A compendium of 56 projects has been made available for the purpose of exchange of experiences and good practices, contributing to valorisation of underutilized livestock breeds and plant varieties (AGRI-2015-EV AL-09). All 56 examples in the compendium aim to valorise the use of underutilized or neglected breeds and varieties in an economically viable way. A specific fiche dedicated to each project includes a description of the particular genetic resource, the objectives of the project, actors involved and their roles, steps and activities undertaken, results to date, next steps, lessons learned and good practices, and contact information of the responsible person/coordinator of the project. One fiche titled ‘Zeldzaam Lekker (Rare and Tasty) – Adding value to recognised products and services from rare domestic animal breeds in the Netherlands’ was submitted by the Dutch Rare Breeds Foundation (SZH), in collaboration with CGN. In this case study, the enthusiasm and leadership of the breeders was listed as a key success factor. Locally produced dairy and meat products, which can be connected to quality labels (e.g. Slowfood, Organic, Zeldzaam Lekker), are often marketed through short supply chains and direct sales to consumers. A dedicated regional communication and marketing approach to consumers and the wider society was mentioned as an important factor to become successful. Variability of the quality of the product, lower profitability per working hour, legislation, and the use of different labels for the same product, were identified as bottlenecks. Besides sharing the experiences and good practices of individual compendium projects, identification of similarities and differences between projects can also contribute to further strengthening of ongoing projects, or to start successful new initiatives.
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