



VALUING NATURE

The economic value of Farm Animal Genetic Resources (FAnGR)

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Economics and FAnGR

- Farm Animal Genetic Resources (FAnGR) in decline
- Potential negative impacts on (future) livestock breeding
- Economic implications poorly understood
- Conservation contracts
 - Optimal contract design
 - Targeting
- Competitive tenders
 - Identify Least cost suppliers
- Breed prioritisation (critical capital)
 - Target funds which maximise benefits



Domesticating PES

Payments for Agrobiodiversity Conservation Services (PACS)

Adam Drucker, Ulf Narloch, Unai Pascual, Milton Pinto, Wilfredo Rojas, Jose Luis Soto Mendizabal & Enrique Valdivia

Attendance..

Measuring demand for natural capital

Increase my appreciation of policy dialogues and innovation tools to supply natural capital

Corporate case studies

Networking

Appreciate natural capital investment decisions through traditional market structures

Morrisons to breed cattle 'rarer than giant panda'



28 Sep 2012 | Richard Ford

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Home > The Breed > Additional Services > South Devon Beef at Waitrose / Morrisons

SOUTH DEVON BEEF NOW SELLING TO WAITROSE AND MORRISONS AT A PREMIUM



Waitrose stores in Devon and Cornwall are now selling beef on their fresh meat counters from cattle sired by pedigree registered South Devon sires, under the West Country brand. To find out if your cattle may be eligible for this scheme which carries a premium are invited to contact SDHBS.



Morrisons' Traditional Beef Breeds include the South Devon breed - quite naturally, since numerically the breed is the third largest beef breed native to the UK. A premium of 10p/kg is payable for eligible cattle. For

Corporate challenges – breeders and supermarkets

Public good nature of FAnGR

Society unable to transact for demand

Lack of incentives to supply – costs borne local, benefits national (or global)

Market saturation

Vertically integrated supply chains - efficiency

