



THE LIVESTOCK CONSERVANCY™

National Nonprofit Changes Name, Looks to Expand Membership

PITTSBORO, NC, August 26, 2013 -- Today, the American Livestock Breeds Conservancy (ALBC), a national nonprofit dedicated to protecting endangered breeds of livestock from extinction has announced it has officially changed its name to The Livestock Conservancy. The Conservancy began to realize several years ago that the previous name was difficult to use in advertising due to its length, and with a growing membership and reach, the need for a shorter name was apparent. “The name change comes at a perfect time” said Eric Hallman, Executive Director for The Livestock Conservancy. “Interest in heritage livestock breeds is at an all-time high, we are launching a new website, and we are reaching out to more people.” While the name has changed, Hallman said the organization still has a laser-focus on their mission and work on current conservation initiatives will continue as planned.

Heritage breeds are traditional livestock breeds that retain essential attributes for survival and self-sufficiency. Some of these traits include: fertility, foraging ability, longevity, maternal instincts, ability to mate naturally, and resistance to diseases and parasites. “Heritage breeds were carefully and thoughtfully selected and bred over time to develop these traits”, said Dr. Alison Martin, the Conservancy’s Research and Technical Programs Director. While heritage breeds once plentifully roamed the pastures of America’s pastoral landscape, today these breeds are in danger of extinction. The mission of The Livestock Conservancy revolves around conserving the genetics of nearly 200 livestock and poultry breeds, ensuring their survival and promoting biodiversity in agriculture.

While The Livestock Conservancy has been around for nearly four decades, the concept of livestock conservation is not widely known outside of the network of breeders who raise heritage breeds, or even within the agriculture industry. According to the U.S. Bureau of Labor Statistics¹, livestock breeders make up only 0.00004 percent of the total U.S. population, and that number is expected to decrease by around eight percent by 2020, leaving the vast majority of Americans far removed from many of their food sources. “Most people don’t realize we have cattle that are more endangered than the Giant Panda” said Martin. “We’re trying to change that.”

The Conservancy is taking several steps to encourage interest in heritage breeds, such as adding a student membership level, building relationships with corporate partners, and developing new educational materials about heritage breeds. “We want the threat of extinction for these breeds to be common knowledge” said Hallman. “When people discover the work we are doing, they tend to become members – we just have to let them know we exist.”

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Conserving Heritage Breeds Since 1977



THE LIVESTOCK CONSERVANCY™

Membership is open to everyone, regardless of their relation to raising livestock. For additional information about how you can help The Livestock Conservancy, the breeds they protect, or becoming a member, visit their new website at www.livestockconservancy.org or write to The Livestock Conservancy, PO Box 477, Pittsboro, NC 27312.

¹Source: U.S. Bureau of Labor Statistics, Employment Projections program

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High-resolution photos and interviews available upon request.