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

564 seed-savers

1'600 varieties
### Managing the on-farm network

#### Seed Library System

- **Lateinisch:** *Vicia faba*
- **Deutsch:** *Puffbohne*  *Grossbohne vom Lötschental*
- **Französisch:** *Fève*  *Gros haricot du Lötschental*
- **Italienisch:** *Fava*  *Fava del Lötschental*

#### Inventory Management

<table>
<thead>
<tr>
<th>Year</th>
<th>Production (kg)</th>
<th>Stored</th>
<th>Stored Keimfähig</th>
<th>Harvested</th>
<th>Harvested Keimfähig</th>
<th>Keimfähigkeit</th>
<th>Länge (Portion)</th>
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<td>6.25</td>
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<td>6.25</td>
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<td>26</td>
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<tr>
<td>2005</td>
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<td>8.2</td>
<td>0</td>
<td>6.25</td>
<td>0</td>
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<td></td>
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</tbody>
</table>

*Total: 14.45 portions, 8.2 portions keimfähig*
Regio-Gusto: Involving new stakeholders

Inspiration source

dicsovery

Creative tester und trend setter

Creations

Coop, Jahresgespräch 19.11.14
Promoting diversity

- Single variety as a messenger of diversity
- Berry collection
- Diversity of varieties

Product
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
Promotion material

Seasonal availability

Poster
DIN A3
Rinklin
Evaluation of vegetable varieties since 1999

Old varieties

Varieties (vegetables, potatoes) 900

Evaluation grid

propagation (veget, op)

breeding value

cultural value (history)

special character

hardiness

Evaluation on farm and categorization

1. Testing phase

2. Testing phase

Products

POS

farmers

Seed

Tubers

Vegetables

Grain

Fieldproducts, Plantings, seeds

Convenience,

Directmarketing,

227

97

63

150
Next steps have to be made
On farm: Breeding progress for specific stakeholders

- Development of varieties
- Cultivated, traditional pgr
- Private-gardeners
- Direct marketing: Local specialities, gastronomy
- On farm conserv. by seed savers network
- Genepool Collections: Specific values - Nutrition, Open pollination, Hardiness
- Organic market
- 120 species
- 7000 species
- Hybrids industrial seed
- Supermarkets discounter, food industry
ProSpecieRara and breeding?

- Blue Schweden
- Early Prättigauer
- Blue St. Galler
- Utwiler Spätlauber
ProSpecieRara-Engagement in breeding

Projekte mit Start 2012

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

Züchter: St. Gallische Saatzucht Flawil

- Tomate Ochsenherz mit Resistenz gegen Samtflecken
  Laufzeit ca. 3 Jahre

Züchter: Sativa Rheinau AG

- 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.
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.
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 conservation 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.
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!