

## World Heritage Yak Conservancy (WHYC)

## For Immediate Release.

The World Heritage Yak Conservancy (WHYC) is a new organization formed to protect something with ancient origins: Heritage Yak. This endangered heritage

protect something with ancient origins: Heritage Yak. This endangered heritage breed originated from the descendents of yaks imported to Canada in the late 1880s and early 1900s from the Himalayas of Tibet-China. WHYC exists to benefit yak, yak owners, and yak enthusiasts in order to conserve this valuable, vulnerable breed in North America.

"Heritage yak are pre-industrial, like heirloom tomatoes. They aren't creations of corporate industry, like so many BigAg breeds," WHYC Marketing Committee Chair Daniel Salvato says. "Heritage breeds take us back to our agricultural roots and

show the way to a more sustainable future." Salvato explained that these living heirlooms need to be bred responsibly in order to thrive.

Accord to Emily Stevenson of MotherEarth News "Simply put, a Heritage breed has been around for a long time and was generally developed in a particular place for a certain purpose. Many do not do well on factory farms and are in literal danger of going extinct."

The Livestock Conservancy is the formal representative of the Heritage Breeds in the United States. They define individual breeds, and generally define "Heritage breeds" as "pre-industrial farm animals that are enjoying renewed attention for their versatility, adaptability, and unique genetic traits.

Yak are now accepted as an official heritage breed by The Livestock Conservancy (TLC) this past year due through the efforts of WHYC Executive Director, Nicole Porter. TLC exercises its mission "to protect endangered livestock and poultry breeds from extinction" by officially recognizing the value of Heritage breeds that meet their criteria as "pre-industrial farm animals that are enjoying renewed attention for their versatility, adaptability, and unique genetic traits." Both WHYC and TLC echo Salvato's invitation, "Let's give this intelligent and beautiful creature the space to save themselves."

THE LIVESTOCK CONSERVANCY





There are also several important industries associated with yak world wide, making

it conservation worthy for its special production merits as well. Yak meat is not only

juicy and delicious, it's low in cholesterol and saturated fat, and high in Omega 3s

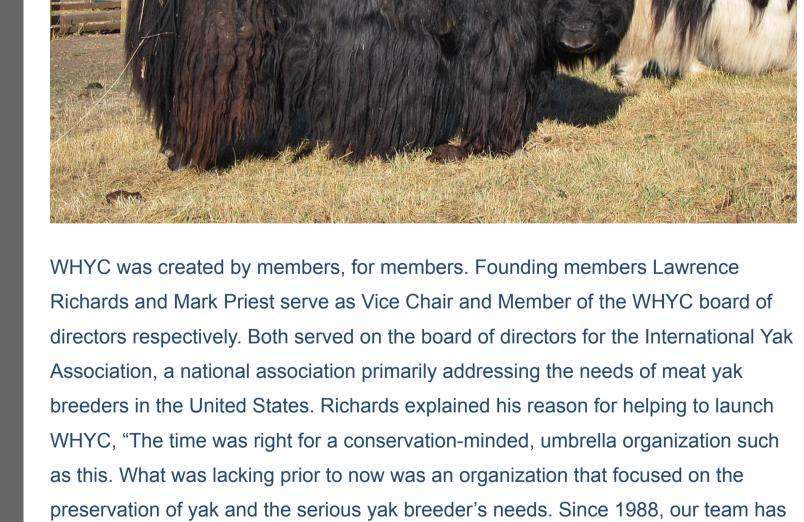
making it very heart-healthy. It's healthier than skinless chicken and most fish.

It's not gamey, also very lean, coming in at 95 to 97 percent fat-free. Yak cheese is

also delicate and high in protein, omega-3 fatty acids and conjugated linolecic acid (CLA), a type of healthy fat known for its health benefits. Yak wool is a revelation. Yak down is very fine, at 15–20 microns, making its softness comparable to that of cashmere, but it's more sustainable, *breathable*, durable, and warmer than cashmere. Its also moisture wicking and quick drying, making it perfect for high performance outdoor apparel.

WHYC's primary goal is to preserve the historic pedigree of the endangered seed stock Heritage Yak. That means stopping their domestic extinction. To preserve genetic and phenotypic integrity, WHYC has created and maintains the North American Heritage Yak Registry (NAHYR) and the International Heritage Yak Registry (IHYR) to track this rare breed. The second goal, to promote and celebrate Heritage Yak, is accomplished through education of livestock breeders, Heritage

breeders, and the general public. The third goal, to protect, includes protecting the status of yak on the Conservation Priority List (CPL) and encouraging responsible animal husbandry among WHYC members, friends and other organizations through education. Educating and equipping members is a key component to WHYC's vision.



participated in every major yak conservation victory in North America - now we have a consolidated Conservancy at WHYC."



protect what makes yaks such incredible animals."





means of education from the selection process, through pedigree identification of

performance," commented Porter. "This is the most dedicated group of yak breeders

conservation and responsible breeding." She is joined by a distinguished Board of

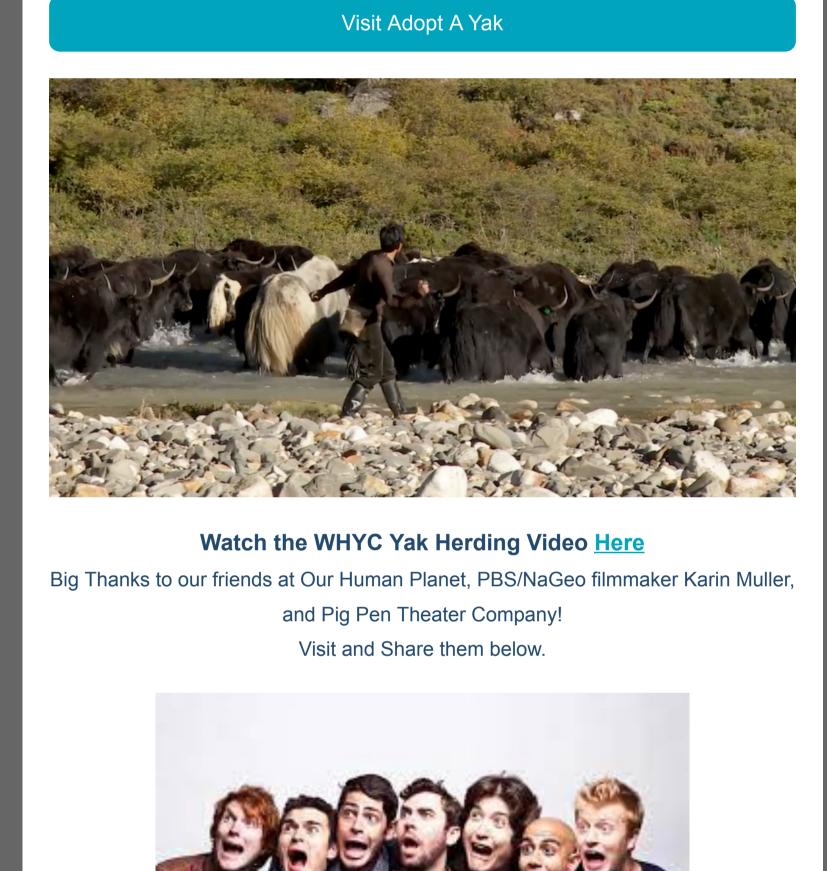
Directors of World Heritage Yak Conservancy, as well as an International Honorary

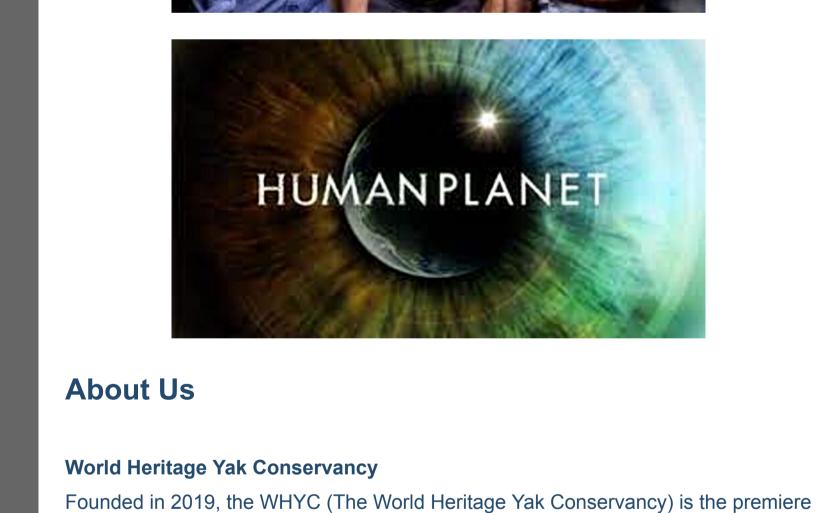
foundation stock, to the upper levels of responsible husbandry and breeder

in the country, and there is a real momentum right now in our direction for

Board that includes members of the International Heritage Yak Conservancy (IHYC), top North American Heritage Yak Breeders, and well-known names in conservation circles, such as Brent Huffman, member of the AZA ungulate Taxon Advisory Group and Lead Zoo Keeper at Toronto Zoo, and Norman Munson, Agriculture program supervisor at Wisconsin Department of Agriculture. For the coming year, WHYC plans to implement a number of programs and activities, such as Adopt A Yak. Initiatives also include the inauguration of the Yak Tracks Newsletter, sponsorship and participation in Yak Fest in Mancelona, Michigan in October, a cultural exchange awards program, and an interactive website. Adopt A Yak Members receive an Adoption Kit: including your stuffed Heritage Yak plushie, Adoption Certificate, Yak Photo Thank You card, Species Card, Gift Bag, and a subscription to Yak Tracks e-newsletter. Each donation contributes to conservation and preservation of the North American yak. You can be the difference in stopping domestic extinction of this Heritage breed. Membership and donations to the new organization are available online at www.heritageyak.com.

CERTIFICATE OF ADOPTION





yak conservation organization to be established in North America, and today serves

as the nation's leading voice for yak conservation and preservation of the historic

Heritage Yak ® pedigree. As a 501(c)(3) not-for-profit corporation, the WHYC is

## committed to preventing genetic drift, hybridization with cattle, inbreeding, and unintentional breeding practices in yak throughout the United States, Canada, Germany and Switzerland. For more information, visit <a href="https://www.heritageyak.com">www.heritageyak.com</a> or call 855-920-4YAK.

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Visit WHYC

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Have questions? Please contact the WHYC Registrar at <a href="mailto:info@heritageyak.com">info@heritageyak.com</a>

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