

Spring YakTracks: For Serious Breeders **Getting Your News By the Horns**

Interesting Things Popping at WHYC

This Newsletter covers some exciting, new happenings at WHYC.

Here's a sampling of some exciting new happenings at WHYC this Spring. **WHYC Highlights:**

1. The Heritage Breeders' Coalition, 2. Fortune 500 Advertising Donation, 3. WHYC's Conservation Priority List (CPL) Renewal,

- 4. Support of Awarding Winning National Geographics Photographer,
 - 5. Big Adopt-A-Yak Campaign Turn Out.
 - Follow

the

herd



Working Together to Promote Heritage Breeds The Heritage Breeders Working Group, with Backyard Green Films.

WHYC's Heritage Coalition Since Heritage Breed associations have similar goals and interests, World Heritage

Yak Conservancy (WHYC) puts a priority and high-value on building these mutuallybeneficial collaborative relationships with like-minded, strong, rare breed organizations. We facilitate these coalitions with the premiere, heritage breed associations, because we believe this is a powerful and synergetic avenue for

growth. Every day these Heritage Breeders deal with external breed association that degrade seed-stock by encouraging poor breeding practices, and promoting hybrid characteristics (like bigger horns, more meat, bigger udders, and white coats). Irresponsible breeding leads to an important loss of genetic diversity in all Heritage Breeds. Hybridization and inbreeding also decrease important, complex, and beneficial evolutionary characteristics and disease resistance (see video below). We are working with Backyard Green Films to promote these Heritage Breed collaborations and to create new educational content. Stay tuned as we launch our Heritage Podcast Shorts from Backyard Green Films. This will allow opportunities for WHYC members to access breeding information and resources unique to Heritage Breeds from experienced breeders. It will also allow WHYC to reach out to

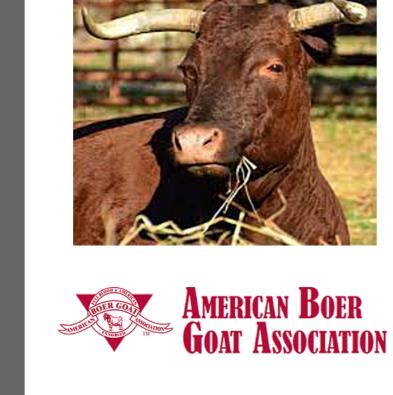
like minded individuals in the larger Heritage Breed community. **World Heritage Yak** WH G **Conservancy (WHYC)**



Texas Longhorn (CTLR) cattle

American Milking

Devon



Boer Goat Association

Backyard Green Films

You can listen now to Rick and Elara's

Agi-Culture Podcasts at Buzzsprout:

Agri-Culture Podcasts,

Heritage Breeders Podcasts



"Biodiversity is important to everybody."

- Bruce Petesch, Tangled Oak Farm

passed them by."

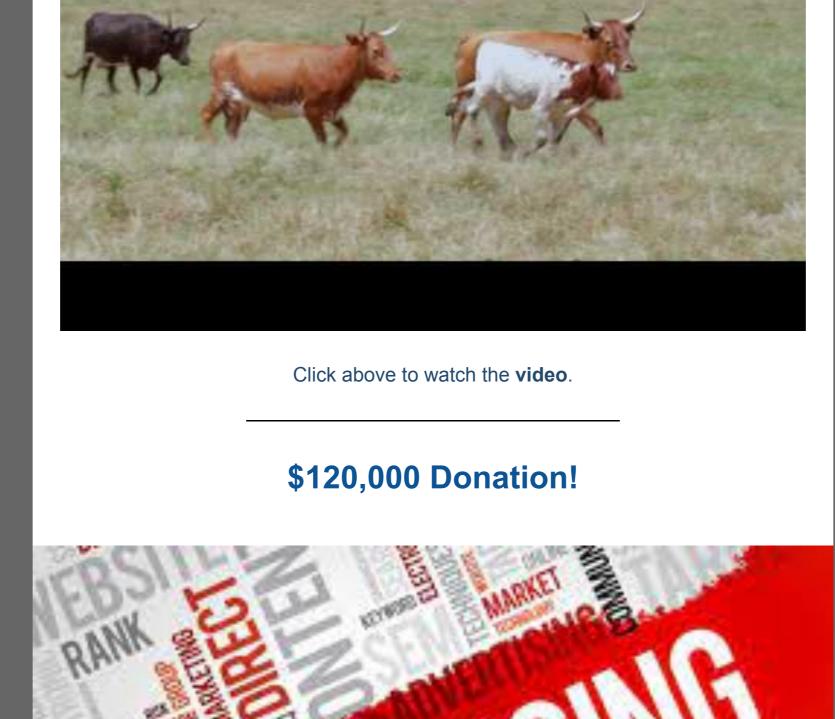
Award of Merit

These farm animals are a vital part of

ensuring food security for our planet

- Jennette Beranger, Senior Maneger, Livestock Conservancy

"I learned there are breeds that are terribly important but ...the public had



WHYC received a \$120,000 Donation! **Fortune 500 Company Gives Advertising Gift** We just received a very generous gift supporting WHYC from a large advertising agency. And we are excited! Marketing and IT specialists will advise us, funds will support our online development, and this will drive unique traffic and 100s of thousands of interested viewers, new supporters, and potential yak buyers to WHYC. What a beautiful opportunity to get the word out about this incredible breed, and preservation of this rare and important genetic biodiversity.

the opportunities they offer: • Increased traffic for Ranchers advertising with WHYC, • Education for the general public on the important work of WHYC,

• Opportunities to educate Heritage Breed enthusiast on Heritage Yak, • Look for our new ads on YouTube, Google and Amazon!

Livestock Conservancy Renewal

We are so grateful to these heritage yak enthusiasts for their generous support and



WHYC Promote.



Adopt A Yak Initiative

• The Telegraph

• The Guardian

• United, Qatar, and British Airways

Daily Mail

Sidetracked

Atlas Obscura

and many more

Share the love! Adopt a Heritage Yak today.

DONATE Adopt A Yak Initiative

Our Adopt A Yak Campaign was super successful in bringing awareness to our

breed during the holiday season. We reached over 10 1/2 thousand supporters of

biodiversity and Heritage breed enthusiasts. This initiative introduced many new

WHYC members, and attracted valued media contacts and donors. We are so

This endangered (critical category) breed includes less than 1,000 mature yak.

Symbolically adopt a heritage yak & get a free adoption kit! Donate to WHYC

Yak plushie, Adoption Certificate, Heritage Yak Thank You card, Species Card,

today. Supporting members receive an Adoption Kit: including your stuffed Heritage

quality grocery style Gift Bag, and a subscription to the Yak Tracks Newsletter. Each

package is lovingly gift wrapped. These donations contribute 100% of the profits to

Symbolically Adopt a Heritage Yak

grateful to our growing WHYC family!

Visit Simon Urwin's Page

conservation and preservation of North American Yak, and are tax deductible. You can be the difference in stopping domestic extinction of this Heritage breed. Adopt a Yak **Reviews** "We framed our certificate and hung it on the wall for the family to enjoy. So proud to be a part of this important work" - J. Higgins

> this important work!" - R. Goodier "It was so wonderful, I wanted to throw the hay in the air and dance in nature."

"Thank you World Heritage Yak! We loved the gift and we're proud to be a part of

- L. Jason

"Now, I want my own heritage yak. How do I become a yak herder??"

- F. Connors

"We're so pleased. The kids loved the gift, and now we're all going to visit a heritage yak farm this Spring." - T. Houston



Stay Tuned for more exciting news and progress and Please share our newsletter on social media.

Send free email today

HubSpot