Geographical location:
Croatia
France
Germany
Italy
Lithuania
Portugal
Slovenia
Spain

Keywords:
Animal husbandry and welfare
pig
quality label / products
Food quality / processing and nutrition
Genetic resources
Supply chain, marketing and consumption
sustainable consumption
Livestock (generic)
Pigs

Main funding source:
Horizon 2020 (EU Research & Innovation programme)

Project acronym:
TREASURE

Project type:
Research project

Starting date:
1970

End date:
1970

Project status:
going

Website:
treasure.kis.si

Title (in English):
DIVERSITY OF LOCAL PIG BREEDS AND PRODUCTION SYSTEMS FOR HIGH QUALITY TRADITIONAL PRODUCTS AND SUSTAINABLE PORK CHAINS
Objective of the project (native language):

- Description and evaluation of local pig breeds, with an emphasis on untapped ones will be performed using novel genomic tools
- Performance of local pig breeds will be evaluated in contrasted agro-geo-climatic conditions and production systems
- Intrinsic quality of traditional and new regional high quality pork products and attitudes of consumers from various market areas will be assessed
- Cost/benefit analysis and marketing strategies will be addressed in particular short chain distribution channels

Objective of the project (in English):

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- Intrinsic quality of traditional and new regional high quality pork products and attitudes of consumers from various market areas will be assessed
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Description of activities (native language):

All activities will be driven from the perspective of sustainability (environmental impact, animal welfare, product quality, consumer acceptability and market potential). The activities will engage innovative approaches to answer socio-economic demands of regional pork chains involving partners from different sectors. The ambition is to enhance existing and create new networks between academia and non-academia partners, within and between regions and to tackle the value chain for regional high quality pork products, focusing on diverse and so far untapped pig breeds, their production systems and pork products. Cross-fertilising interactions between research, local agriculture, businesses and end-users will be achieved with partners from these complementary sectors in all research and development activities.

Contact person:

Antonio Giusto
a.giusto@certa.it

Contact e-mail:
meta.candek-potokar@kis.si

Short summary for practitioners

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Practice abstract 1

Short summary for practitioners
(native language):
Improved in-situ management and evaluation of genetic resources by the farming sector
Productivity and economic gains in specialised farming systems from the conventional and organic sectors
Promotion of traditional and/or underutilised breeds
Increased availability of diverse, high quality products
Economic benefits for farmers, other types of SMEs and regional economies through the expansion or creation of new products and markets
Broader adaption of livestock to limiting or changing agro-climatic conditions
Enhanced quality and scope of European ex-situ and in-situ collections/on-farm management
Enhanced methodologies for management, conservation, characterisation and evaluation of genetic resources
Increased transfer of genetic material into breeding programmes, farming practices
More extensive use of genetic resources in agriculture
Overall contribution to food security by supporting innovations in breeding and farming

Project coordinator

Organization/Institution name (original language): KMETIJSKI INSTITUT SLOVENIJE - AGRICULTURAL INSTITUTE OF SLOVENIA
Contact person: Meta Candek Potokar
Partner category: Researcher

Project partners

Organization/Institution name (original language):

Partner category: Researcher
<table>
<thead>
<tr>
<th>Organization/Institution</th>
<th>Partner category</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEH - Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w. V.</strong></td>
<td>Researcher</td>
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<tr>
<td><strong>UNIZG - SVEUCILISTE U ZAGREBU AGRONOMSKI FAKULTET</strong></td>
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<tr>
<td><strong>PFOS - SVEUCILISTE JOSIPA JURJA STROSSMAYERA U OSIJEKU POLJOPRIVREDNI FAKULTET U OSIJEKU</strong></td>
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<td><strong>AGRIS - AGRIS SARDEGNA - AGENZIA PER LA RICERCA IN AGRICOLTURA</strong></td>
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<td><strong>ANAS - ASSOCIAZIONE NAZIONALE ALLEVATORI SUINI</strong></td>
<td>Farmer</td>
</tr>
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<td><strong>UNIFI - UNIVERSITA DEGLI STUDI DI FIRENZE</strong></td>
<td>Researcher</td>
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<tr>
<td><strong>CERTA - CENTRI REGIONALI PER LE TECNOLOGIE AGROALIMENTARI SCARL</strong></td>
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<td>Researcher</td>
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<td>LUHS - LIETUVOS SVEIKATOS MOKSLU UNIVERSITETAS</td>
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<td>IPVC - INSTITUTO POLITECNICO DE VIANA DO CADELO</td>
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<td>UEVORA - UNIVERSIDADE DE EVORA</td>
<td>Researcher</td>
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<tr>
<td>IAH - INSTITUT ZA STOCARSTVO BEOGRAD-ZEMUN</td>
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<td>UNIBG - FACULTY OF AGRICULTURE - UNIVERSITY OF BELGRADE</td>
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<td>INIA - INSTITUTO NACIONAL DE INVESTIGACION Y TECNOLOGIA AGRARIA Y ALIMENTARIA</td>
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<td>CSIC - AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS</td>
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<tr>
<td>CREDA - CENTRE DE RECERCA EN ECONOMIA I DESENVOLUPAMENT AGROALIMENTARI-UPC-IRTA</td>
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</table>
Partner category: Researcher

Organization/Institution name (original language): CICYTEX - CENTRO DE INVESTIGACIONES CIENTIFICAS Y TECNOLOGICAS DE EXTREMADURA
Partner category: Researcher

Organization/Institution name (original language): IRTA - INSTITUT DE RECERCA I TECNOLOGIA AGROALIMENTARIES
Partner category: Researcher

Organization/Institution name (original language): AECERIBER - ASOCIACION ESPANOLA DE CRIADORES DE CERDO IBERICO
Partner category: Farmer