

REASON

#06.

100% TRADITION AND CULTURE

Autochthonous breeds have been **preserved from generation to generation** and belong to our cultural heritage and traditions. They are part of our history and we are morally compelled and responsible to support them.

REASON

#07.

100% QUALITY

Autochthonous breeds provide great service, diverse uses and a wide variety of high quality food products. The "100% Autochthonous Breed" Logo **coexists with other food quality labels**, adding value and flavour.

REASON

#08.

100% PROFITABILITY

Breed conservation is compatible with farms profitability and the benefits impact positively on breeders and the environment. Requesting the Logo is **very simple** and using it even simpler. Additionally, it contributes to the product marketing and it is profitable for breeders and companies.

REASON

#09.

100% VARIETY AND DIVERSITY

The "100% Autochthonous Breed" Logo comprises **9 different brands** identifying the various species of numerous breeds what evidences the high degree of genetic diversity that represents Spain and our official catalogue of breeds. Each one of these distinctives, in addition to show the species, is **100% individualized with the specific breed name**.

REASON

#10.

100% RECOGNITION AND PRIDE

The common Logo **supports and highlights the work of breed societies** and respects our breeders of autochthonous breeds. Additionally, it **allows to join efforts of companies and breed societies**. We will achieve greater knowledge by the population and we will be more competitive in the market. We are **proud of our autochthonous breeds**, their excellent quality and their traditional production systems..



10 REASONS TO USE AND VALUE THE "100% AUTOCHTHONOUS BREED" LOGO



NATIONAL PROGRAMME FOR CONSERVATION, IMPROVEMENT AND PROMOTION OF LIVESTOCK BREEDS.

#100x100nuestro





WE ARE 100% AUTOCHTHONOUS BREED

WE PRESERVE AUTHENTICITY THROUGH ONGOING GENERATIONS.

REASON

#01.

100% NATURAL RESOURCE

It disseminates and unveils the breeds that are part of the **Spanish genetic heritage**. It supports the **promotion, conservation and improvement of our livestock biodiversity**

REASON

#02.

100% GUARANTEE OF ORIGIN

The Logo **informs consumers, society and the whole food chain about the origin of products**. Traceability is guaranteed through terms of use presented by each breed society and approved by the competent authority, including operator monitoring mechanisms.

REASON

#03.

100% SUSTAINABILITY

It supports our autochthonous breeds, traditionally bred in extensive production system and adapted to a highly rustic environment. It promotes **rural environment sustainability** and benefits the population and professionals that work in the countryside.

REASON

#04.

100% ADDED VALUE

Additionally, this Logo **acknowledges breed societies and companies** promoted by the Ministry of Agriculture, Fisheries and Food in cooperation with Autonomous Regions and sector stakeholders. It adds value to our production system.

REASON

#05.

100% DIFFERENTIATION

Labeling products with the “100% Autochthonous Breed” Logo allows consumers to **identify which products come from livestock breeds of our land** and differentiate them from others. We thereby capture the attention of consumers whilst **increasing the competitiveness** of our products.



JOIN AND REQUEST THE “100% AUTOCHTHONOUS BREED” LOGO

For further information, contact your breed society now or access to the following link:

<https://www.mapa.gob.es/es/ganaderia/temas/zootecnia/razas-ganaderas/arca/raza-autoctona.aspx>

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GOBIERNO DE ESPAÑA

MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACIÓN