



## THE INNOVATION JOURNEY

Gescan is a company created to offer animal breeders' associations a complete service covering various fields, such as Integral Breeding Programme Management, technical-economic management, promotion and dissemination, as well as digitisation projects and processes. The initiative was born thanks to Eva Muñoz, who initially worked as an independent contractor supported by a public investigation centre, and later founded her company together with her partner Pablo Valera. Both are members of the research group on the preservation of native breeds (CORADES) and also collaborate with the group for the improvement of native and molecular genetic breeds (MERAGEM) of the University of Córdoba. Gescan is located in the Canary Islands, Spain within the Science and Technology Park of the University of Las Palmas de Gran Canaria.



## THE INNOVATION IMPACT

Gescan makes a significant contribution in the field of animal genetics and the management of breeding programmes, particularly concerning the conservation

and promotion of indigenous breeds. As a qualified centre for animal genetics, Gescan carries out genetic evaluations, scientific advice, and analysis of genetic parameters of breeding programmes for breeding associations. It works nationwide with associations of various species: cattle, goats, sheep, birds, horses and domestic animals. This social and environmental commitment not only contributes to the genetic diversity of animal species but also promotes sustainability and respect for local cultural identity. Gescan's approach to digitizing processes and projects has set a precedent in the field of animal genetics, promoting more efficient and sustainable practices in Spain and emphasizing the importance of preserving native breeds throughout the country. Gescan offers an example of how a company can combine scientific research, social commitment and technological innovation to create a positive impact in the field of animal genetics and native breed conservation. Their practices can be adopted as a model for other similar companies seeking to improve their operations and contribute to the well-being of the environment and society. This approach can also be replicated in other sectors to improve working practices.

## USEFUL LINKS

<https://gescansl.com/>;  
<https://www.facebook.com/gescansl/>;  
[https://www.instagram.com/gescan\\_programasdecria/](https://www.instagram.com/gescan_programasdecria/)