USING LANDRACES IN AGRICULTURE, FOOD AND COOKING: The experience around a big city in Southern Europe

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✓ germplasm bank with 233 accessions
✓ 91% of them horticultural landraces
✓ collected 60 km around Madrid

since 1995
more than 200 users have demanded 440 accessions (close to 20000 seeds) per year
Self-consumption: 62.33%

Organic:
- YES: 23%
- NO: 77%

User type:
- Private person: 66.24%
- Public Institution: 22.91%
- Foundation: 0.24%
- Company: 0.96%
- Cooperative: 1.28%
- Association: 7.66%
- Restaurant: 0.72%
- NO: 77%
- YES: 23%
since 2013

Num. Plants (form 11 accessions)

- **Cucumis melo**
- **Solanum lycopersicum**
- **Allium cepa**
- **Capsicum annum**

**NOTE:** Also Material Transfer Agreements with researchers, producers, associations and public institutions
Restaurants
1. Tree **textures**, three **flavors** (sweet tomato flesh in puree, acid gelatin from tomato seeds and aromatic tomato water)

2. Cold tomato soup (tomato, onion and **Mediterranean** spices thoroughly cooked in EVOO at mild temperature, pureed and left to cold)

3. Marinated sardine filet on tomato tartar (tomato, egg, onion, caper, olive, all dressed with an EVOO-based emulsion with spices)
Supermarkets: first experience transferring landraces to the big-chain distribution
Consumers’ perception: strengths and weaknesses

**Strengths:**
- Best quality
- Better odour and flavour
- Only in season
- More fresh
- Healthier
- Less beautiful
- More tasty

**Weaknesses:**
- More expensive
- Difficult to find
- Only in season
- Better odour and flavour
- Only in season

1238 answers
Conclusions

1. Preservation of PGR for future generations is still valid.
2. But also consumers (European citizens) are demanding food quality, flavours and textures from those old varieties.
3. These landraces are linked with the tradition and folk gustative memory.
4. They have a high morphological and sensorial diversity.
5. These are some of their strengths in present and future, which may turn these landraces into the basis of an important economic and sustainable activity.
Thanks!

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