

# The sustainable conservation of Hungarian Grey Cattle

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**Hungarian Grey Cattle Breeders' Association**

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# 1 The Hungarian Grey Cattle

## 1.1 Historical background

- The Hungarian Grey Cattle is a true Hungaricum, a legally protected livestock of Hungary
- It is one of the most famous Hungarian features of the whole world, with it's appearance, it's beauty and it's original character

*From the 15<sup>th</sup> to the 19<sup>th</sup>  
Century*



Profitable export item,  
„worldbrand”

*20<sup>th</sup>  
Century*



Population drastically  
decreased →  
Protection, development

*21<sup>st</sup>  
Century*

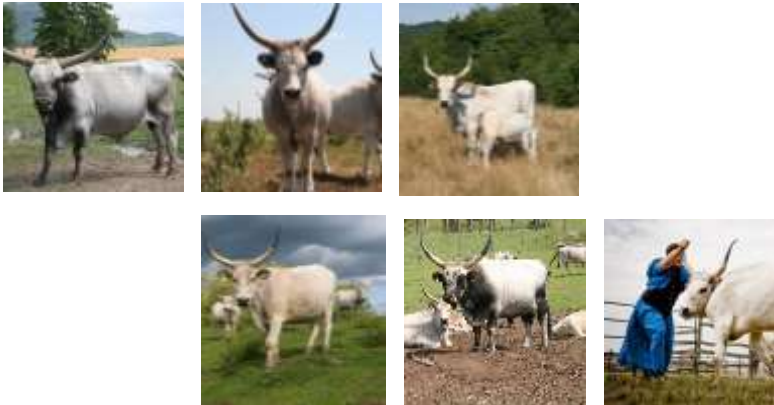
Preservation of gene  
reserves  
Increase the variety of  
species



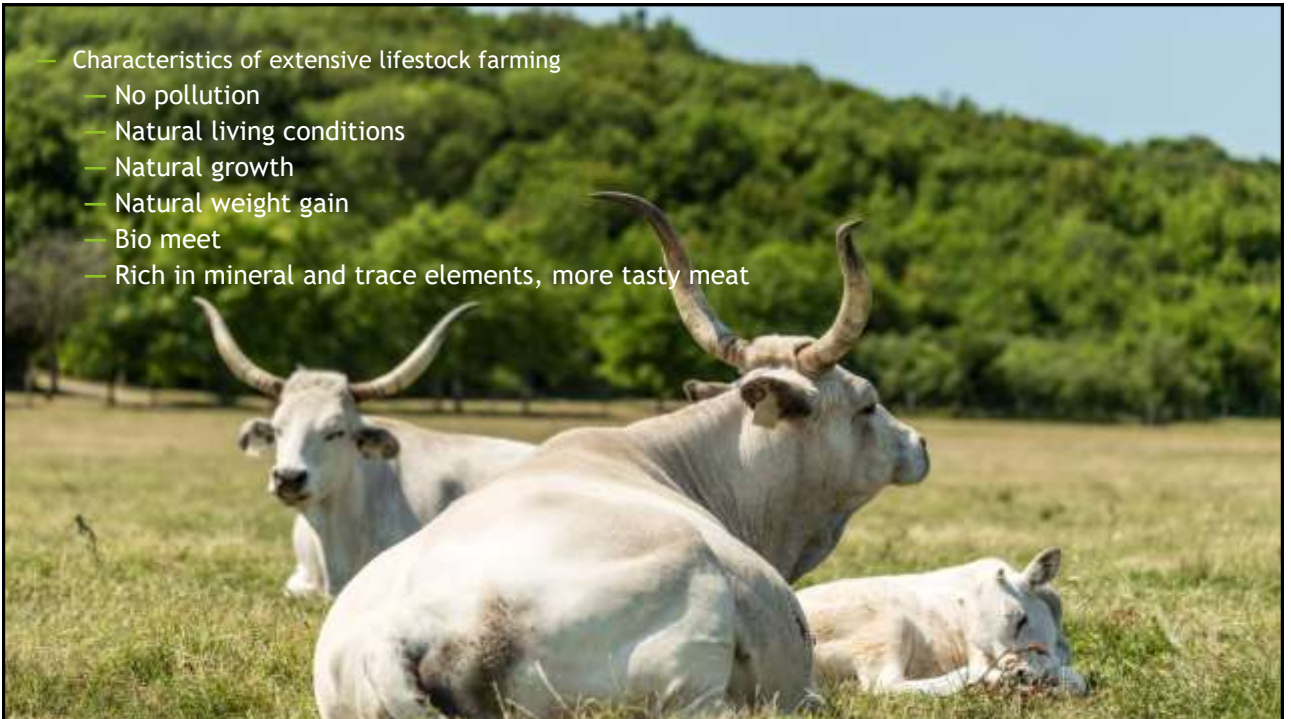


## 1.2 Traditional herding technology

- An extensive goulash keeping and **cultural heritage** built on hundreds of years of **tradition** is **combined** with a certificate of origin that meets the **expectations of the age**



- Characteristics of extensive livestock farming
  - No pollution
  - Natural living conditions
  - Natural growth
  - Natural weight gain
  - Bio meet
  - Rich in mineral and trace elements, more tasty meat





## 1.3 The presentation of the meat

- The meat can be distinguished by its dark-reddish colour as its content exceeds that of other beef
- The well-visible marbling is caused by connective tissue rather than intramuscular fat
- The **biochemical research** results prove
  - The **outstanding nutritional value**
    - minimum amount of tallow within the muscle
    - extremely high fatty acid consumption
    - high content of dry matter with less water
- The **taste and quality** of all other beef
  - Slightly acidic, similar to the wild meat



## 1.4 Certification and prize

- The **certificate of identity**:  
The trademark **guarantees** to customers and traders that the **product** they choose is indeed made of a variety of **identical meat**
- The **Hungaricum Prize**  
The Hungarian Grey is an outstanding national value  
In 2015 the Hungarian Grey became Hungaricum receiving the Recognition Diploma and the Hungaricum Prize
- **Geographical Indicator**  
This symbol makes it clear to all European customers that owing to the specific nature of the product, geographical origin can be judged significantly



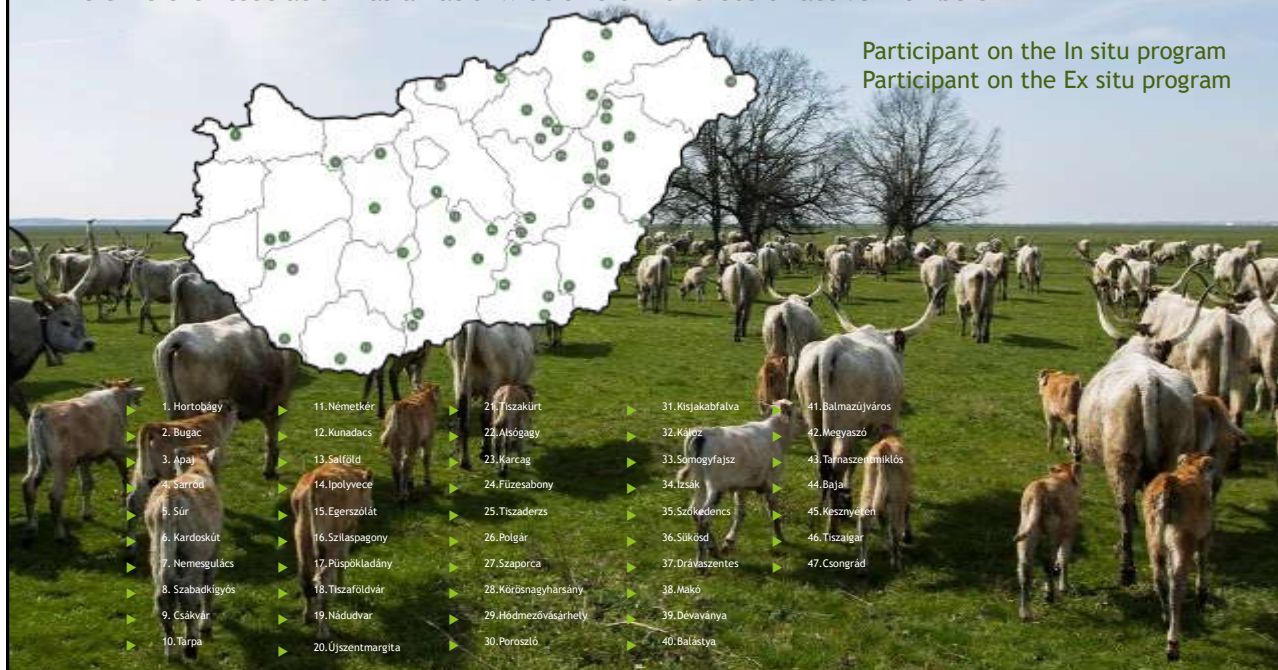


## 2 Hungarian Grey Cattle Breeders' Association

- After the drastically decreasing cattle population in the 60's a few farmers made **breeding** against the **rules**,
- **saved** the species from **extinction**.
- As a result of this, since 1982, **annual meeting** have been organised and
- in 1991 the **HGCBA was funded**
- as the **first civil organisation** in Hungary
- The **aim** of the Association is to **breed, protect** and **distribute** the Hungarian Grey Cattle according to the rules of **preservation of gene reserves**
- The variety is considered a **national value**, it's maintenance is in the **intrest of the future**
- The **task** of the Hungarian Grey Cattel Breeders' Association:
  - Keeping a register of herd books
  - Gene Conservation
  - Protection of Interests (242 members)
  - Consultancy, contact with farmers
  - Helping to market products
  - Meat authentication system (SMS)
  - Culture and Tradition Conservation
  - Organization of a Gulyásrace and social programmes

This time the Association has a nationwide size of hundreds of active members

Participant on the In situ program  
Participant on the Ex situ program





### 3 Activities on sustainable conservation of Hungarian Grey Cattle

#### 3.1 General objectives

- Facilitate the implementation of sustainable breeding programmes
- Promote innovation in breeding (and market appearance)
- Promote higher diversification of livestock
- Incorporate agro-ecological principles in livestock sector

#### 3.2 In situ conservation of HGC genetic resources

- *In situ conservation* - traditional production: the livestock normally kept and bred
- Our *conservation strategy* enables the breed to become *self-sustainable* maintaining its cultural roles in rural areas

#### – Preconditions to participate in our proposal

- Native, endangered female breeds (actually 6000 cuttles. EU supports max 7500 individuals)
- Keeping the herd-book register by the Association
- „A” pedigree
- Provision with a minimum 1 individual on the first day of the application period
- Data provision to TIR and ENAR
- To follow the breeding organization’s standards
- Documentation of the breeding programme
- Use of proper breed - free of charge provided by the association

#### Number of HGC’s involved In situ program - 2022 Table 1

Year	Number of individuals (Unit)
2016	3564
2017	972
2022	5405
Total	9941



## TIR

Név

Települési cím

Időpont

**TIR** Tényészet Információs Rendszer

**1944** Tényészet leltár

Adatbázis verzió: 2013.1.1.

1944-04-01

## ENAR

**Tényészet azonosító: 6711523**

Comptel-Central engedély

Kapcsolattartó neve: TIRK Fila

Tényészet leltárának címe: 0640-Congrad, utca 300.

Tényészet típusa: állattartó (nemzetközi/állattartó/állattartó)

Tényészet státusza:

Tényészet állapota: Nemzeti

Faj: nemzeti

Tartó	Tartó	Regisztráció	Tartó neve	Szül. dátuma	Tartó székhely/települése
száma	név	időpont	adatok		
2009.03.16	1942/02/284		Magyar Székely Szarvasmarha	1942.03.24	1234 Budapest, Lőportér 16.
			Tenyészetek Egysége		

Tartó	Tartó neve	Tartó hely	Regisztráció	Regisztráció	Tartó hely	Tartó hely	Tartó hely
időpont	időpont	időpont	időpont	időpont	időpont	időpont	időpont
2009.03.16	1942/02/284		1942/02/284		1942/02/284		1942/02/284

**Keresés a szarvasmarhákban:**

**Tényészet leltár**

- Tényészetek állapota
- Regisztráció, nem állapota
- Tényészetek állapota
- Regisztráció állapota
- Nemzeti állapota

**Tényészet igazoló lap**

1250 - Tényészet igazoló lap

**Szarvasmarha**

- Egyetlen állat
- Tényészetek egyetemi
- 1157 - Szarvasmarha állapota
- 1257 - Adott állatokban történt állapota
- 1452 - Szarvasmarha állapota

**Statisztika**

- 1220 - Képe jelölt állatok állapota
- 1219 - Képe jelölt állatok állapota

**Egyetlen állat**

- 1247 - Egyetlen állat
- 1949 - Szarvasmarha állapota

**Tényészetek állapota**

- 1279 - Tényészetek állapota
- 1947 - Tényészetek állapota
- 1948 - Tényészetek állapota

**Statisztika**

## 3.3 Ex situ conservation of HGC genetic resources

The methods

Ex situ in vivo conservation

The maintenance the animals not kept under normal conditions

Ex situ in vitro

- conservation under cryogenic conditions having the potential to reconstitute live animals later
- The advantage of cryoconservation of AnGR is the capacity to store reproductive materials without deterioration
- Prerequisite: gene bank creation exchanging experiences and information

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*Defining factores* for the involvement in our Ex situ application

- Preseuation of protected native and endangered breeding animals in Ex situ environment
- Ex situ holding at all a purebred breeding animal confirmed by the breeding body
- Data provision to TIR
- To follow the breeding organization’s standars: keeping animals in Ex situ place
- Documentation of the 5 years development program

Number of breeding animals participating in Ex situ (in vitro) -  
2022 Table 2

Year	Number of individuals (Unit)
2017	166
2018	328
2019	602
2020	637
2021	677
2022	571
Total	2981

- The combination of the two approaches (In situ and Ex situ) provides a powerful and reliable consruction strategy





## 3.4 Promotion of Grey beef abroad

- 3.4.1 Specific objectives
  - Increase *awareness* of the Hungarian breed related products
  - Increase the *competitiveness* and consumption of Hungarian breed related products
  - Increase the awareness and *recognition* of Hungarian quality/sustainability programmes
  - Increase the *market share* of Hungarian agricultural products
  - Restore *normal market conditions* in the event of serious market disturbance
- 3.4.2 Describing the activities
  - Information and promotion programmes have consisted of a *coherent set of operations*
  - They have consisted of *public relations work*
  - *Information campaigns*
  - Took the form of participation in *events, fairs and exhibitions* of national, European and international importance

## 3.3 Implementation of the grey beef promotion program

- Logo design for the creation of the meat brand
- Web page set up: [www.hungreycattle.com](http://www.hungreycattle.com)
  - Unique and expandable for different functions
  - Characteristics of the meat
  - Introduction of the breeding farms
  - Presentation of the parts of the cattle
  - Recipes
  - Pictures, videos
  - Social media links
  - Accessibilities





- Social media platform

- Facebook - to share the experiences

- Youtube - 50 videos

- Instagram profil creation

- [www.instagram.com/hungreycattle/](https://www.instagram.com/hungreycattle/)

- To provide pictures from the exhibitions



- Image Films

- To provide information for the prospective distributors

- Introduction of the breeding farms

- Cooking for taste in

- Hungary

- in abroad: Saudi Arabia, Kuwait, Switzerland



## 4 Key success factors of the programmes

The programmes have been accomplished by this determinants

- Good, supportive relationship to the relevans organizations: Department of Agribusiness, Agrichamber, NÉBIH, EU Offices
- Dedicated leadership and personal
- Close working relationship to the farmers
- Correct calculation of number of the animals, involved in the different programmes
- Usage of modern data/information systems and optimazitional programmes
- To provide professional breeding/marketing advices
- Knowledge sharing nationwide and across countries