

## 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 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."





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

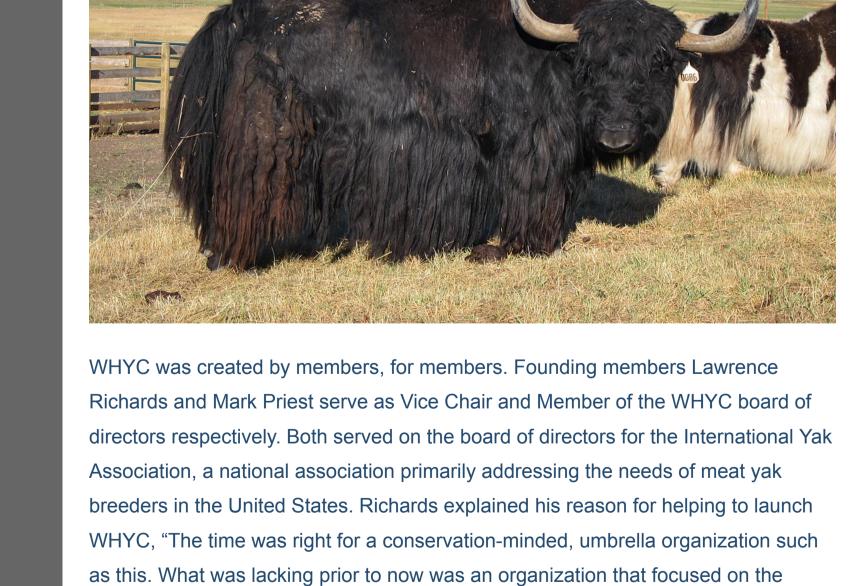
cashmere, but it's more sustainable, breathable, durable, and warmer than

cashmere. Its also moisture wicking and quick drying, making it perfect for high

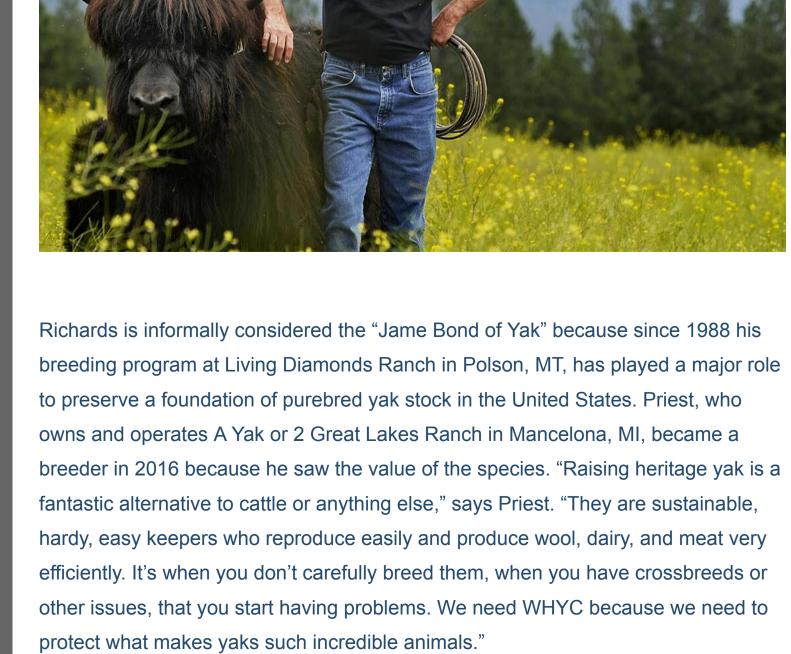
genome for future generations.

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.



preservation of yak and the serious yak breeder's needs. Since 1988, our team has participated in every major yak conservation victory in North America - now we have a consolidated Conservancy at WHYC."



Priest and Richards are active sponsors and exhibitors at the WHYC Fall Yak Fest

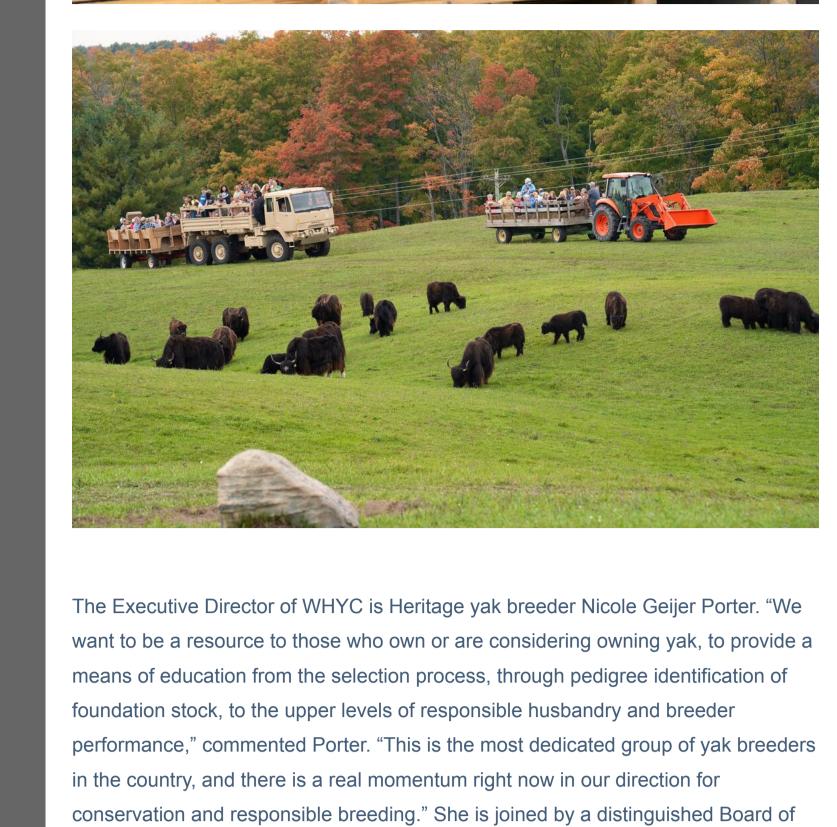
and are committed to the education of the American Heritage Yak community, to the

significance. "The establishment of WHYC paves the way to finally recognize and

pay tribute to the Heritage Yak's noble and historic pedigree, and our heritage in the

advantages and benefits of this breed, which has become of National

United States," said Priest. Raising Heritage Yak is a profitable, sustainable, green lifestyle alternative. "For example, we are active participants in a number of Conservation Partnerships, such as the Association of Zoos and Aquariums, NIH data sharing, and the Livestock Conservancy (TLC)."



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

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

For the coming year, WHYC plans to implement a number of programs and

supervisor at Wisconsin Department of Agriculture.

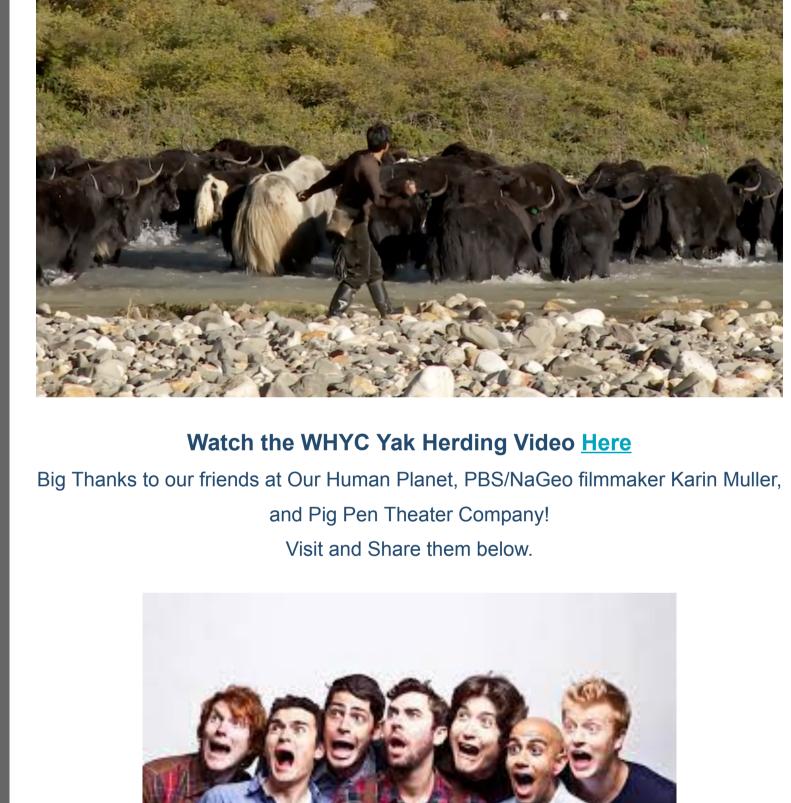
activities, such as Adopt A Yak. Initiatives also include the inauguration of the Yak Tracks Newsletter, sponsorship and participation in Yak Fest in Mancelona, Michigan in October, a cultural exchange awards program, and an interactive website.

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.

Heritage Yak
has been made with a
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Visit Adopt A Yak



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Founded in 2019, the WHYC (The World Heritage Yak Conservancy) is the premiere

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="www.heritageyak.com">www.heritageyak.com</a> or call 855-920-4YAK.

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**World Heritage Yak Conservancy** 



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with the url for your article.

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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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