THE LIVESTOCK CONSERVANCY™

CONSERVATION HIGHLIGHTS

TRACK RECORD OF SUCCESS

► Coined the term “Heritage Breed” for use to market rare and endangered breeds of livestock & poultry.

► Four decades of effective, proven conservation of 11 different species and over 160 individual breeds.

► Provide support to over 160 breed associations and founder of 7 breed registries.

► Brought heritage turkeys back from the brink of extinction and increased the population by more than 1,000% over 18 years.

GENETIC RESCUES

► NEVER lost a breed on the Conservation Priority List to extinction (Globally 1 breed is lost every month).

► Protecting genetics that trace back hundreds, and in some cases, thousands of years.

► Responsible for direct rescue of 17 breeds from extinction, including Dutch Belted, Pineywoods, & Randall Lineback cattle, San Clemente & Spanish goats, American Cream, Colonial Spanish, Choctaw, & Wilbur Cruse horses, Red Wattle, Ossabaw Island, Mulefoot & Guinea hogs, Hog Island & Santa Cruz sheep, Cotton Patch geese, and all heritage turkey varieties.

INTERNATIONAL REPUTATION

► The Food & Agriculture Organization of the United Nations & global conservation groups from around the world turn to the Livestock Conservancy for information on global breeds.

► Recent collaboration with the United Kingdom, Canada, Spain, and a biodiversity consortium of Latin American countries.

► Saving breeds that might go extinct in their country of origin like Arapawa goats, Caspian horses, & Milking Shorthorn cattle.

► Created International Heritage Breeds Week, bringing organizations from around the world together for conservation.

LivestockConservancy.org

PO Box 477, Pittsboro, NC 27312 (919)542-5704
LEADING HERITAGE BREED AUTHORITY

➤ Go-to source for breeders and breed associations for breed history, characteristics, conservation status, and genetics advice.

➤ Nearly 2 MILLION (and growing) website visits every year.

➤ Over 20,000 social media followers consuming information and learning about heritage breeds.


GROUNDBREAKING DISCOVERIES

➤ Rediscovered several isolated breed populations and facilitated reintroduction to the gene pool to provide genetic diversity within breeds.

➤ Working with long-time Master Breeders to record husbandry knowledge to educate the next generation of conservationists.

➤ Partnering with some of the world’s leading universities, such as Texas A&M, Virginia Tech, University of Córdoba, and others conducting genetic research to better understand populations and unique qualities of rare breeds.

CULINARY THOUGHT-LEADER

➤ Working with some of America’s finest chefs, such as Dan Barber, Craig Diehl, Sean Brock, Adam Danforth, and many others to bring flavor and nutrition back to the table.

➤ Advised Slow Food USA in creating the Ark of Taste, successfully adding 42 heritage breeds to the list.

➤ Awarded the prestigious title of “Good Food Organization” by the James Beard Foundation and Food Tank.

➤ Formed Renewing America’s Food Traditions Alliance to bring together local farmers, chefs, fishers, historians.

HELP US SAVE HERITAGE BREEDS!

NONE of this incredible work would be possible without financial support from people like you. Please join us in the fight to save America’s heritage breeds from extinction and bring diversity back to animal agriculture.

Please consider making a donation of any amount or becoming a member of The Livestock Conservancy today.

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