

Back From The Brink, And How To Stay There



American Highland Cattle Association

Historic City Hall

22 S. 4th Ave., Ste. 201

Brighton, Colorado 80601

Ph. 303-659-2399

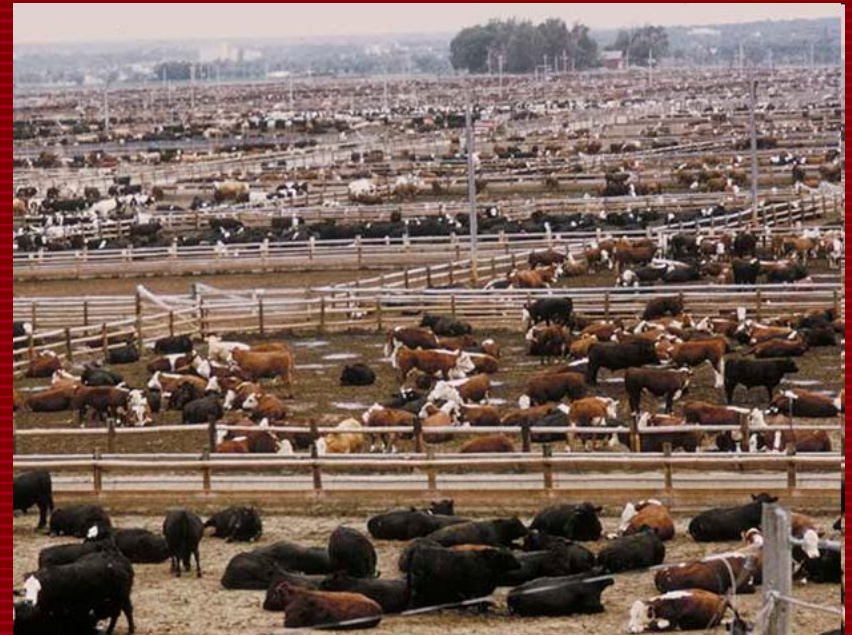
Did You Know?

- Since 1900, in the United States more than 300 breeds of domestic livestock have gone extinct.

Why Have Breeds Become Extinct?

Farmers decided they liked another breed better

The breed no longer fits the current production paradigm



**Disease – 4,400,000 cattle were destroyed
due to BSE in the UK alone.**

**Over 14,000,000 were killed due
to Foot and Mouth disease.**



Earl Butz – Secretary of Agriculture

1971-1976 “Get big or get out”



Why are we called Minor Breeds?

Exist in small numbers

Breeds with little economic impact on the total market

No longer accepted by commercial agriculture

Maintaining a “Gene Puddle” not a Gene Pool

Why Are Minor Breeds Important?

- **Genetic material – Minor breeds possess traits that are unique and if they become extinct, they are gone forever.**



How Does A Breed Remain Viable?

Maybe Even Grow In Numbers

Minor breeds must find a niche, a corner of the market where it fits best.

What about your breed sets it apart from the rest of the species?



□ Commit to being helpful to new breeders so they produce the best animals possible.

You need help making your breed numbers grow. All animals should be the best that they can be. Don't look at other breeders as competition you need to eliminate, but as someone you need to nurture to help youi preserve the breed.

Marketing

- **How do you develop a market for your animal products?**
If there weren't an elevator every 5 miles in the country side, the corn crop from 1954 would still be sitting in a pile on most Midwest farms.

If a market doesn't already exist, the average farmer doesn't know how to develop one.

CASE-IN-POINT

**The ostrich market of the late 1980s.
Breeders Market.**

"The Midwest Mission Distribution Center and the Great Ostrich Donation"

Develop An “I’m Special” List

- List the characteristics that make your breed attractive to breeders as well as consumers**



□ Why would a consumer buy your product (at a premium price?) over what's available in the local grocery store?

Health benefits – Data from a research project

Superior taste – Host , participate

Tenderness – Nobody wants a tough _____

Superior quality – Testimonials from customers and chefs

Value – Why is your product a good buy?

Why Would A Breeder Want To Raise This Breed?

Mothering ability

Hardiness

Foraging ability

Feed conversion

Ease of birthing

Fertility

Eggs per year

Egg performance in cooking

% twins

Pounds of fiber per year

Fiber quality

Infrastructure

- Do the support services exist to successfully produce and process your product?

Slaughter facilities

Egg grading and candling

Fiber processing

Transport services

Feed Mill / Sales

Equipment

On farm processing

Licensing requirements

Promotion

- Advertising
 - published media
 - paid advertising
 - guerilla advertising
- broadcast media
 - interviews
 - paid spots
 - human interest stories



- Signage

- On farm

- On highways

- At farmer's market booth

- On product packaging

- Handouts

- Business cards

Displays

Gloria Asmussen