**Which quality indicators could be the success key for the rare breeds development?**

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**RESULTS ARE THE PDO THE ONLY SOLUTION FOR RARE BREEDS?**

- Rare breeds (less than 5,000 cows, 8,000 ewes/goats, 1,000 sows) are very small part of French livestock even if they are 30% of French breeds number.
- Most of these breeds reached a critical step in the seventies before to be saved by conservation programs, bringing them a new development. Outlets for economical valorization have to be found to carry on the development of these breeds less productive and selected breeds.

**VARAPE : A NATIONAL PROJECT FOR THE RARE BREEDS’ VALORIZATION**

VARAPE project is coordinated by Institut de l’Élevage with 7 technical partners and 13 associated breeds. It studies success factors and limits of a collective project to develop short supply chains.

The project is based on 13 breeds’ survey (production and marketing inventory, local committee … ) and the analysis of 16 breeds with a significant products marketing experience.

<table>
<thead>
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<th>Breed</th>
<th>Number of animals</th>
<th>Products</th>
<th>Form of valorization</th>
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</table>
| Gascon Hen  | 350 hens for reproduction 8000 chicken per year | • Chapon (castrated roosters)  
• Poularde (hen)  
• Coq vierges (young capons) | Collective brand  Noire d’Astaracq-Bigorre  PDO process standby |
| Boulonnais sheep | 2 500 ewes | Meat                                          | Collective brand                                   |
| Rove goat   | 3 600 goats for milk and 4 250 goats for meat | • Breasse (local specialty) and other farmhouse cheeses | PDO process for  
brassou du Rove  
cheese, 100% made from Rove’s milk  
Rove goat is included too in the PDO  
Pelardon  
Meat |

**MAIN CONCLUSIONS**

- Products differentiation/protection has to be well thought out in the same time as the structuration of the supply. Indeed several rare breeds have to deal with this issue: demand for their products is higher than supply.
- Economical valorization leads to animal selection. Then it is important to pay close attention to genetic variability, and to breeders’ cohesion, especially when professional and non-professional breeders coexist.
- Human management in the groups that bring the reflexion is very important too. Thanks to the agreement of all operators and to an open questioning, the group can find a solution well adapted to its own situation.