

# Marketing the products of conservation grazing

## Opportunities and challenges



# Marketing the products of conservation grazing

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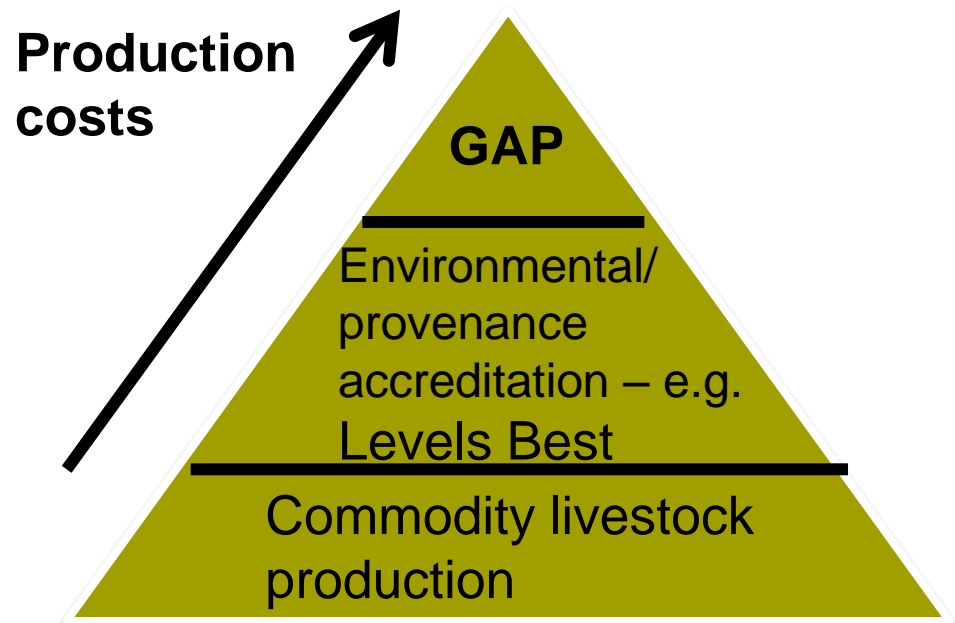
- Background
- What did we do?
- What did we learn?
- Case studies
- Pointers for future work in this area

# Background

## Challenges of conservation grazing

- Prescribed grazing practices
- Grazing periods can be restrictive
- Generally small areas to be grazed
- Generally livestock cannot be finished on these areas

**COSTLY TO MANAGE**



# Background

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**NGO's have been seeking sustainable support mechanisms for conservation grazing**

**Development of branding initiatives**

- **Small numbers to be branded**
- **Diseconomies of scale**
- **Need for collaborative approach**



# Our experience in this area

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**Work with groups of livestock farmers wishing to add value to their production**

**Development of collaborative groups and businesses**

**Eat the View and SW Natural unit Based Brands**

- Linked to Peak District EQM work

**Transference of best practice**

# Objective of the SW project (2008)

**To add value to the products of conservation grazing as a means to ensure that these areas are grazed appropriately.**

To ensure that these areas continue to be grazed, farmers must be adequately rewarded for their input.

The alternatives to this situation could be:-  
Conservation bodies have to manage the areas themselves

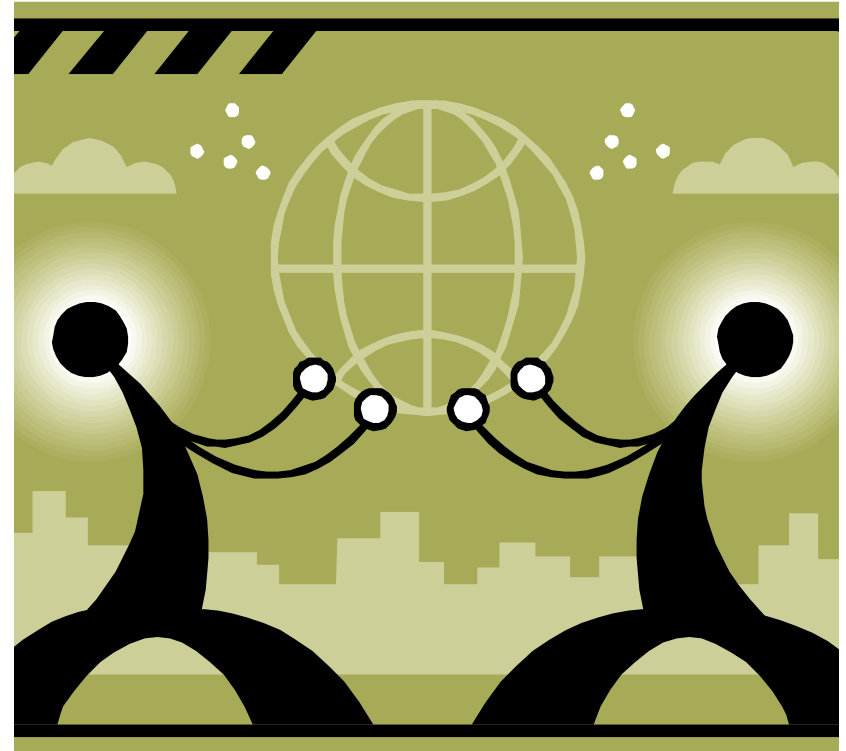
The area do not get managed through grazing



# Rationale for collaborative action

Individual conservation grazing areas too small to justify individual initiatives

Greater impact could be made through a regional umbrella with sub groupings supported through the umbrella



# Is there a viable opportunity?

## Opportunities arising from conservation grazing

- Products can be differentiated
- Development of linkage to consumers who support the ethos of conservation grazing
- Large pool of potential customers



# What did we do?

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## Top down or bottom up?

Wildlife Trusts, GAP and Natural England came together to discuss how best to assist the achievement of the objective in the SW

- Why the organisations exist – their purpose and mission with regard to conservation grazing
- The key strengths and weaknesses of the current marketing operations carried out by the conservation grazing organisations
- The visions for how this concept could be developed
- What should the organisations do next?

# What did we do?

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## Concept Note developed

Formation of a partnership which could provide generic promotion of the products of conservation grazing produced in the SW

Utilisation of their memberships in order to carry out market research to identify the potential market for such conservation grazing products

Development of a network to support the coordination and continuity of sales of conservation grazing products to customers

# Lessons to be learnt

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**For any initiative to be successful there has to be:-**

- Engagement with producers**
- Somebody to drive the commercial business**
- A small central administration and cost base**
- Attention to minimising any cost for additional certification**

## **Other factors**

- Concern over claims made about the products**
- Single business product promotion and sales often more successful as costs are not externalised**
- External economic forces**

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# Case Studies

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**South Down Lamb**

**Levels Best**

**Peak District Environmental Quality Mark**

**Limestone Country Project**

# Pointers for future work in this area

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- ❑ Significant potential target market in the membership of environmental NGO's
  - ❑ Vital to have committed ownership to drive it forward
  - ❑ NGO 'Alliance' to promote products of conservation grazing
- e.g. of possible descriptor:

This product comes from animals which have spent some of their life grazing land of high environmental value in order to promote delivery of favourable environmental conditions