



THE GLOBAL STANDARD
FOR LIVESTOCK DATA

Network. Guidelines. Certification.

The ICAR Brand Story

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What do we mean by 'ICAR's Brand'?

- ICAR's Brand, like any other organisation's, is much more than a logo and a strapline. Instead it is the set of features and attributes **that come to mind when people hear our name**
- The Brand encompasses the way **we think and feel** about ICAR's work with members, manufacturers and users.
- The way our partner and stakeholders at every level **perceive who we are and what we do !**

Why does ICAR need a brand ?

- The short answer is that we have a brand, whether we need one or not. So we need to actively manage the impression we make in order to more readily achieve our goals.
- Research tells us that the more people learn about ICAR, the more positively they view us and it makes for better engagement. Branding builds on these favorable impressions.
- By consulting with a range of ICAR colleagues and outside experts, we have worked in 2016 to sharpen the brand, focusing on what makes ICAR unique.

ICAR's Values



ICAR's core products and services

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

for



ANIMAL
IDENTIFICATION



ANIMAL
RECORDING



ANIMAL
EVALUATION



ANIMAL DATA
MANAGEMENT

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 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.

What's behind the ICAR 'strapline'?



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The new Strapline '**The Global Standard for Livestock Data**' captures the essence of our role, which is to facilitate worldwide standards for data relating to livestock animals.

What's behind the ICAR 'logo'?



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The new logo represents the core ideas of;

International cooperation, the regional overlapping circles forming one large circle (the world- our network).

The stylized double helix as a symbol of our role in facilitating genetic improvement of farm animals being enclosed in a circle to signify expression in the whole phenotype

Summary 5 key messages behind the ICAR Brand Story

1. **ICAR is an international organisation with a collaborative attitude.** We have a head for business and a desire to cooperate. When we talk about investing and sharing the knowledge, this is what we mean.
2. **ICAR invests in results for our stakeholders.** By working together on standards we are creating a world in which our stakeholders can achieve more.
3. **ICAR is independent and unique.** We are the only international organisation focused on standards and guidelines for livestock data. We exploit technology to facilitate economic gain for farmers, to overcome barriers, to build flexibility and to sustainably improve animal productivity.

Summary 5 key messages behind the ICAR Brand Story

4. **ICAR is positive, aspirational and trusted.** These are qualities that define us as an institution. By supporting livelihood opportunities that empower our stakeholders in the animal production sector we promote the aspirations, dignity and value of every sector in the production chain.

5. **ICAR is already well respected by our partners and members.** By playing our part in sharpening the brand, each of us can build on the goodwill and achievements that ICAR has generated over the years. At the same time, we are positioning ourselves to make even greater progress in the years ahead.



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Thank you !

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