



ICAR branding project

Draft Brand story

for review & discussion with the 'Schiphol-group'

Version 0.1

Introduction

What is a brand story?

- A brand story is the unique narrative that conveys the heart and soul of an organization. It's rooted in distinct background and it blends many different experiences, motivations and emotions together to form the DNA of the brand. Think of a brand story as the melting pot of answers to all important, deeply-rooted questions about your organization and what it stands for.
- The goal of any story is to tap into emotions and to take you on a journey, to give you something to relate to. So the brand story is the foundation to providing your audience with a way to connect to your organization. It is what brings an underlying truth and authenticity to the brand identity.

Introduction

The status of this ICAR draft brand story

- In the project charter for ICAR brand development it says (3.3):
‘As a consequence, this project should lead to well-targeted actions and quick wins for ICAR in the field of branding, an approach that will add to the sharpened strategic positioning of ICAR, without leaning too much on the outcome of the strategic process. ... Based on a thorough qualitative stakeholder analyses, a number of quick wins and well-targeted actions that can improve ICAR’s visibility and profiling can be found and proposed and executed in an early stage.’
- As a result of the bottom-up branding approach, this draft of the ICAR brand story is a first step to define the ICAR brand. One might say it is a preliminary 80%-version, that should evolve and mature in line with ICAR’s strategic process. To reach completion, the final 20% will be a discussion about aligning the story with strategic choices and detailing the wording. However, that is for a later stage.
- For now, this draft can work as a source of content, to be used to guide the selected quick wins (action plan) in the right direction. Furthermore it can act as a reference in strategic discussion and management decisions.

Let's start factual



ICAR brand story

ICAR fact sheet

- ICAR: The International Committee for Animal Recording
- Non-Governmental Organization (INGO)
- Formed on March 9th, 1951, in Rome
- ICAR is composed of 117 Members from 59 countries.
- ICAR has 30 Associate Members from 19 countries, who supply services to our Full Members.
- The ICAR activities are managed by 4 Sub-Committees and 15 Working Groups.

ICAR brand story

ICAR history



- The International Committee for Animal Recording (ICAR) was formed on March 9th, 1951, in Rome. Our original scope was to harmonize milk recording methods, calculation procedures and formulation of results.
- Since then ICAR has gone on to be “The” international guideline reference for animal identification, recording systems, data analysis and genetic evaluation.



ICAR Mission Statement

Mission of ICAR is to be the leading global provider of Guidelines, Standards and Certification for animal identification, animal recording and animal evaluation.

ICAR wants to improve the profitability, and sustainability of farm animal (Bovine, Ovine, Caprine, ...) production by:

- ▶ **Establishing and maintaining guidelines and standards for best practice in all aspects of animal identification and recording.**
- ▶ **Certifying equipment, and processes used in animal identification, recording and genetic evaluations.**
- ▶ **Stimulating and leading: continuous improvement, innovation, research, knowledge development, and knowledge exchange.**
- ▶ **Providing services essential to achieving international collaboration in key aspects of animal recording and animal breeding.**

And move to ICAR's underlying roots



ICAR brand story

About organizational core values

- An (organizational) value is “a belief that a specific mode of conduct is preferable to an opposite or contrary mode of conduct” according to Rokeach (1973, The Nature Of Human Values).
- We can think of them as representing frameworks for the way we do things. Some organizations think of their values as their “guiding beacon” directing the process of organizational development and growth. Others describe them as the components of their philosophy. They do relate to how organizations deal with their beliefs about people and work. They define nonnegotiable behaviors.
- Any organization which embraces particular values will tell you that those values underpin their vision.

ICAR brand story

Values



- to create **synergy**
- to act **responsibly**
- to continuously **improve**

ICAR brand story

Values



to create **synergy**

- Network
- Global
- Guidelines and standards
- Sum of expertise's
- Open
- Community
- Harmonize
- Cooperation creates better solutions
- Sharing knowledge
- Best practices
- Dissemination
- Enabling
- Open source

ICAR brand story _ values to create synergy



- ICAR provides an open yet secure network to share with, learn from and interact with fellow members and related stakeholders in global animal production.
- By cooperating, sharing and enabling ICAR strives to stimulate animal production around the globe that is more sustainable and efficient than the sum of the individual contributions.

ICAR brand story

Values



to act **responsibly**

- Independent
- Quality driven
- Scientific
- Transparent
- Neutral
- Unbiased
- Long term
- Trustworthy
- Accurate
- Reference
- Realistic
- Fair
- Conscientious

ICAR brand story _ values to act responsibly



- With our guidelines and services ICAR wants to help creating quality based animal production systems around the world; connected systems that are beneficial to both our members, associate members as well as farmers, legislators and consumers.
- This way ICAR wants to contribute to a sustainable food chain, while keeping in mind what is beneficial to the open markets long term.
- We believe that an unbiased scientific approach provides the right fundament for these common systems.
- We do our work with the highest respect to human and animal integrity and welfare.

ICAR brand story

Values



to continuously **improve**

- Responsive
- Practical
- Guidance
- Efficiency
- Value
- Applicable
- Provision of service
- Problem solving

ICAR brand story _ values to continuously improve



- With the continuous improvement of animal production systems ICAR wants to help its members to remain competitive, so they can provide relevant services to their stakeholders (primarily farmers and ultimately consumers).
- We focus on groundbreaking innovations by facilitating and discussing research, thinking of new technologies and their impact on our guidelines and services (either provided by ICAR or another party).
- We aim to be pro-active, practical and responsive.

ICAR brand story

Values



What ICAR stands for

- to create synergy
- to act responsibly
- to continuously improve

As opposed to

- going for individual interest or rivalry
- being inaccurate, unaccountable or subjective
- being the care taker of the status quo

... and use the value-perspective to tell
the rest of the story

ICAR brand story

For whom?



- ICAR is there for its members: farm and breeding organizations facilitating ‘their’ local farmers in data-recording and evaluation of production animals.
- Ultimately this data should help farmers to make management (including breeding) decisions and produce healthy, safe and sustainable food in a valuable way.
- Therefore ICAR cooperates closely with those organizations that provide products and services to our members in the recording and genetic process and in farm management information.



ICAR brand story

Core products and services

- Guidelines
- Evaluation Services
- Certification Services
- Seminars and workshops

for

- animal identification
- animal recording
- animal evaluation
- animal data management, ultimately for management (including breeding) decision making in livestock herds and flocks.

ICAR brand story

ICAR vision: why is all of this important?



A huge challenge: feeding the world

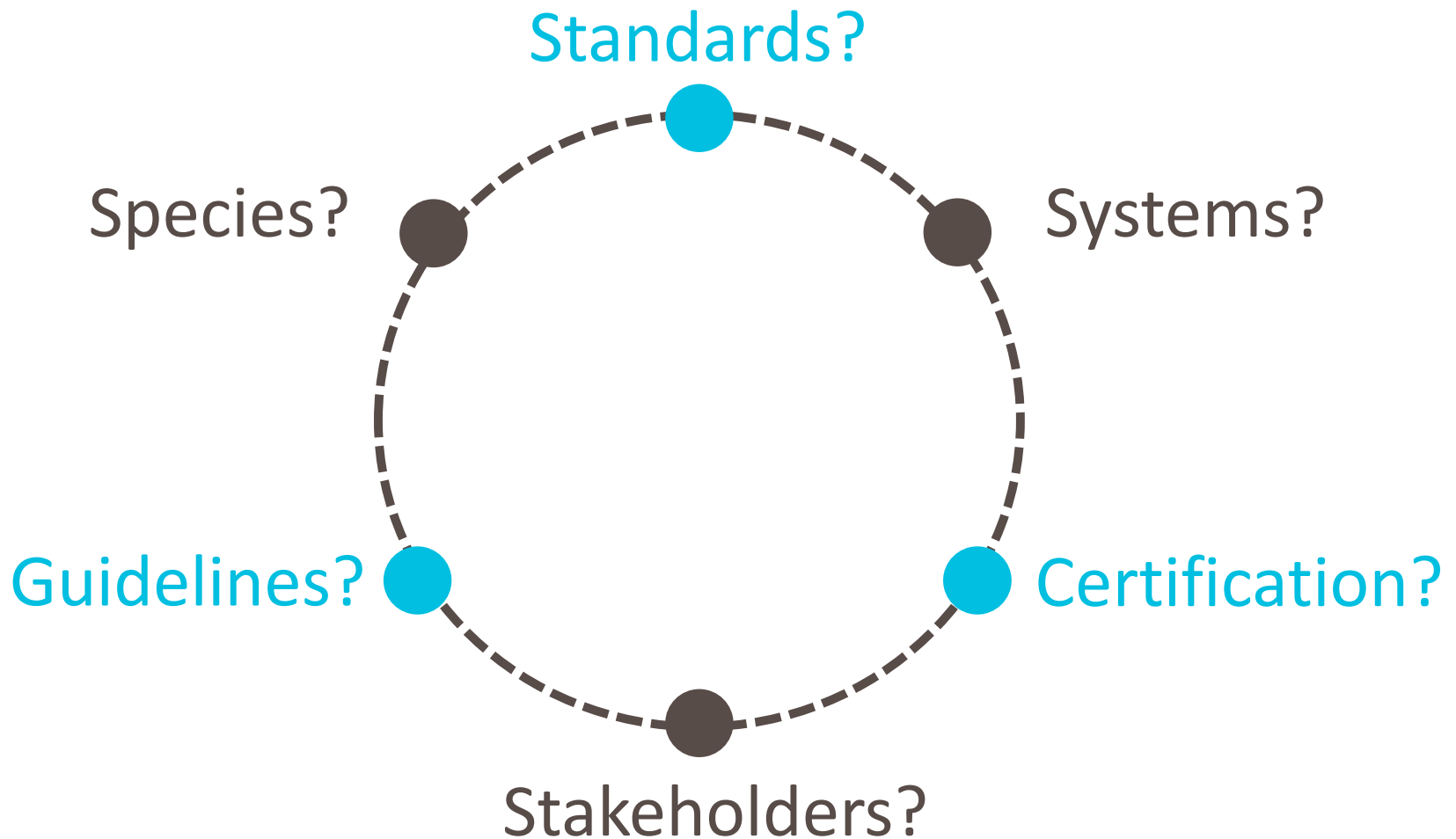
- *In 2050 9 billion people need to be fed.* ICAR contributes through the application of best recording, breeding and management information practices, to help build a sustainable and resilient food supply for tomorrow's world.

A shared system for the benefit of all

- ICAR is there to create a smoothly running system with common rules and guidelines, that works for the benefit of all: farmers, consumers, legislators, solution providers,... *A shared frame provides the basic requirements to produce in a sustainable, efficient way and to create value.*

From draft to full brand story

defining ICAR's scope



the ICAR brand story

To be added in a later stage

Add result of strategic discussion later:

- Priorities / balance stakeholder groups
- Priorities / balance regions
- Promise and benefits

Appendix:

Applying the (general) ICAR brand story to specific stakeholder perspective: *'What is in it for me?'*



Benefits to emerging market-members

- **An enabler that provides a roadmap**

As an enabler of the international agricultural markets, ICAR provides you with a thorough framework to create a breeding program: a roadmap to infrastructure and a model that you do not have to invent yourself.

- **Opportunities to export by meeting international standards**

To export most countries or regions have a number of rules and regulations that must be met. The ICAR guidelines and services help you to and meet most of these rules by guiding you to a quality based animal production system, so you can hurdle international trade barriers.

- **Animal identification guidelines**

This infrastructure can be build by starting with applying the animal identification guidelines, that is already applied in ... countries in the world. In a later stage we can help you with animal recording and genetic evaluation.



- **Application to local needs**

If required, this roadmap can be adapted to your local needs. ICAR has a good network of experienced practitioners which can help you to start up the process of applying the recording framework.

- **An open platform for knowledge sharing, a committed community**

To boost quality systems, innovation and development, ICAR is an open platform for knowledge development and sharing. It is a third space where you can share, learn and solve problems. You have direct access to state-of-the-art knowledge and our committed community of some of the best professionals in the field animal production systems in a variety of nations.



ICAR brand story

Benefits to western dairy-members

- **Keeping up with speed of innovation**

Technology and innovation in the western dairy sector is developing with enormous speed. ICAR as centralized body helps to keep up by creating and updating guidelines, based on science, not just arbitrary or politically motivated ideals. A credible source of reference-information, so you do not have to find out everything on your own.

- **An open platform for best practices and shared development**

To boost quality systems, innovation and development ICAR is an open platform for knowledge development and sharing. It is a third space where you can share and learn and solve problems. You have direct access to state-of-the-art knowledge and our committed community. This offers opportunities for best practices and shared innovation or product development.



Benefits to western dairy-members_II

- **Influence and impact on a global scale for the benefit of your members**

The ICAR guidelines and certifications are internationally recognized by national and international governments and organizations. As a member, ICAR offers you influence on a global scale, e.g. via your vote in our general assembly and the nomination of board members. Furthermore, the Subcommittees and Working Groups are open to your expert input and nomination of members.

- **Services to validate quality and to stimulate open markets**

ICAR provides a number of services to validate quality and to stimulate open markets. We are the registration authority for RFID and provide manufacturers' codes internationally. Our Sub Committee Interbull is the EU reference laboratory for bovine genetic matters. Interbull provides genetic evaluation services that help to harmonize the international markets. Furthermore ICAR provides laboratory and test center accreditation for milk analysis, DNA and animal identification. Also, we scientifically test identification and recording equipment.

ICAR brand story

Benefits to associate members



- **A neutral body for open international markets and a level playing field**

With our internationally recognized guidelines, services and certifications, ICAR works to create quality based animal production systems around the world. With our unbiased scientific approach, we aim to contribute to open markets with a level playing field for fair competition. As an associate member, ICAR offers you access to our services, events and updates. You will be on our ICAR mailing list for all relevant bulletins, e.g. Newsletters, Technical bulletins, Synthesis from the ICAR Guidelines.

- **Interact with our guideline subcommittees**

As an Associate member you can be part of the manufacturers forum which interacts with our science committees to keep abreast of latest guidelines and developments. It's a two-way interaction with your voice being heard but also your company keeps up to date with what happening with the markets and guidelines which all goes to preparing your company for current and future markets.



- **Connect with key decision makers, users and leads: a unique global network**
By attending, sponsoring and exhibiting at ICAR events we provide a platform for you to meet key customers/users in the one location at the one time. A unique and truly global network opportunity for your company. You can connect with competent authorities, key decision makers and scientists of farm and breeding organizations to develop new insights, discuss innovations and market business propositions. Our seminars and events can be a stage for relevant brands and sponsored content. We offer different formats and options.
- **Access to emerging markets**
Each year we go to developing markets and hold practical workshops along with our associate member manufacturers. A change to meet key science, business and legislation stakeholders in the selected region. So far our associated members were happy with good leads and business opportunities that availed.



- **Certification and services to validate quality**

As an associate member, ICAR provides you access to a number of services to validate quality and to stimulate open markets. We are the registration authority for RFID and provide manufacturers' codes internationally. Our Sub Committee Interbull is the EU reference laboratory for bovine genetic matters. Interbull provides genetic evaluation services that help to harmonize the international markets. Furthermore, ICAR provides laboratory and test center accreditation for milk analysis, DNA and animal identification. Also, we scientifically test identification and recording equipment.

- **Maximize your ICAR Membership and Product Certification value**

Make the most of your ICAR Certification by being seen by your clients and stakeholders as more than a producer of "Quality" products. Being an associate member of ICAR will help boosting the company image: you will be seen as "Contributor" and among the "Leaders" in your sector.

ICAR brand story

Benefits to beef-members_I



- **An open platform for best practices and shared development**

To boost quality systems, innovation and development ICAR is an open platform for knowledge development and sharing. It is a third space where you can share and learn and solve problems. You have direct access to state-of-the-art knowledge and our committed community. This offers opportunities for best practices and shared innovation or product development.

- **Keeping up with innovation for the benefit of the beef sector**

Technology and innovation in agriculture is developing with enormous speed. ICAR as centralized body helps to keep up by creating and updating guidelines, based on science, not just arbitrary or politically motivated ideals. A credible source of reference-information, so you do not have to find out everything on your own.



- **Influence and impact on a global scale for the benefit of your members**

The ICAR guidelines and certifications are internationally recognized by national and international governments and organizations. As a member, ICAR offers you influence on a global scale, e.g. via your vote in our general assembly and the nomination of board members. Furthermore, the Subcommittees and Working Groups are open to your expert input and nomination of members.

- **Services to validate quality and to stimulate open markets**

ICAR provides a number of services to validate quality and to stimulate open markets. We are the registration authority for RFID and provide manufacturers' codes internationally. Our Sub Committee Interbeef provides genetic evaluation services that help to harmonize the international markets. Furthermore, we scientifically test and certify identification and recording equipment.

Benefits to (non bovine) ruminant species



- **An open platform for best practices and shared development**

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- **A source of reference for the innovation of your sector**

Technology and innovation in agriculture is developing with enormous speed. ICAR as centralized body helps to keep up by creating and updating guidelines, based on science, not just arbitrary or politically motivated ideals. A lot of lessons learned in Bovine-production systems may be of help to the development of your sector. A credible source of reference-information, so you do not have to find out everything on your own.

ICAR brand story

Benefits to (non bovine) ruminant species



- **Influence and impact on a global scale for the benefit of your members**

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Thanks!

Joost Mogendorff

FC Dondersstraat 21 : 3572 JB Utrecht : Netherlands

+31 (0)6 444 323 80

joost@mojostrategy.nl

www.mojostrategy.nl

twitter @mojostrategy

skype joost.mogendorff

brands
communication
design