

Brand Manual

The American Livestock Breeds Conservancy

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The American Livestock

Breeds Conservancy



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What is a BRAND?

A nonprofit brand is the emotional connection members, partners, and supporters hold in relation to the services and programs an organization offers.

The brand is the sum total of all the interactions, experiences, and perceptions that a person has with the organization.

Our brand is what we say and what we don't say. It's the voice that answers the phone when a member calls, it's the interactions at an educational workshop, it's the content on our website. Everything that we do shapes our brand.

Introduction

Since 1977, the American Livestock Breeds Conservancy (ALBC) has been working to ensure the future of agriculture through the genetic conservation and promotion of endangered breeds of livestock and poultry. For over thirty years, ALBC has tirelessly worked towards its mission, helping to build the ALBC brand along the way.

Today, ALBC's roots and mission continue to be the anchor point for the organization, helping it to grow and expand while still serving the ultimate goal of genetic conservation. As ALBC continues to grow and expand, it's important that the essence of ALBC — the ALBC brand — be captured and shared.

A nonprofit branding professional once said, "When an organization takes on the task of guiding its brand, it is saying: We care enough about our work to ensure that our participants and supporters understand what we stand for and that the broader community recognizes the unique value we create." ALBC hopes this brand manual will help our members, supporters, partners, and the community better understand and communicate about ALBC.

In this manual you will find background information about the American Livestock Breeds Conservancy to help you understand more about the purpose and mission of the organization. You will also find guidelines and standards relating to ALBC's logo, core strengths, photography, colors, and other brand touch points. The purpose of these tools is to help convey a strong, consistent brand identity for ALBC. The goal is not to hinder creativity, but to provide the foundation that will help ALBC and its supporters to communicate with the public so that the ALBC brand will become more accessible and recognizable.

As always, ALBC is open to feedback, suggestions, and questions. If you have any questions about any part of this manual, please feel free to contact us.

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The ALBC Brand

The ALBC brand is made up of a number of pieces which all fit together to form the brand image of ALBC.



- **Mission & Organizational Values:** The ALBC mission and organizational values are at the center of everything ALBC does. The mission drives our actions.
- **Promises & Actions:** The things that ALBC promises its members and supporters are directly derived from the ALBC strategic plan, and what we promise our membership and supporters we will do.
- **Brand Values & Visual Identity:** Our work and actions define us. It's our work that shapes our visual identity and how we brand the organization.
- **Interactions & Perceptions:** Members', partners', and the general public's interactions with all facets of ALBC will shape their perceptions of the organization. These perceptions will cement the ALBC brand in their minds.
- **Results & Successes:** At the end of the day, the end product of our efforts are measurable results and mission success. These are a key part of the ALBC story.
- **Members & Supporters:** ALBC's work could not be done without the help of our members and supporters. Our members and supporters drive our mission, support our actions, and share in our successes. They are an integral part of the ALBC brand.

The ALBC brand is like a jigsaw puzzle, all of the seemingly extraneous pieces fit together to create a seamless image of the organization.

All of these aspects together make-up the ALBC brand identity.

Organizational Mission & Values

Founded in 1977, the American Livestock Breeds Conservancy has stayed true to its mission and core values since its founding. The mission and values of the organization drive organizational projects and achievements. Understanding the ALBC mission is the first step in getting acquainted with the organization.

Vision:

The American Livestock Breeds Conservancy (ALBC) is a successful, financially secure national organization with regional strength and international influence. ALBC is a leader in breed conservation and supports the development of healthy markets and farm profitability for rare breeds. ALBC works with rare breed stewards and with others to achieve broad public recognition of the value of breed diversity, and promotes its role in conserving the genetic health of endangered breeds of livestock and poultry.

Mission:

The mission of the American Livestock Breeds Conservancy is to strengthen the future of agriculture through genetic conservation, and the promotion of endangered breeds of livestock and poultry.

Tagline:

Strengthening the future of agriculture.
Conserving heritage breeds since 1977.

Organizational Statement:

The American Livestock Breeds Conservancy protects genetic diversity in livestock and poultry species through the conservation and promotion of endangered breeds. These rare breeds are part of our national heritage and represent a unique piece of the earth's bio-diversity. The loss of these breeds would impoverish agriculture and diminish the human spirit. We have inherited a rich variety of livestock breeds. For the sake of future generations we must work together to safeguard these treasures.

Core Values:

Animal well-being
Quality and integrity
Diversity
Collaboration
Stability



In everything that ALBC does, the mission is at the core. Our actions are shaped by our fundamental goals and objectives. But how does ALBC achieve its mission?

ALBC History

ALBC was "born" in the mid-1970s precisely because farmers, scientists, environmentalists, historians, and others discovered that they shared a common concern for the fate of America's traditional livestock breeds, many of which were rapidly disappearing from the rural landscape.

On March 16, 1977, a handful of concerned citizens gathered at the Vermont Department of Agriculture to sign incorporation papers for the American Minor Breeds Conservancy (the original name of ALBC).

In 1993, the American Minor Breeds Conservancy changed its name to the American Livestock Breeds Conservancy (ALBC).

ALBC's Actions: The Conservation Paradigm

People unfamiliar with ALBC will ask, "what does ALBC do?" The cornerstone of our mission to ensure the future of agriculture is the conservation of genetic diversity, and our actions to achieve that mission can be broken down into three basic categories: Discover, Secure, Sustain. All of our actions support our mission through the conservation and promotion of rare breeds of livestock and poultry.



At the heart of genetic diversity is the concept of "breeds." A breed is defined as a group of animals selected to have uniform appearance that distinguishes them from other groups of animals within the same species, and when mated together consistently reproduce the same type. When determining its conservation action priorities, ALBC expands upon this definition of a breed by embracing the entire "genographic" resource, which includes a breed's phenotype, genome, cultural heritage, and biogeographic environment.

ALBC's work can be visualized as a pyramid. At the base is our mission, and each side is made up of our primary objectives: Discover, Secure, and Sustain. It is these three core elements together that save a breed.

Discover is the first and a very important link in the chain. "Discover" means finding rare breeds out there, in the fields and woods and barns where they have quietly survived for generations. Discovery is most dramatic and most essential for landraces and feral populations. These important populations can be discovered many different ways; sometimes we become aware of previously overlooked breeds, other times they are noticed as part of a system using other more recognizable rare breeds, and very frequently they are discovered when someone mentions "the old guy down the road with some interesting animals."

It takes research to determine if newly discovered animals might in fact "be something." The assessment depends a lot on context – the place and the history of both the people and the animals involved. Assessment also requires a good, close look at them. Does the herd or flock reflect the history of origin? Is there a consistency of breed type across all the animals? Does the history fit what is seen in the animals, and does it fit the area? Do the animals fit the biological definition for a breed?

Answers to these basic questions will determine if a new breed has indeed been "discovered" (this happens very, very rarely) or whether a previously unknown herd or flock of a rare breed has surfaced (a rare occurrence, but more common than discovering an overlooked breed). A census and a documentation of characteristics

"ALBC embraces the entire 'genographic' resource, which includes a breed's phenotype, genome, cultural heritage, and biogeographic environment."

DISCOVER • SECURE • SUSTAIN

occurs at this stage, too – including both the obvious external features, and the subtle adaptive traits that can mean the difference between surviving in compromised environments... or not. At this stage, DNA analysis can greatly help in assessing the significance of a newly discovered population.

Secure This second step requires science, politics, collaboration, and a hefty portion of luck. The goal of the “secure” link in the chain is to prevent further genetic erosion, by setting up a plan that encourages breeders to conserve all of the genetic diversity found within the breed. This begins by figuring out the structure of the breed population. How is each herd or flock related to the others? How are the animals related to each other? Oral history and human movement answer these questions. Pedigrees, when kept, contribute significantly to understanding breed structure. Molecular or DNA analysis can help here as well the discovery phase. Breed strategies are devised to maintain bloodlines but protect against the loss of health that occurs with inbreeding. Securing a population requires that people work together. Breeders may be brought together by tradition, but also by excitement and novelty. To be successful, the breeders absolutely must work together to save the animals in the same environmental and cultural context in which they have been developed. Sometimes that last bit is possible, sometimes it is not. Breed associations, registries, promotion and marketing, all come out of this human collaboration.

Sustain This third link in the chain is the point from which a breed can really grow and succeed. The breed has been secured genetically, and has been stabilized with regard to population structure and genetic variation. With smart thinking, patience, and respectful cooperation, breeds can grow into valued components of our agricultural and food systems. During this step we see new people become interested in the breed, and they need to be educated in husbandry, breeding, and genetic resource management to effectively manage the breed for a secure future. They may also need information about how to navigate the regulatory issues of converting living animals to human food, and help learning to market their products. Those new to our work often bring great enthusiasm and fresh ideas to this critical but potentially troublesome aspect of breed promotion. New and old breeders alike also need help at this stage in thinking through all of the stages a breeder may go through if they choose to make a lifetime career raising one or more of these breeds, including the frequently overlooked topics of herd reduction or animal liquidation so that the breed does not slip back into the perilous stage that it knew before steps one and two brought it from the brink of an obscure slide into extinction.

Discover, Secure, Sustain are the keys to ALBC’s conservation work to help save endangered breeds of livestock and poultry. The next section will give a snapshot of what it means to put these concepts into action.

Why are breeds of livestock and poultry endangered?

Breeds of livestock and poultry are threatened because agriculture has changed. Modern food production favors the use of a few highly specialized breeds selected for maximum output in intensively controlled environments. Many traditional breeds do not excel under these conditions, so have lost popularity and are threatened with extinction.

Discover, Secure, Sustain: Real-Life Success Stories

ALBC's conservation actions are shaped by the "Discover, Secure, Sustain" paradigm. Below are some of the success stories from ALBC's archives. These examples illustrate the application of "Discover, Secure, Sustain" in ALBC projects and actions.

ALBC staff member Jeannette Beranger and former staffer Don Schrider developed a master breeder program for Buckeye chickens that has set the gold standard for expansion and selection of rare chicken breeds.

Secure & Sustain

In 1997 ALBC took a census of Heritage Turkeys. There were only 1,335 breeding birds in the whole United States. Between 1997 and 2002, ALBC began to get the word out. A specialty newsletter was started, and a project with Virginia Tech was initiated to compare the immune systems of Heritage Turkeys and industrial strains. With the help of marketing and education, by 2003 the breeding population had more than doubled, numbering 4,275. ALBC initiated an educational program on how to care for Heritage Turkeys and how to select quality breeding stock. By 2007, the population exceeded 10,000 breeder birds.

Secure & Sustain

One of ALBC's first rescues occurred in December 1987, when it learned that a unique population of feral sheep on Santa Cruz Island (off the coast of southern California) faced imminent eradication. Thanks largely to Phil Hedrick, Marion Stanley, and Dirk Van Vuren, a viable population was brought off the island.

Discover & Secure

ALBC has defined the term *Heritage* for chickens and turkeys, helping to set standards for product marketing and helping to generate a niche market for these breeds.

Sustain

The Marsh Tacky project was the culmination of a successful 4 year project to describe, document, and conserve an endangered horse breed previously thought to be extinct. The breed is from the lowlands of South Carolina and is of Spanish descent.

Discover & Secure

Former ALBC Executive Director Don Bixby initiated a gene bank to store genetic material in case of a crisis, and to give breeders access to stored semen. (now managed by NAGP)

Secure

During the 1980s, hog prices plummeted and many breeders sent their herds to market. In 1999, there were only 42 Red Wattle hogs and 4 breeders. In 2000, ALBC was asked to re-initiate a registry for the Red Wattle hog breeders. Only 3 hogs were registered the first year. ALBC helped facilitate communication between breeders. By June 2001, the population had increased to 90, added 3 breeders, and an association had been formed. The population has continued to increase; in 2008, 111 hogs were registered. The Red Wattle Hog Association recently reported 56 breeders.

Secure & Sustain

What are core strengths and why do they matter?

ALBC's core strengths are the key attributes that set ALBC apart from other organizations or competitors.

The desire to deliver on these core strengths shapes all aspects of our organization. We do these things well and will continue to strive to achieve these core strengths in all that we do.

Our core strengths define our character as an organization and give us goals to which to strive. Our members and supporters can expect us to live up to our core strengths in all interactions.

Core Values

ALBC has many strengths and also some weaknesses, but by focusing on ALBC's **core strengths and values** we can clearly communicate ALBC's brand essence and capture the organization's unique character. ALBC can own and shape these values in ways that other organizations cannot. These qualities help to distinguish ALBC as an organization and help to clarify and focus the ALBC brand values.

These strengths should be woven into all messages, processes, and experiences in order to consistently convey the ALBC brand. Other organizational strengths can be incorporated into these overarching themes.

QUALITY AND INTEGRITY

What it means? ALBC practices science-based, genetic diversity conservation and emphasizes research and education to expand and share knowledge and understanding of endangered breeds. ALBC is one of a few nonprofit organization in the United States dedicated to the genetic conservation of rare breeds of livestock and poultry and is among a handful of organizations worldwide with the same mission. ALBC's mission is unique, making the organization the leading authority on heritage breeds in the U.S. ALBC is the only U.S. organization doing the "Discovery" phase of rare breed conservation.

Keywords: gold-standard, first-rate, excellence, distinction, credibility,

How to communicate QUALITY AND INTEGRITY:

- Always refer to ALBC as the ONLY non-profit organization of its kind in the U.S.
- Include ALBC's founding date (1977) in communications to establish longevity and trust.
- Explain the importance of genetic diversity and heritage breeds to help establish the context for conserving rare breeds.
- Communicate that ALBC is one of only a handful of organizations worldwide that are saving heritage breeds. Emphasize science-based practices.
- Use the ALBC *Conservation Priority List* (CPL) and other facts and figures to express the rarity and importance of the CPL breeds. Use the value and rarity of the breeds to establish value for the organization.

ANIMAL WELL-BEING

What it means? ALBC supports production and husbandry practices consistent with the historic purposes and uses of endangered breeds, leading to their good health, longevity, and full value in American agriculture.

Keywords: animal robustness, animal health, longevity of animals,

How to communicate ANIMAL WELL-BEING:

- Be careful not to become an activist organization promoting only animal welfare. Explain animal well-being in the context of good husbandry and traditional practices.
- Be careful not to pass judgement on those who raise their animals in different systems or in different ways. Explain ALBC's reasons for supporting animal well-being without being critical of others.

DIVERSITY

What it means? ALBC emphasizes diversity of culture, perspectives, and practices in the realization of its mission, which leads to greater opportunities for endangered breeds of livestock and poultry, and for human prosperity.

Keywords: manifold, open-minded, inclusive of all opinions,

How to communicate DIVERSITY:

- Actions speak louder than words: use examples, experiences and actions to express diversity.
- Use powerful images and images that include people and rare breeds to illustrate ALBC's diverse membership, supporters, and staff.

COLLABORATION

What it means? ALBC encourages and participates in cooperative efforts at all levels of the organization's reach by working individually and collectively among and between all members of the heritage breed production chain including breeders, producers, processors, marketers, and consumers.

Keywords: communal; synergistic; cooperative; collective; joint efforts; partnersh

How to communicate COLLABORATIVE:

- Highlight partnerships and collaborations in media outreach and in ALBC publications.
- Engage and involve the membership. Listen. Hear. Respond. Show that ALBC values input and collaboration from the members and supporters of the organization.
- Seek partnership opportunities on all projects. Conservation cannot be done in a vacuum. Involve others in all projects where input and collaboration is necessary.
- Use images that illustrate and show collaboration in action. Images of meetings, workshops, and conferences can illustrate ALBC's collaborative nature.

STABILITY

What it means? ALBC works to ensure the integrity of endangered breed genetic resources by maintaining a strong alliance with breeders and breed associations, promoting breeder livelihoods and breed resilience, and supporting the development of healthy markets and a strong consumer base.

Keywords: rooted, established, balanced, steadfast

How to communicate STABILITY:

- Include founding date (1977) to establish longevity.
- Highlight lasting alliances and partnerships and relationships with breeders.
- Highlight populations that have moved to "Watch" category and are now stable in the U.S.

Quality & Integrity

gold-standard;
first-rate;
excellence;
notable;
distinction;
excellence;
credibility.

Animal well-being

robustness;
health;
longevity;

Diversity

manifold;
open-minded;
inclusive;

Collaboration

communal;
synergistic;
collective;
cooperative;
joint efforts;
combined;
shared.

Stability

rootedl;
establsihed;
balanced;
steadfast.

Logo

The ALBC logo serves as a visual reminder of ALBC and its brand values. The consistent use of this imagery will remind people of the positive associations and experiences they have with the ALBC brand.

The life-like images of rare breeds within the ALBC logo serve as a compelling representation of the end-product of ALBC's mission and actions. The dramatic renderings in the logo are used to elicit emotion, establish a connection, and to encourage action.



ALBC Logo History

The current ALBC logo was designed by David Ashton and Company of Baltimore, Maryland; it was adopted in 1993 when the organization changed its name from the American Minor Breeds Conservancy to the American Livestock Breeds Conservancy. The logo is an exquisite image that is now a hallmark for ALBC's work.

ALBC Logo Use Policy

The American Livestock Breeds Conservancy logo is copyrighted in the United States. The American Livestock Breeds Conservancy's name, logo, and photographs may not be used by outside parties without proper authorization and without adequate consideration or compensation.

ALBC must grant formal written permission for all uses of its name, logo, and photographs by outside parties.

For logo use permission requests, contact editor@albc-usa.org.

Use of the Logo

The ALBC logo is owned by the American Livestock Breeds Conservancy. While ALBC encourages members and supporters to promote the ALBC mission, permission must be obtained to use the logo in communications. ALBC will grant permission to use the logo where the goals of the communication are consistent with the ALBC's mission and objectives.

The guidelines on the following page are intended to help members and supporters consistently use the ALBC logo to ensure that the ALBC brand identity is maintained. By following these general guidelines, you will help further the ALBC brand and message.

To obtain permission to use the ALBC logo, contact editor@albc-usa.org or call the ALBC office at (919) 542-5704. The ALBC logo can be supplied in multiple formats including: .EPS, .TIFF, .JPG, .PDF, .GIF,

Logo Guidelines

In order to achieve consistency in representing the ALBC brand, the following guidelines should be followed when using the ALBC logo.

Scale and proportion are important.

The logo should always be large enough to ensure legibility. When sizing the logo, do not distort the proportions.



When possible, place the logo on a white or light-colored background. Do not place the logo on busy backgrounds.

Placing the logo on a dark or busy background may cause it to blend into its surroundings, making the text illegible.



Do not alter or crop or alter the logo in any way.

The logo should be used as a complete image. Do not alter or crop the logo as this erodes brand recognition.



When possible, use the color logo.

A black and white version of the logo may be used when color is not an option.



Leave clearance space around the logo.

To avoid the logo blending into its surroundings, leave a 1/4 inch clearance space around the logo.



When using the logo on the web, the logo should always link to www.albc-usa.org.

To help share and spread ALBC's mission, it's important that any web applications of the logo link back to the ALBC homepage.

www.albc-usa.org

Color

Color is an important component of the ALBC brand. Consistent use of color to represent the ALBC brand will ensure a stronger brand association.

The **PRIMARY COLOR** associated with the ALBC brand is:

ALBC Green:

RGB: 0, 51, 0
CMYK: 100, 0, 100, 80
HEX: #003300
Pantone: 363U, 357C



Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green suggests stability and endurance.

SECONDARY COLORS: ALBC's brand palette reflects "earth-toned" colors that compliment that primary brand color.

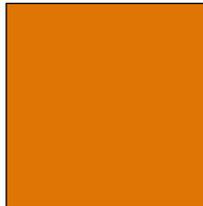
ALBC Blue:

RGB: 0, 25, 51
CMYK: 96, 82, 49, 63
HEX: #001933
Pantone: 282U, 276C



ALBC Orange:

RGB: 223, 117, 4
CMYK: 9, 64, 100, 1
HEX: #DF7504
Pantone: 144U, 144C



ALBC Brown:

RGB: 51, 42, 0
CMYK: 61, 61, 87, 69
HEX: #332A00
Pantone: 1545U, 1545C



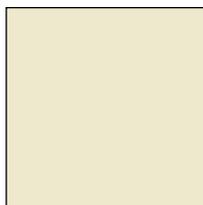
ALBC Green2:

RGB: 153, 153, 51
CMYK: 43, 29, 100, 5
HEX: #999933
Pantone: 3975U, 3975C



Cornsilk:

RGB: 238, 232, 205
CMYK: 6, 5, 21, 0
HEX: #EEE8CD
Pantone: 4545U, 4545C



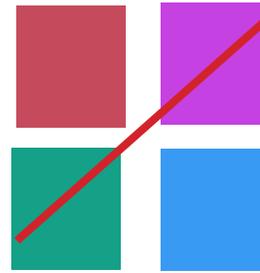
These colors should be used to compliment the primary brand color. The variety in colors reflects diversity since genetic diversity and biodiversity are core elements of ALBC's mission. These colors also provide some room for creativity and expression within the color palette.

Why is color important?

Color is a strong visual reminder of a brand. When someone sees the same colors over and over in relation to a certain organization, they begin to associate those colors with the brand.

Exact colors are important. Just like Coca-Cola consistently uses the EXACT same color red in all of its corporate branding, it is important for ALBC communicators to consistently use the same colors.

All communications should in some way reflect ALBC brand colors. Communications should try to incorporate the primary ALBC brand color and should use the additional color palette to add contrast and creativity.



Colors not reflective of ALBC brand colors

Typography/Fonts

ALBC uses a variety of fonts in corporate communications. Important to ALBC is readability and professionalism. While ALBC does not have a single font that is used for all communications, we do ask that ALBC brand communicators consider readability issues and professional presentation when selecting fonts.

Guidelines

ALBC generally uses three fonts: (samples of each below)

- Times New Roman is primarily used by ALBC for technical documents, articles, newsletters, and internal documents. Times New Roman is easy to read, widely-available across multiple media formats, and has a professional appearance.
- Myriad Pro is used by ALBC for print publications such as flyers, brochures, posters, and other design-oriented communications. Myriad Pro is easy to read and has a professional appearance.
- Arial is used by ALBC for online media and press outreach. Arial is easy to read, professional, and is readable by most web browsers .

While ALBC does not *require* the use of the fonts listed above, it does ask that when representing the ALBC brand, members and supporters choose readable and professional fonts.

Difficult to read:

POOR FONT CHOICE
POOR FONT CHOICE
 POOR FONT CHOICE

Do not appear professional:

Poor Font Choice
POOR FONT CHOICE

Why is typography important?

Typography - or the fonts that are used in communication - can set the tone and mood for an organization. The use of certain fonts can be used to convey a professional image, a cool image, a quirky image, and so on. ALBC's typography choices are meant convey a professional image.

**A Picture is Worth a
Thousand Words**

Every picture tells a story, so it is important that images representing ALBC and its mission tell the "ALBC story."

Pictures sometimes tell stories that are not found in words alone. Quality photos that share a story can inspire action.

Photography

Photography is an important piece of the ALBC brand. A quality image can capture people's attention and elicit raw emotions and connections. Images also serve as important educational vehicles to help further ALBC's conservation mission. Images allow ALBC to visually convey breed standard to promote quality breed stewardship.

When utilizing visual communication, ALBC must balance image quality vs. breed standards. Because breed standards are important to our mission, to show a powerful image of animal that does not meet the breed standards would be counterproductive. However, poor quality images of animals that meet standards can also taint ALBC's brand image.

The ideal solution is to have quality images of quality breeds, but because many of the animals on *ALBC's Conservation Priority List* are so rare, it can be difficult to photograph or obtain photos of these breeds. All photography should support and reflect ALBC's core strengths.

Helpful Hints for Selecting Images

When selecting images for use in communications, first determine the purpose and message the image must convey. This will help direct the photo choice. Is the image needed for an article about a specific breed, in which case breed standards would need to be shared? Do you need a "cute" shot to draw attention to a broader issue? Do you need a representative shot to reflect the mission of ALBC? Is the image for a national publication, in which both image quality images and breed standards are important?

After determining the message of the image, look at the image closely. The eye naturally flows to the brightest part of the image, then to the foreground, and finally to the sharpest parts of the image. Your message should be conveyed in these elements.

It should also be noted that in some instances, it is important to show images of breed that do not meet standards. These can be important educational tools to educate people on accepted phenotypes.

Guidelines for Photo Selection

- When illustrating breed standards, include a full-body shot of the animal whenever possible.
- When illustrating general or supporting messages of ALBC, quality images of quality breeds are best suited.
- People are the key to ALBC's work; when appropriate, include people in photos with their animals.

Examples

Quality conformation, shows the breed standard. Image is not as emotionally powerful as preceding, but serves an educational purpose.



Powerful images tell a story, but it's hard to depict the breed standard from such a close angle.



- Whenever conveying the ALBC mission, use a variety of animals showing the diversity of the breeds ALBC works to protect.
- When possible, use photos that elicit emotion and display the passion that ALBC has for preserving genetic diversity.

Guidelines for Photo Usage

- **ALBC images may not be used without the expressed permission of the organization.** ALBC encourages members and the media to use our valuable image library, but any use of images must be granted by ALBC. This is to ensure that images are used in ways that support the ALBC mission and to ensure that communicators have quality images and proper file formats.
- **Always identify the breed(s) depicted in any image.** Breed identification is an important part of ALBC's mission and it is a critical part developing the ALBC brand.

- **Always credit the photographer and ALBC if the image was provided by the organization.** ALBC takes great pride in its image library and wants to be referenced as a source for rare breed photos. All photo credits should be in the format: **Photo by <insert photographer name> courtesy of the American Livestock Breeds Conservancy.**

- **Image quality is important.** High resolution images are necessary for print media. Photos should be 300 DPI or greater resolution for print. For web purposes, a 72 DPI image is appropriate. Very low resolution photos will reproduce pixelated and blurry when used in print formats.

Requesting Permission for Use of ALBC Photos

If you need a photo of a rare breed or would like to use an image pictured on the ALBC website or in any ALBC publications, please contact editor@albc-usa.org to obtain permissions. Our communications staff can provide you with the correct file type(s) for your specific needs. All files will be supplied electronically. ALBC does not provide original photos or slides.

The fee for commercial use of ALBC images is \$50 for one-time use. Commercial use includes illustrations for publication and other products for sale to the public. This fee is negotiable for multiple images and for images used to promote ALBC and ALBC activities. The fee is only applicable in commercial use situations. For questions about the commercial fee policy, please contact editor@albc-usa.org or call (919) 542-5704.

Some photos in ALBC's collection are copyrighted by the original photographer. Specific requests for such photos should be referred to the photographer directly to grant permission.



ALBC Member Logo

The Member Logo is available for use by members in good standing to promote their membership with ALBC. Members wishing to use the member logo may request high-resolution copies of the logo from editor@albc-usa.org or by calling (919) 542-5704. To use the logo, each member must sign a MemberLogo Agreement.



Guidelines for Member Logo Use

- The Member Logo may be by ALBC members is in good standing. The privilege to use the Member Logo is immediately terminated upon the lapse or termination of a member or organization's membership. While ALBC can not police every use of the member logo, any violation of use, either suspected or reported, will be investigated.
- The logo may be used in connection with the member's business, personal, and marketing materials including, but not limited to: stationery, letterhead, business cards, print ads, brochures, flyers, and signage.
- The logo may be placed on the member's website as a link to the ALBC homepage (www.albc-usa.org) and to identify the member as an ALBCmember. It may not be used to link to third party websites or any other sites other than ALBC's.
- The ALBC Member Logo may not be used to indicate any kind of endorsement by ALBC, or to indicate that any official status for any product or service has been conferred by or is otherwise associated with ALBC, other than those permitted above. The logo may not be used in association with any form of political activism.
- The ALBC Member Logo may not be used in connection with any negative or contradictory statements about ALBC, or statements that otherwise reflect poorly on ALBC.

Supporting ALBC

The ALBC Member Logo is a great vehicle for members to show their support for the organization.

Defining Heritage

In an effort to protect the term Heritage and establish a market for this term, ALBC is in the process of developing Heritage definitions for all the species on the ALBC Conservation Priority List. As these terms are defined, they will be added to the ALBC Brand Manual since they are an important part of the ALBC brand.

Heritage Turkey (2005)

All domesticated turkeys descend from wild turkeys indigenous to North and South America. They are the quintessential American poultry. For centuries people have raised turkeys for food and for the joy of having them.

Many different varieties have been developed to fit different purposes. Turkeys were selected for productivity and for specific color patterns to show off the bird's beauty. The American Poultry Association (APA) lists eight varieties of turkeys in its Standard of Perfection. Most were accepted into the Standard in the last half of the 19th century, with a few more recent additions. They are Black, Bronze, Narragansett, White Holland, Slate, Bourbon Red, Beltsville Small White, and Royal Palm. The American Livestock Breeds Conservancy also recognizes other naturally mating color varieties that have not been accepted into the APA Standard, such as the Jersey Buff, White Midget, and others. All of these varieties are Heritage Turkeys.

Heritage turkeys are defined by the historic, range-based production system in which they are raised. Turkeys must meet all of the following criteria to qualify as a Heritage turkey:

1. **Naturally mating:**

The Heritage Turkey must be reproduced and genetically maintained through natural mating, with expected fertility rates of 70-80%. This means that turkeys marketed as "heritage" must be the result of naturally mating pairs of both grandparent and parent stock.

2. **Long productive outdoor lifespan:**

The Heritage Turkey must have a long productive lifespan. Breeding hens are commonly productive for 5-7 years and breeding toms for 3-5 years. The Heritage Turkey must also have a genetic ability to withstand the environmental rigors of outdoor production systems.

(Continued)

3. **Slow growth rate:**

The Heritage Turkey must have a slow to moderate rate of growth. Today's heritage turkeys reach a marketable weight in about 28 weeks, giving the birds time to develop a strong skeletal structure and healthy organs prior to building muscle mass. This growth rate is identical to that of the commercial varieties of the first half of the 20th century.

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Heritage Chicken (2009)

Purpose:

Chickens have been a part of the American diet since the arrival of the Spanish explorers. Since that time, different breeds have been developed to provide meat, eggs, and pleasure.

The American Poultry Association began defining breeds in 1873 and publishing the definitions in the Standard of Perfection. These Standard breeds were well adapted to outdoor production in various climatic regions. They were hearty, long-lived, and reproductively vital birds that provided an important source of protein to the growing population of the country until the mid-20th century. With the industrialization of chickens many breeds were sidelined in preference for a few rapidly growing hybrids. The American Livestock Breeds Conservancy now lists over three-dozen breeds of chickens in danger of extinction. Extinction of a breed would mean the irrevocable loss of the genetic resources and options it embodies.

Therefore, to draw attention to these endangered breeds, to support their long-term conservation, to support efforts to recover these breeds to historic levels of productivity, and to re-introduce these culinary and cultural treasures to the marketplace, the American Livestock Breeds Conservancy is defining Heritage Chicken. Chickens must meet all of the following criteria to be marketed as Heritage.

Definition:

Heritage Chicken must adhere to all the following:

- 1. APA Standard Breed.** Heritage Chicken must be from parent and grandparent stock of breeds recognized by the American Poultry Association (APA) prior to the mid-20th century; whose genetic line can be traced back multiple generations; and with traits that meet the APA Standard of Perfection guidelines for the breed. Heritage Chicken must be produced and sired by an APA Standard breed. Heritage eggs must be laid by an APA Standard breed.
- 2. Naturally mating.** Heritage Chicken must be reproduced and genetically maintained through natural mating. Chickens marketed as Heritage must be the result of naturally mating pairs of both grandparent and parent stock.
- 3. Long, productive outdoor lifespan.** Heritage Chicken must have the genetic ability to live a long, vigorous life and thrive in the rigors of pasture-based, outdoor production systems. Breeding hens should be productive for 5-7 years and roosters for 3-5 years.
- 4. Slow growth rate.** Heritage Chicken must have a moderate to slow rate of growth, reaching appropriate market weight for the breed in no less than 16 weeks. This gives the chicken

time to develop strong skeletal structure and healthy organs prior to building muscle mass.

Chickens marketed as Heritage must include the variety and breed name on the label. Terms like “heirloom,” “antique,” “old-fashioned,” and “old timey” imply Heritage and are understood to be synonymous with the definition provided here.

Abbreviated Definition: A Heritage Egg can only be produced by an American Poultry Association Standard breed. A Heritage Chicken is hatched from a heritage egg sired by an American Poultry Association Standard breed established prior to the mid-20th century, is slow growing, naturally mated with a long productive outdoor life.

The American Livestock Breeds Conservancy has over 30 years of experience, knowledge, and understanding of endangered breeds, genetic conservation, and breeder networks.

Endorsed by the following individuals:

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Heritage Cattle (2010)

Purpose:

Cattle have been a part of the American agricultural landscape since the arrival of New World colonists beginning in 1493 with the second Spanish voyage. Cattle indigenous to Europe were brought with immigrants during the colonization of America, and the many different types of cattle they brought have provided milk, meat, leather, tallow, draft power, and pleasure for centuries. Modern breed associations maintain pedigree registries of purebred animals for each breed that descends from these colonial, as well as later, introductions. Registration of animals destined to become breeding stock is essential to the long-term security of the breeds. Registration validates purebred status of animals and assures their availability for conservation by future generations.

Many cattle breeds that were once core components of regional cultures are now in danger of extinction. As cultures are homogenized and historic agricultural traditions abandoned, the flavors and food traditions that revolved around specific breeds are threatened as well.

In response to this threat, the American Livestock Breeds Conservancy is defining Heritage Cattle, and the Heritage Beef and Milk that come from them. This ensures that the legacy left to succeeding generations has as much genetic breadth and biological robustness as the current generation has itself inherited from previous generations. The definition draws attention to endangered breeds of cattle, supports their genetic integrity and long-term conservation, encourages management strategies that are biologically appropriate and agriculturally sustainable, and celebrates the cultural and culinary traditions of these breeds. Cattle and cattle products marketed as Heritage must meet all of the following criteria.

DEFINITION of Heritage Cattle

Heritage Cattle must adhere to all of the following:

- 1. True Genetic Breed.** The breed is a true genetic breed of cattle. That is, when mated together, it reproduces the breed type.
- 2. Endangered Breed.** The breed is or has been endangered, as defined by the American Livestock Breeds Conservancy (ALBC), and appears on the ALBC Conservation Priority List in the Critical, Threatened, Watch, or Recovering categories.
- 3. Long History in US.** The breed has an established and continuously breeding population in the United States since 1925. If developed since 1925, foundation stock is no longer available. If more recently imported, the breed is globally endangered. (Please refer to ALBC's criteria for listing on the conservation priority list for details on this).
- 4. Purebred Status.** Heritage Cattle must be registered purebred animals or or immediate offspring of registered purebred animals. Cattle that are the result of a breed association sanctioned grade-up program must have obtained

DEFINITION of Heritage Cattle Products

Heritage Cattle Products must come from:

- Heritage Cattle only.
- Herds with ongoing breed selection practices for longevity, fertility, and productivity.
- Herds that follow sustainable management practices that provide for animal well-being
 - diets that are all plant-based, and primarily forage-based.
 - raised primarily in open, pasture or range, environments. This specifically excludes total confinement operations.
 - free from routine prophylactic antibiotics.
 - free from administered synthetic or natural growth promoters or growth hormones.
 - humanely slaughtered.

A. Definition of Heritage Beef Products:

Beef animals and their products marketed as Heritage Beef must:

- Be produced from the mating of registered, purebred parent stock.
 - This allows for the sale as Heritage of those offspring that are produced by mating registered animals of two different Heritage breeds.
- Include the name of the breed of that animal on the label, or the two Heritage breeds used in crossbred production.

B. Definition of Heritage Milk or Heritage Milk Products:

Milk marketed as Heritage Milk must:

- Be exclusively from animals that have been produced from the mating of registered, purebred parent stock.
 - This allows for the sale as Heritage of milk from those offspring that are produced by mating registered animals of two different Heritage breeds.
- Include the name(s) of the breed(s) of the animals on product label.

Products made with Heritage Milk:

- Must be made exclusively with Heritage Milk to use Heritage in the product name.
- As an ingredient may use “Made with Heritage Milk” on the label but cannot use Heritage in the product title, and the label must state the percentage of milk from each Heritage breed.
- Must include the name(s) of the breed(s) of the animals on product label.

