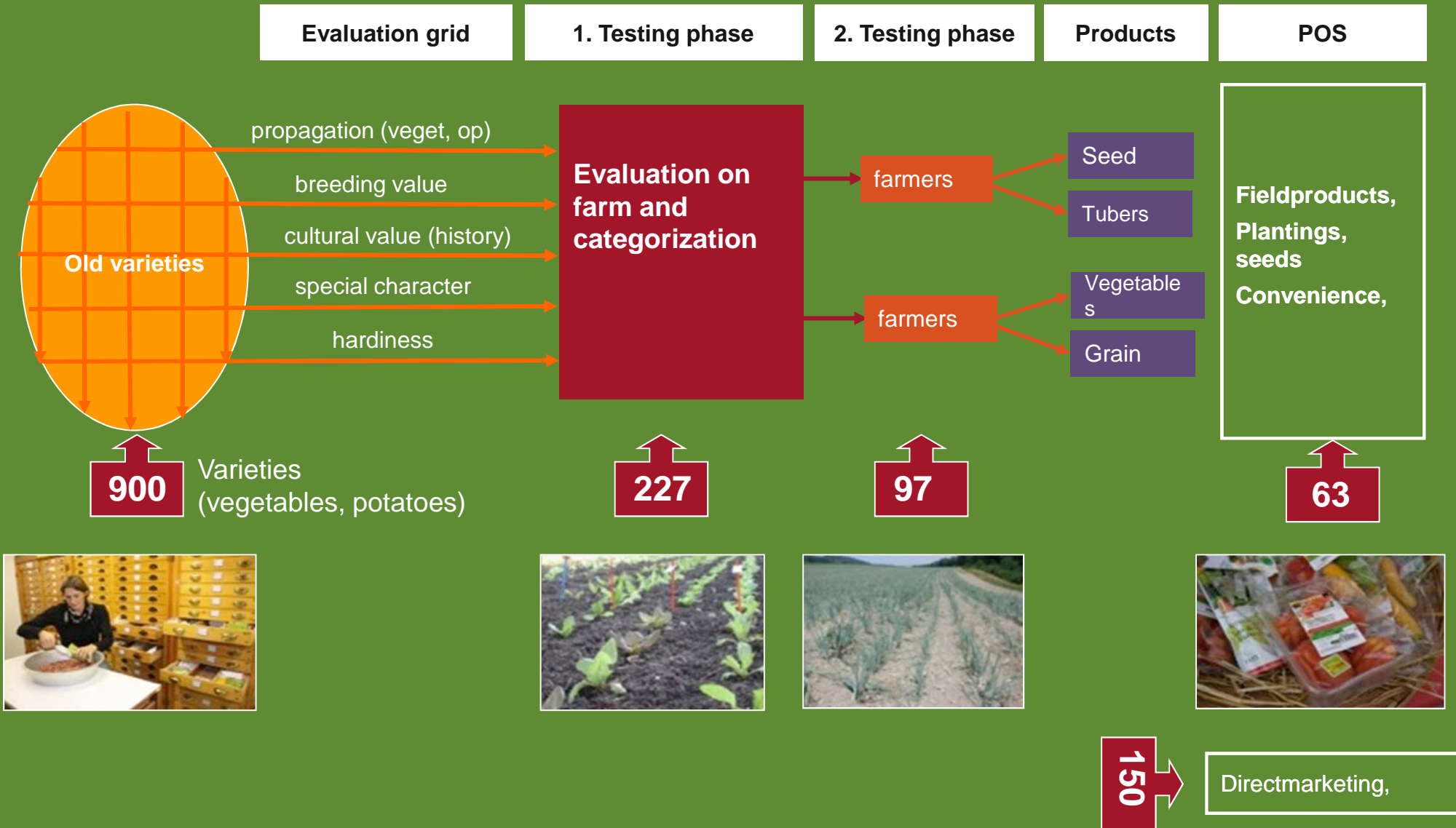
- festes Fruchtfleisch, wenig Samen

www.proNat-bio.de



Poster  
DIN A3  
Rinklin

# Evaluation of vegetable varieties since 1999



# Next steps have to be made

## On farm: Breeding progress for specific stakeholders



Development of varieties

cultivated,  
traditional  
pgr

On farm  
conserv.  
by seed  
savers  
network

Private-  
gardener  
s

Direct  
marketing  
Local  
specialities  
gastronomy

**Genepool Collections**  
Specific values: Nutrition Open pollination  
hardiness

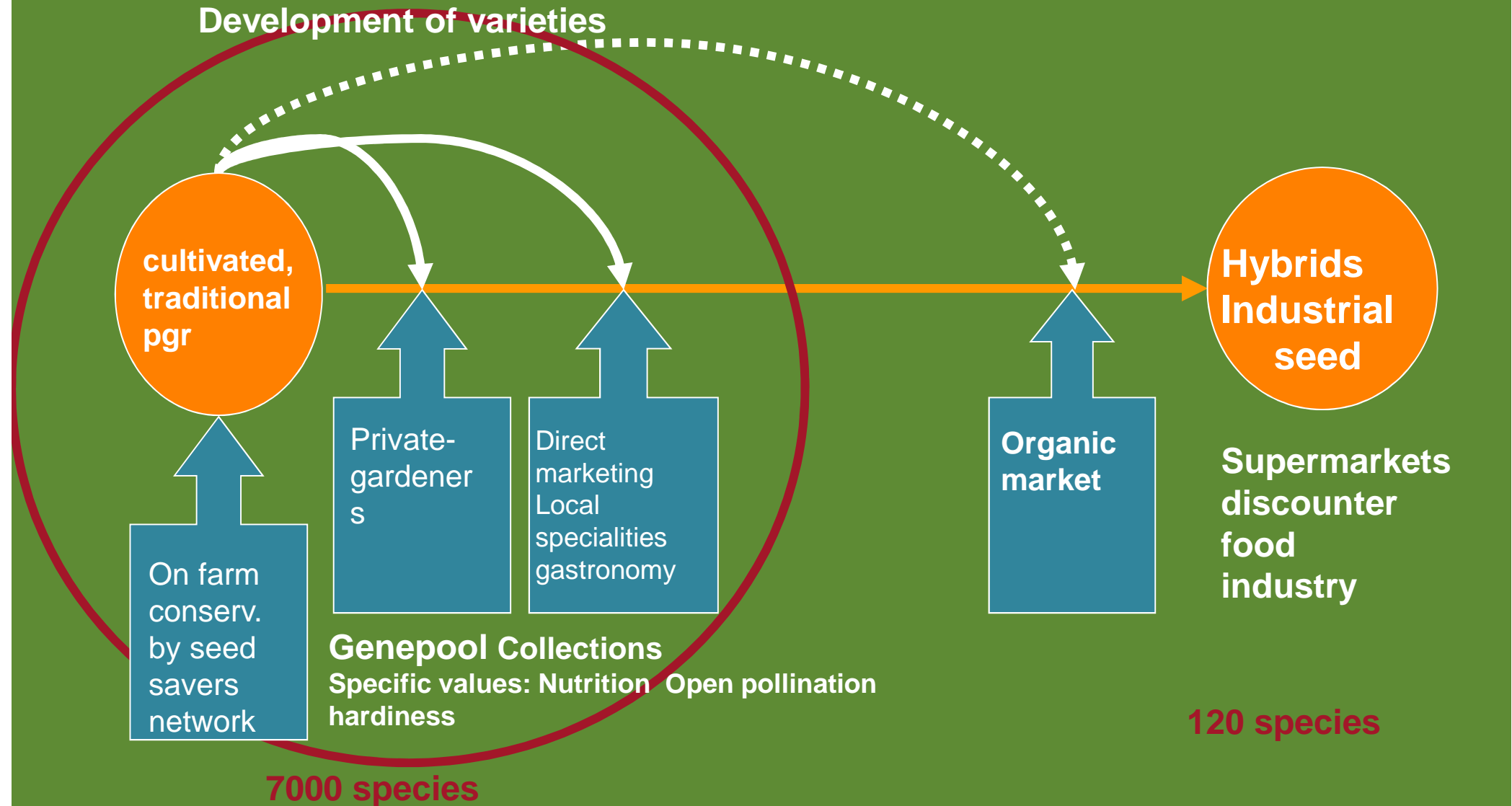
Organic  
market

Hybrids  
Industrial  
seed

Supermarkets  
discounter  
food  
industry

7000 species

120 species



# ProSpecieRara and breeding?



## Une pomme sauve la peau de Michelle

ZÜRICH. L'épouse du président suisse semble tenir sa revanche.

Michelle Obama, présidente des États-Unis, a utilisé un sérum suisse pour soigner sa peau. Cela lui coûte 357 fr. pour un flacon de 50 ml. Elle a aussi utilisé le produit à Utwiler Spätlauber. Les quatre filles de Michelle Obama ont aussi utilisé le produit. Elles sont toutes très belles. Elles ont toutes une peau parfaite. Elles ont toutes une peau jeune. Elles ont toutes une peau douce. Elles ont toutes une peau lumineuse. Elles ont toutes une peau saine. Elles ont toutes une peau belle. Elles ont toutes une peau parfaite. Elles ont toutes une peau jeune. Elles ont toutes une peau douce. Elles ont toutes une peau lumineuse. Elles ont toutes une peau saine. Elles ont toutes une peau belle.



Utwiler Spätlauber

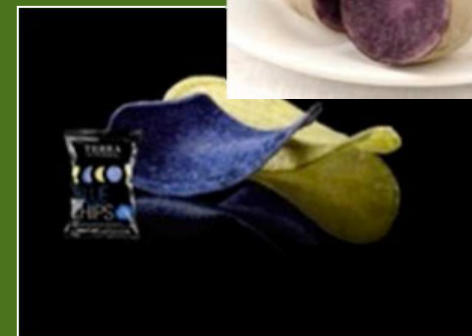


Blue Schweden



Early Prättigauer

X



Blue St. Galler

# ProSpecieRara-Engagement in breeding



## Projekte mit Start 2012



Züchter:  
St. Gallische Saatzucht Flawil

- ☛ Rotfleischige Kartoffel
- ☛ Fäule-resistente «Nüdeli»  
*Laufzeit ca. 5 Jahre*



Züchter:  
Sativa Rheinau AG

- ☛ Tomate Ochsenherz mit Resistenz gegen Samtflecken *Laufzeit ca. 3 Jahre*
- ☛ Karotte Gniff vitaler, ertragreicher, süsser  
*Laufzeit ca. 8 Jahre*
- ☛ *Broaden genetic*



# What we would need



Legal environment that allows us to keep and support pgrfa in a commercial context. 100 varieties on the market means in Germany to pay every year 3'000 Euro registration fee!!! In Switzerland one time CHF 50 for registration and nothing else. We pay only if the controller comes to the field... To register our varieties as conservations varieties makes no sense. We prefer the registration as an amateur or niche variety.

Information connected to the pgr, that provide an usp (unique selling proposal) to the customers (special story/cultural context, special taste, special shape).

Enough seeds to get the variety/product on the market as fast as possible.

We need a clear frame work where we can allocate some of our on farm activities. In a sense that our contribution to on farm management of pgr gets recognized. In addition to that, we need to know what institutions (GO) already do to better shape our activities in the sense that they are complementary and not repeating what is already done.

Case by case funding is a threat when it is not happening within a long term strategy framework. Our work is based on long term strategies.

A close-up photograph of a field of white flowers with green buds. The flowers are in various stages of bloom, with some fully open and others still in bud. The background is a clear blue sky. The text "Thank you for your attention" is overlaid in the center of the image.

Thank you for your attention

# What we need to do our work



On farm management of pgrfa has to be closely connected with marketing efforts.

On farm conservation by push (promote offer (campaigning easy access to a huge diversity low price) and pull (create demand, speciality not everybody has it, get it now or its gone) marketing strategies.

On farm conservation of pgrfa demands a very dynamic and powerful management tool that is able to coordinate many players in the propagation and maintenance network.

To keep diversity on farm needs to define who should profit from that effort and who could be involved to help the system.



## Additional comments?

MAPA is an inappropriate approach to decide what kind of pgrfa we want to manage on farm:

- It fits to the cwr-conservation idea and not to cultivated plants.
- To promote and conserve cultivated pgr. In MAPA areas could be dangerous for the existing cwr resources at the same place
- To promote a traditional agriculture on a specific geographic area could threaten conservation on a long term. We should rather seek for new possibilities to promote use of pgrfa. There are centers of diversity where agriculture has gone completely (alpine regions in Austria and Switzerland).
- It could be an interesting experiment to impose conservation activities of certain plant species in a MAPA area and see what happens to the cultivated plant when it gets in contact with wild plants of the same species.

On farm conseravation is defined as the maintenance and recovery of viable populations of domesticated and cultivated species in the surrounding (context) where they have developed their distinct properties.

## Diversity versus intellectual property rights



**Gene sequences can be protected.** Varieties that are bearer of the gene are protected as well.

**The range of a patent is much wider** than of a simple variety protection based on UPOV-criteria. Products that derive from a patented process can be patented as well. The result is that discoveries and not only inventions apply for a patent-protection.

The owner of a patent can forbid a breeder (no breeders exemption) to use his gene sequence. He can forbid the farmer to produce his own seeds as well (no farmers exemption).

It is possible to cumulate patented gene-sequences within one variety. It becomes very difficult to predict when and if a variety is really free for further use.

Intransparent!