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The market of traditional products constitutes a very important element of the food market both in the European Union and Poland. From the point of view of the concept of sustainable development its development is particularly significant since it guarantees income for many agricultural producers, maintains local social bonds and exerts a positive impact on the environment including the biodiversity of agricultural production. The analysis has been performed from the point of view of sustainable development of the sector as well as areas of origin. It may demonstrate a correlation between the dynamics of traditional products and the development of regional markets in Poland (Kułyk, Michałowska, 2019). The development of traditional food products, increased promotion and interest in the market among consumers has undoubtedly become an opportunity supporting survival and development for many subjects of the agricultural business. Numerous rural producers faces serious difficulty in access to the markets in order to sell their products. The demand for high quality products is increasing. All this means more opportunities for small producers. Better access to national and international markets allows them to sell more and better quality products inn higher prices (Brunori et al., 2016). This in turn encourages farmers to invest into their own enterprises and increase the amount, quality and variety of manufactured products the aim of the paper is identification and structuring of traditional food products in the Lubuskie region. For this purpose the analysis of secondary sources as well as systematic analysis of data provided by the Ministry of agriculture and Rural Development from the years 2006-2020 were performed.

THE GENESIS AND LEGAL BASIS OF THE FUNCTIONING OF THE POLISH MARKET OF TRADITIONAL PRODUCTS.

Regional products, often described as *products of known origin* are agricultural and food products which come from particular regions and are characterized by much higher quality as well as traditional and exceptional method of production. Their supreme quality is confirmed by special signs (Ministerstwo Rolnictwa i Rozwoju Wsi, 2018). Regional products can be registered in the European Committee and the following certificates guaranteeing partly the system of legal protection of regional and traditional products can be granted (Gulbicka, 2014):

- Protected Designation of Origin (PDO) – granted to products which come from a particular region. Such product is entirely manufactured on a given area (including all relevant raw materials). A good example can be Polish cheese from the Podhale area: *oscypek* or *bryndza*
- Protected Geographical Indication (PGI) – granted to products which come from a particular region, yet not the entire process of production must take place there. In order to obtain the certificate on a given area, at least one of the three indicated processes must take place there i.e. product production, processing or preparation. *Cebularz lubelski* or *rogal świętomarciński* are instances of such products (types of bread – rolls)
- Traditional Specialty Guaranteed (TSG) – granted to products characterized by traditional composition, form production or raw materials used. In this case product certification does not apply to the place of origin and signs can be granted to products manufactured in the entire European Union e.g. *kielbasa krakowska* (sausage) or *olej rydzowy* (oil)

Regional products constitute also one of the key elements of tourist promotion in Europe and that is why for the purpose of protection the European Union introduced a system of Protected Designations of Origin, Protected Geographical Indications and Traditional Specialties Guaranteed. The system has functioned in Europe since 1992 and initially was based on the resolution of the EEC Council no. 2081/92 of July 14th 1992 on *protection of geographical indications and designations of origin of agricultural and food products* and the resolution of the EEC Council no. 2081/92 of July 14th, 1992 on *specific certificates for agricultural and food products*. Following the repeal of the resolutions, they were replaced by the resolution of the Council no. 509/2002 of March 2006 on *agricultural and food products which are traditional specialties guaranteed* as well as resolution of the Council no. 510/2002 of March 20th, 2006 on *protection of geographical indications and designations of origin of agricultural and food products*. Additionally implementing resolutions were passed, i.e. the resolution of Committee no. 1898/2002 of December 14th, 2002 on *protection of geographical indications and names of agricultural and food products* and resolution no. 1216/2002 of October 18th, 2007 on *agricultural and food products which are traditional specialties guaranteed*. In 2012, following the repeal of resolutions of March 20th, 2006, the following and currently functioning resolution of the European Parliament and Council no. 1151/2012 of November

21,2012 on *the systems of quality of agricultural and food products*. In turn in 2013 a resolution delegated to the EU Committee no. 664/2014 of October 18th 2013 *supplementing the resolution of the European Parliament and Council no. 1151/2012 in reference to the establishment of EU symbols applying to protected destinations of origin, geographical indications and traditional specialties guaranteed as well as several principles applying to the origin of forage and raw materials, and several procedural regulations as well additional transitional regulations* as well as implementing resolution of the Committee no. 668/2014 of June 13th, 2014 *establishing systems of quality of agricultural products* were passed (MRiRW, Przepisy UE, 2018) and replaced previous implementing resolutions as well as standardizing regulations and shortening the time of registration of such products (Gulbicka, 2014). Furthermore the EU law includes a resolution delegated to the Committee no. 665/2014 of March 11th, 2014 *supplementing the resolution of the European Parliament and council no. 1151/2012 referring to the optionally use quality descriptor 'mountain product' which specifies the principle of the use of the term 'mountain products'* (MRiRW, Przepisy UE, 2018).

The EU resolutions were implemented in Poland in 2005 by a Law on *registration and protection of names and designations of agricultural and food products as well as traditional products* (Journal of Laws, 2005 no. 10, point 68). At present the functioning of the system is regulated by the Law on *registration and protection of names and designations of agricultural and food products as well as traditional products* (Journal of Laws, 2017, point 11680 and the Ministry of Agriculture and Rural Development is responsible of the registration of products of specific geographical origin and traditional quality (MRiRW, Przepisy Polskie, 2018).

THE DEVELOPMENT OF THE MARKET OF TRADITIONAL PRODUCTS IN THE LUBUSKIE PROVINCE – CHANGES IN THE STRUCTURE OF ASSORTMENT

The first traditional products were registered in the Lubuskie region in 2006 and they were '*Wino gronowe*' (wine) and „Bochen chleba starowiejskiego” (bread) (MRiRW, 2020). In the initial years of the functioning of the Lubuskie system of certified traditional products the following product categories prevailed: drinks (alcoholic and non-alcoholic), bakery and confectionary products – and this was the case until 2012. At that time the total of 13 traditional products in 5 categories of agricultural, food products or alcoholic drinks were registered i.e. 'bakery and confectionary products', 'honey', 'nuts, seeds, grain and frit (processed or not)', 'drinks (alcoholic and non-alcoholic)', 'fresh meet or meet products' – Table 1.

Table 1 Changes in the assortment of traditional products in the Lubuskie region in the years 2006-2020

Year of registration	Name of the registered traditional product
2006:	<ul style="list-style-type: none"> -Bochen chleba starowiejskiego (bread) -Wino gronowe (wine) -Paska bukowińska (pascha, chleb bukowiński) (bakery product) -Strudel (strucla) (confectionary products)
2007:	<ul style="list-style-type: none"> -Miód wielokwiatowy łąkowy z Doliny Noteci (honey) -Kapusta kwaszona nadnotecka (cabbage)
2008:	<ul style="list-style-type: none"> -Piwo wschowskie (beer)
2009:	<ul style="list-style-type: none"> -Miód pitny – Trójniak (mead)
2010:	<ul style="list-style-type: none"> -Jarzębiak (alcoholic drink) -Jarzębiak na winiaku (alcoholic drink)
2012:	<ul style="list-style-type: none"> -Schab tradycyjny słubicki (meat product) -Chleb domowy na zakwasie (bread) -Chleb z dodatkiem nasion Inu (bread)
2013:	<ul style="list-style-type: none"> -Piwo zielonogórskie (beer) -Szarlotka z landsberską (confectionary product) -Ogórki kiszzone nadnoteckie (cucumbers) -Papierówka w syropie (apples in syrup) -Ser kozi zamkowy (cheese) -Kiełbasa żarska (sausage) -Pierogi z kaszą gryczaną i twarogiem (dumplings) -Pierogi z kapustą i grzybami leśnymi (dumplings) -Naturalnie mętne soki z Solnik (juice) -Miód akacjowy (honey)
2014:	<ul style="list-style-type: none"> -Mieszanka rybna w zalewie octowej (fish) -Jabłko odmiany Landsberska (apples) -Salceson wiejski (meat products) -Wino jabłkowe (wine) -Syrop z płatków róż (syrup) -Nalewka z owoców derenia -Lubuskie pierniki (confectionary product) -Śliwka Gubinka (plums) -Szynka tradycyjna (ham) -Gołąbki w kiszzonej kapuście z ziemniakami (food product with cabbage)
2015:	<ul style="list-style-type: none"> -Ziołomiód pokrzywowy (honey product) -Wojnowska ryba na kwaśno (fish) -Kiełbasa wiejska (sausage) -Chleb ze starego pieca (bread) -Szynka z dzika pieczona (meat product) -Olej lniany tłoczony na zimno (linseed oil) -Nalewka Deptucha (alcoholic drink) -Śliwa w occie (plums in vinegar) -Nalewka sosnowa "sosnówka" (alcoholic drink)
2016:	<ul style="list-style-type: none"> -Ocet marchwiowo-jabłkowy (vinegar) -Pączki lubuskie (donuts) -Wino zielonogórskie gronowe (wine) -Ser twarogowy z mleka koziego – krajanka (cheese) -Ser kozi dojrzewający (cheese) -Twaróg kozi dojrzwały wytapiany (cheese) -Paprykarz Wojnowski (food product with red pepper) -Węgorz parowany po rybacku (eel) -Miód lipowy magdaleński (honey)

	<ul style="list-style-type: none"> -Ser dojrzewający z mleka krowiego -Ser twarogowy z mleka krowiego – krajanka(cheese) -Kielbasa podsuszana słańska z indykiem (sausage) -Kielbasa słańska z indykiem (sausage) -Serdelki słańskie z indykiem (sausage) -Kielbasa szynkowa słańska z indykiem (sausage) -Miodowa musztarda z dyni – pikantna i łagodna (mustard) -Kielbasa kresowa dojrzewająca (sausage) -Kielbasa zabużańska rzemieślnicza (sausage)
2017:	<ul style="list-style-type: none"> -Miód nektarowo-spadziowy (honey) -Żur z ziołami (soup) -Kasla – karkówka w kapuście kiszzonej (meat dish) -Lubuszyński miód rzepakowy (honey) -Szynka wędzona z komina (ham)
2018:	<ul style="list-style-type: none"> -Babka ucierana (confectionary product) -Ciastka kręcone z maszynki – smalcówki (confectionary product) -Miód wielokwiatowy z doliny Warty (honey) -Powidła śliwkowe z węgierek (jam) -Drożdżowiec (confectionary product) -Masło słańskie (butter) -Wołowina z karmelizowanej cebuli (beef dish) -Bigos myśliwski (dish with meat and cabbage) -Szynka indyjska (ham) -Kielbasa myśliwska z indyka (sausage) -Polędwica z indyka (meat product) -Kielbasa sucha z indyka (sausage)
2019:	<ul style="list-style-type: none"> -Chleb żytni na zakwasie` (bread) -Palcówka – kielbasa (sausage)
2020/ Ist 6 months	<ul style="list-style-type: none"> -Bułczanka (sausage) -Czarny salceson (meat product)

Source: Prepared on the basis of data from the Ministry of Agriculture and Rural Development, 2020

Years 2013-2018 constitute the most dynamic period in the development of the structure of the assortment. At that time 65 traditional products were registered. According to the data of the Ministry of Agriculture and Rural Development, at present 82 traditional products are registered in the Lubuskie region in 10 categories of agricultural products, food products or alcoholic drinks (MRiRW, 2020). Changes in the number of registration in the system are presented in Fig. 1.

While analysing the structure of assortment on the Lubuskie market of traditional products it is worth noticing that the following categories prevail: 'fresh meat and meat products' as they constitute more than 23% of the assortment. Next the category 'alcoholic and non-alcoholic drinks' – 17% of the assortment. Further on – 16% 'bakery and confectionary products'. The least numerous category are products described as 'other products'. Among other the group includes for instance carrot-apple vinegar. Fig. 2 presents the structure of assortment on the Lubuskie market of traditional products (as of 29.06.2020).

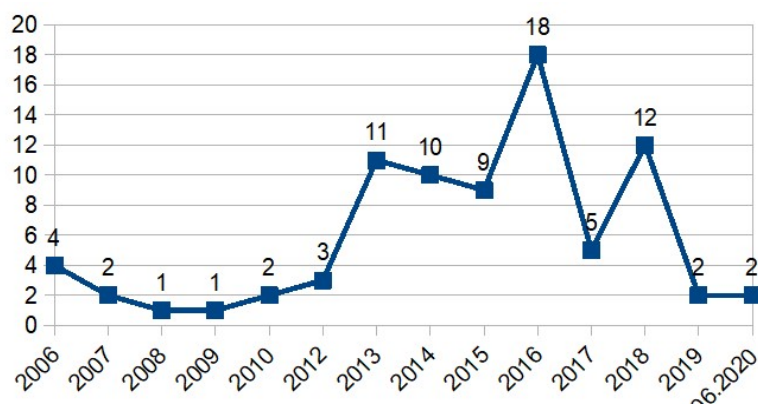


Fig. 1 The number of registrations of traditional products in the Lubuskie region in particular years in the period from 2006 to 2020

Source: Developed on the basis data of the Ministry of Agriculture and Rural Development 2020

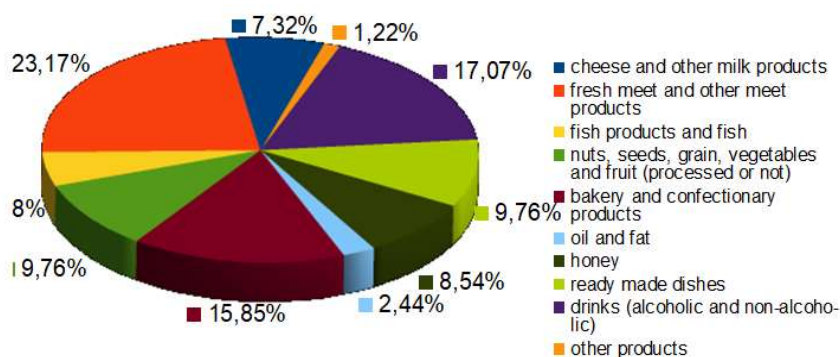


Fig. 2 The assortment structure on the market of traditional products in the Lubuskie region (as of 29.06.2020)

Source: Developed on the basis of the data of the Ministry of Agriculture and Rural 2020

THE DEVELOPMENT OF THE PRODUCT MARKET INFRASTRUCTURE IN THE LUBUSKIE REGION

The development of the market of traditional products requires appropriate infrastructure facilitating easy and fast sale of manufactured goods. The market place as a basic element of the infrastructure of the market of traditional products shortens the chain of delivery between the producer/farmer and the customer and makes it possible to see, touch and smell products. Considering the current trends for healthy food, it seems to be a perfect place for consumers. That is why investment in market places and infrastructure for sale and promotion of local products is particularly important. In 2018 there were 2156 permanent market places registered by local government units in the state register (on 2073 small retail trade prevailed (Kułyk, Michałowska, 2019). In the years 2007-2020, as part of the Program of Development of Rural Areas, the Lubuskie province received 2 614 954 Euro for investment in this area (Rozporządzenie MRiRW, 2013). Thanks to the funds 15 new market places were opened and at the moment there are 41 in the province (Departament ..., Woj. Lubuskie, 2020). The geographical allocation of market places in the Lubuskie region is presented in Figure 3.

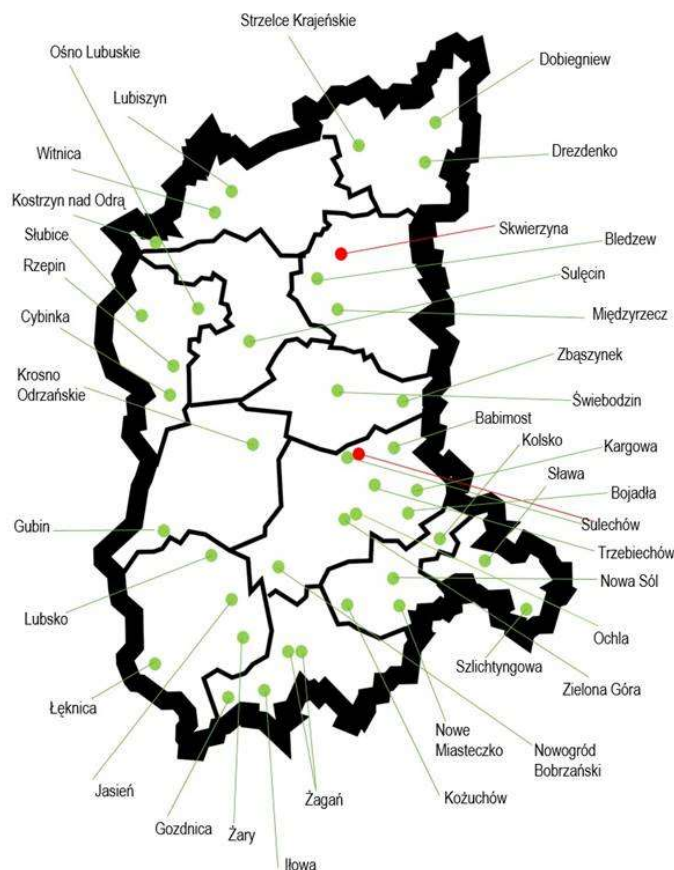


Fig. 3 Market places in the Lubuskie province*

Source: Developed on the basis of data of the Department of the Development Programmes of Rural Areas of Office of the Marshal of the Lubuskie Province (as of 19.06.2020), Departament ..., Woj. Lubuskie

* The market places closed due to COVID-19 pandemia is marked in red.

According to the data of the Department of the Development of Rural Areas of the Office of the Marshal of the Lubuskie Province, 20 communes in which there are still no market places are interested in their construction.

Considering the fact that the sum of financing for one beneficiary is limited to 250000 Euro (Rozporządzenie MRiRW, 2013), in order to construct 20 new market places, allocation of means of the European Agricultural Fund for the benefit of the Development of Rural Areas for the Lubuskie Province would have to be increased by 5000000 Euro.

SUMMARY

The institutional system of EU protects and promotes traditional products. In this way work of thousands of farmers and food producers is used and contributes to the development and protection of the EU rural heritage as well as sustainable development in rural area (Guerrero et al., 2009). Furthermore the system guarantees the consumers that they can trust food products marked with this label.

Both regional and national markets are not yet saturated with quality traditional products and demonstrates a high potential for growth. The conducted analysis

confirms high interest in the market among regional producers. In relative short time there has occurred a wide range of regional products manufactured in various part of the Lubuskie province. It is an offer which structurally diversified including various product groups, thus there is no narrow specialization, which is positive (opportunity do provide consumers with a complex offer and less competition between producers), but it also means dispersion of means and resources which can be treated as weakness of such regional structure.

It was presented that development of commercial network, including market places, which developed for such products in various contexts and locations in the entire Lubuskie province becomes particularly important as it increases the access of regional products to a wider group off consumers. Stall and shops with traditional products are being open in various areas, particular in big towns, were the demand for traditional products is sufficient. This allows to increase the availability of such products but also guarantee access to information about them and create the opportunity of shaping direct relations between producers and consumers.

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Rozporządzenia Ministra Rolnictwa i Rozwoju Wsi z dnia 25 stycznia 2013 r. (Dz.U. 2013 poz. 119) oraz Rozporządzenia Ministra Rolnictwa i Rozwoju Wsi z dnia 8 stycznia 2020 r. (Dz.U. 2020 poz. 60)

Abstract: The paper discusses the issue of the development of the market of traditional food products in the Lubuskie province. Legal and institutional aspects of the development of the market are presented and the significance of the system of the European Union is stressed. The analysis was carried out from the point of view of sustainable development of the sector and according to the product structure as well as location of selected elements of the system of distribution. The aim of the paper is to identification and structuring of traditional food products in the Lubuskie region. Types of traditional products manufactured and sold on the market are presented, the research was conducted on the basis of secondary sources by means the analysis of information provided by the Ministry of Agriculture and Rural Development in the years 2006-2020. Changes which have taken place in the system of distribution are shown, and in particular local market places offering direct contact between producers and consumers of regional products. The analysis demonstrates increased interest in this market among regional producers.

Keywords: traditional food products, sustainable development, agriculture, distribution network