

REASON

#06.

100% TRADITION AND CULTURE

We are conserving native breeds that are part of our cultural heritage and traditions and **passing them down through the generations.** They all form part of our history, and we feel a moral responsibility to protect them.

REASON

#07.

100% QUALITY

Native breeds are highly useful for many things and provide a wide range of high-quality food products. The “100% Native Breed” logo **forms an ecosystem with other food quality labels** that add value and flavour.

REASON

#08.

100% PROFITABILITY

Rare breed conservation is compatible with economically sound farming, and the benefits have a positive impact on livestock farmers and the environment. Applying for the logo **is really easy,** and it’s even easier to use. What’s more, it also helps with product marketing and generates profits for farmers and businesses.

REASON

#09.

100% VARIETY AND DIVERSITY

The “100% Native Breed” brand includes **9 different logos** to identify a range of species with different breeds, which serves as proof of the huge level of genetic diversity in Spain and our Official Breed Catalogue. Each distinctive marker stipulates both the species and **the specific breed name.**

REASON

#10.

100% RECOGNITION AND PRIDE

The shared logo **supports and raises awareness of the work that native breed protection organisations do** and respects the livestock farmers who rear them. What’s more, it **helps these organisations to join forces with businesses in the sector.** We will increase recognition among the general public and become more competitive on the market. **We take pride in our native breeds,** the excellent quality they produce and their traditional farming systems.



10 REASONS TO CHOOSE PRODUCTS WITH THE 100% NATIVE BREED LOGO



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

#100x100nuestro





WE ARE 100% NATIVE BREEDS

WE CONSERVE AUTHENTICITY THROUGH THE GENERATIONS

REASON

#01.

100% NATURAL RESOURCE

The logo raises awareness and shares information about breeds that are part of our **genetic heritage in Spain. It helps to promote, conserve and improve our livestock biodiversity.**

REASON

#02.

100% SOURCE GUARANTEE

The logo **keeps consumers, the general public and all stakeholders in the food chain informed about the source of the products.** Traceability is guaranteed in the terms of use put forth by each breed association and approved by the relevant authority, including control mechanisms for operators.

REASON

#03.

100% SUSTAINABILITY

It supports our native breeds traditionally reared using extensive farming practices and well-adapted to tough environments. This helps to keep the rural environment sustainable, to conserve the landscape and to prevent forest fires. This also benefits both local populations and professionals who work the land.

REASON

#04.

100% ADDED VALUE

This logo also **acknowledges breed associations and the companies** that the Ministry of Agriculture, Fisheries and Food supports in cooperation with the Autonomous Regions and stakeholders in the sector. This adds value to our production system.

REASON

#05.

100% DIFFERENTIATION

Labelling products with the “100% Native Breed” logo will help consumers to **spot which products come from livestock breeds that are native to our terrain** and set them apart from others. This way, we can catch consumers’ attention while also **making our products more competitive.**



SIGN UP AND APPLY FOR THE “100% NATIVE BREED” LOGO

For further information, please contact your breed association or click on the link below:

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



#100x100nuestro

#alimentosdespaña

