



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

Aarau, 2. April 2008

bela.bartha@prospecierara.ch

Direktwahl 062 832 08 21

Contribution of ProSpecieRara to the Workshop (2):

Strategies for Successful On-Farm- and In-Garden Conservation of Cultural Plants

Based on the list of possible themes for the workshop that Peter Zipser suggested, ProSpecieRara will concentrate on the following issues.

1. Best practice examples for the conservation of cultural plants

Within our part of the workshop we would show the audience the method of on-farm management and monitoring-systems for crop conservation that ProSpecieRara is practicing

- Working in decentralised networks of many people who practice conservation work
- Distributing and improving availability of conservation varieties by a specialised seed catalogue and a centralized seed bank.
- Quality management within a decentralised conservation and propagation work by using an adapted database with adequate controlling tools and an appropriate training courses for the involved people
- Integrating plant-improvement into concepts for crop-conservation

2. Marketing methods for conservation varieties

At the moment ProSpecieRara is pushing forward a brand-strategy to visualize it's decentralised conservation work on the field as well as in their collection and public relation tools. On the other hand ProSpecieRara has developed criteria for labelling special products that are related to conservation varieties and conservation work in an agricultural environment. The following points are closely related to that theme:

- How to involve professional plantbreeders and farmers into on-farm conservation
- Current social trends for the successful marketing of plant genetic resources (evaluating their commercial chances)
- Legal aspects of marketing conservation varieties
- How national development programs that aim to raise the import and export of goods (support of fair trade or/and organic products) influence or affect diversity of cultural plants within the partner countries

