

Adding value to landraces with cultural information

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- Absolute value (biodiversity value) is not enough to keep LRs in cultivation → too abstract for the lay persons
- Biodiversity value need to be transformed to more concrete, to an added value which has an exchangeable value on market
- Need to point out diverse use values:
 - acknowledging (again) good cultivation properties (to farmers)
 - niche products (to farmers, consumers)
 - LRs bringing the authenticity to the historic site (e.g. manor gardens, museum gardens) (new on-farm/on-garden maintainers)

- Need to point out cultural and social values (personal, family, local and national heritage)
 - when you are aware of the origin of a LR, you take care of the LR
- Different values of LR farmers

Aged (retired) farmers

- Very rich indigenous knowledge on LR cultivation and use
 - Yield used for family consumption as it has been done for decades
 - LR not a special but part of the normal every day life, it is taken for granted, it has high use value (e.g. in home made bread)
 - They value especially the cultivation properties (observed in practice to be better than modern varieties)
 - Critical momentum: Who will continue LR cultivation in the future?
- High risk of loosing the landrace



A 80-year old farmer in the Central Finland still cultivating a landrace rye with his son.

Young farmers strongly valuing LRs as a family heritage

- Strong personal connection to and commitment (emotions) to LR cultivated in the family for several generations
- Economic prerequisites of LR cultivation are not crucial; many of them have large farms and afford to grow LRs
- Yield is used for family consumption
- They consider their LRs as a heritage of their family alongside with e.g. farm buildings
- Some consider themselves as on-farm maintainers and put value on the genetic diversity

→ **Low risk to loose the landrace**



A young female farmer in the Central Finland cultivates a landrace rye which have been cultivated in the same family over one century.

Market oriented LR farmers

- Strong commitment to LR cultivation if it is economically realistic
- Two subtypes
 - (1) farmers with an old family LR: they sell occasionally some LR products → income received marginal but however important for the continuity of LR cultivation
- Flour, bakings (mainly bread), traditional products (e.g. making rye porridge to local happenings), cereals for decoration use



A young part-time farmer in the Central Finland having a tourist farm. The mattress has been made from LR rye straw cultivated by him.

(2) Also few **new farmers of LR**; they have bought the LR seed

- not a personal connection to a single LR like the other LR growers
- see income possibilities in the niche markets
- regular marketing channels (e.g. own farm shop or they sell yield to a farmer who process the LR)
- Income received from LR is very important
- The special knowledge of the cultivation history of the LR is reversed to advertisement slogans to market it as a niche product



Hesitating (young) LR farmers

- Have already given up or will soon give up LR cultivation because it is not profitable
- The LR has been cultivated in the family for some generations and the seed is still kept in storehouse
- The commitment to LR cultivation is weak
- Critical momentum: The LR has not transmitted to younger generations as a family heritage; how public support systems could promote their interest to continue LR cultivation?

→ High risk to lose the landrace

Hobby farmers

- Very small scale cultivation (no farm)
- Experimenters, just for leisure
- Also the absolute value of genetic diversity and also cultural values in general (national heritage)
- Critical momentum: How long their interest will last?

Consumer attitude towards landrace products

- Example products included some landrace based products:
 - Potato landrace “Lapin Puikula”
 - Wool wrap made of an indigenous Finnish sheep (“Kainuun harmas”) dyed with dryer’s woad (*Isatis tinctoria*)
 - A tourist farm with landrace breeds (animals & plants)



The focus group interview of a group of consumers in 2006.

Potato landrace “Puikula”



- In Finland a potato landrace, “Puikula” (“Mandel potatis”), received in 1997 the *Protected Designation of Origin* (PDO) by the EC.
- Tradename “Lapin Puikula” (“Mandel from Finnish Lapland”)
- PDO covers the term used to describe foodstuffs which are produced, processed and prepared in a given geographical area using recognized know-how.
- In the PGI the geographical link must occur in at least one of the stages of production, processing or preparation.



Consumer attitude towards landrace products

- Need to be high quality products and preferably produced nearby the consumer
- Something luxurious
- Food products: a special taste
- Durables (e.g. a wrap): need to be a high design produce, handwork
- The buying occasion is an experience itself: preferably directly from a producer or at least from a small specialised shop or a marketplace
- A “story” of the produce is important: roots to the (local) culture

- local, small-scale production with close connection to the producer
- the knowledge of the origin (local LR and its history, story) distinguishes a LR based product from an other niche product (e.g. organic products)





Landraces have stories to tell

- Need to be told to farmers and consumers
- Information of origin of the LR product → message to a consumer: when you buy it, you help to keep LRs in cultivation

Landrace Information Service at the website of National Programme for PGR at MTT

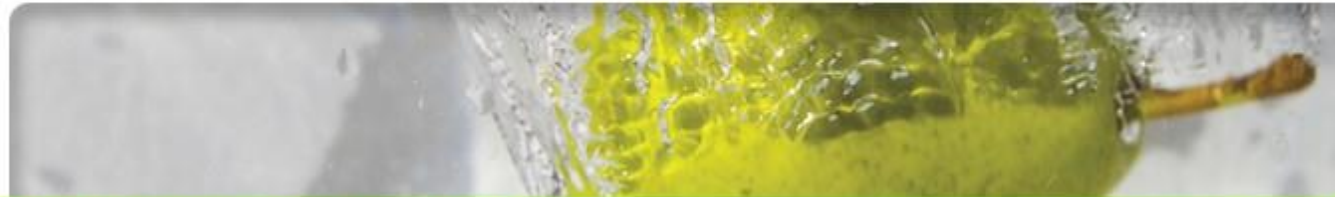
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Kuva: Mia Suominen

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