

Make a living with biodiversity: From conservation to sustainable use

Plant and Animal Genetic Resources Value Chain Workshop

Klaus Rapf, ARCHE NOAH
Brussels, 11th & 12th January 2016



ARCHE NOAH's "philosophy": **Best conservation = sustainable use**

We involve

- **farmers**
- **producers**
- **breeders**

⇒ **perspective for an
income with biodiversity**



The Seed Network



- Hundreds of members act as “seed savers”
- Variety catalogue
- Cooperation with organic farmers
- Cooperation with organic tree nurseries, market gardens and plant breeders

Involving the community...

“Vielfalter” Label

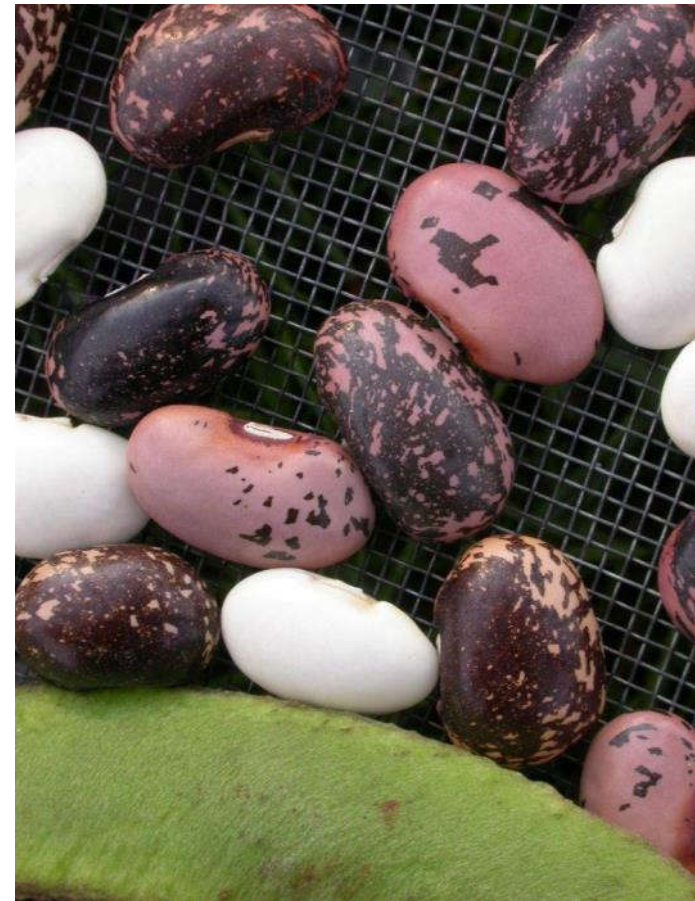
- Open for farmers and gardeners
- Growing and marketing of a diverse range of rare and traditional varieties
- The plate "ARCHE NOAH Vielfalter" as a marketing tool



A plate as distinction

Project: Variety development

- 2012-2015
- Development of varieties from our seed bank
- Cooperation with organic farmers, PPB approach
- Several vegetable species
- Comparative trials
- Satisfy demands from farmers and consumers



Continuing development of old varieties

Project: Variety development

- Seed bank selects potential varieties
- Common on field testing, inspections and assessment
- Tastings by consumers
- Funds: LEADER
- Multi-actor approach & demand from farmers & wholesalers



Continuing development of old varieties

“Bauernparadeiser”: Variety improvement

- PPB approach
- Selection, Crossings and Resistance traits
- Organic farmers, mostly doing direct marketing
- Cooperation with partners from universities, research centers and organic advisory services



Improve rare varieties

“Bauernparadeiser”: Variety improvement

- Farmers: Strategic planning, selection work & multiplication
- Scientific institutions: standardised comparative trials
- University: Supervision of resistance breeding
- Arche Noah & BIO Austria: counselling for farmers
- 3 meetings per year
- Funds: LEADER, DIVERSIFOOD
- Bottom-up initiative, farmer driven



Improve rare varieties

Cooperation with “Reinsaat”

- Cooperation seedbank – organic breeding company
- Goal: Improve access to quality seeds
- 2005 seeds of 54 rare varieties available on the market
- Organic farmers as multipliers



Making rare varieties available

Cooperation with “Reinsaat”

- Yearly meetings
- Funds: 70% of development phase covered by innovation project funds
- Success: Large assortment within rather short time available to the market



Making rare varieties available

Direct marketing opportunities for “diversity farmers”

- Individual USP thanks to regionalism and individuality
- Added value to the product, thus better price
- Direct marketing



Innovative products from rare varieties

Development of varieties

- Development of regionally adapted varieties
- Production of these varieties as an additional source of income



Selecting interesting traits

Grafting of traditional varieties

- Grafts of fruit trees and vines
- Added value: Protection of traditional varieties through their promotion and use
- Exploit market niches



Keep old fruit varieties young

Conclusion: Sustainable use needs...

- ✓ friendly **legal framework**
- ✓ proportional legal requirements for **small producers**
- ✓ educated **consumers**
- ✓ innovative **producers**





**Thank you
for your attention!**

klaus.rapf@arche-noah.at

+43 664 951 83 30

www.arche-noah.at