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## BUSINESS DEVELOPMENT INSPIRED BY THE HERITAGE OF THE LOCAL FOOD PRODUCT®

### Rozwój przedsiębiorczości inspirowany dziedzictwem lokalnego produktu żywnościowego®

*Cultural heritage is a part of the economy that should be successfully used. Traditional food products are becoming a kind of investment for local communities and an incentive to achieve socio-economic benefits. They are part of the heritage, and given the changing trends and the growing demand for local food products, they can contribute to the development of entrepreneurship.*

**Key words:** business development, cultural heritage, local food.

*Dziedzictwo kulturowe jest częścią gospodarki, którą należy z sukcesem wykorzystać. Tradycyjne produkty spożywcze stają się dla lokalnych społeczności swoistą inwestycją w przyszłość i stymulatorem do osiągnięcia korzyści społeczno-gospodarczych. Stanowią element dziedzictwa, a uwzględniając zmieniające się trendy i rosnący popyt na lokalne produkty żywnościowe mogą przyczyniać się do rozwoju przedsiębiorczości.*

**Słowa kluczowe:** rozwój przedsiębiorczości, dziedzictwo kulturowe, lokalny produkt żywnościowy.

## INTRODUCTION

Socio-economic development has contributed to the conscious shaping of entrepreneurship and product.

The concept of entrepreneurship is constantly modified under the influence of changes in the operating conditions of economic entities. Entrepreneurship is commonly associated with economic and economic issues, in particular the process of organizing and running a business as well as taking the associated risk. Entrepreneurship is perceived as an attitude that brings the assumed effects using non-standard activities and innovations [3, 5, 6].

The development of entrepreneurship of individual entities largely depends on the local environment. Entrepreneurial environments arise as various forms of interdependence and cooperation within a given territory. There are local and regional entrepreneurial environments that are the result of cooperation between the private, public and social sectors and the creation of rational entrepreneurial behavior of various market players. The entrepreneurial environment operates on the principles of its own logic, the basics of which should be sought in the cooperation of various entities involved in local development. Their partnership based on interrelationships and a system of stable relationships that develop over time allows them to better value the resources they have. Mutual relations between partners and cooperation contribute to the generation of special external effects. An important role here is knowledge of dependencies, which is a set of rules of conduct in socio-economic contacts dominating in a given territory [2].

The market of traditional and regional products is a relatively young branch of the Polish food industry. Traditional and regional products, not only are a permanent element of menus, they also shape local identity, becoming an important product of the tourism industry. The wealth of traditional, regional food, which is a material trace of the past, reflects an important idea that has an impact on building identity. The region's culinary achievements and tradition are not only a regional value, but also a significant part of Polish and European heritage [8].

**The purpose of the study, which is theoretical and review, is to show the role of the local food product in the development of entrepreneurship.**

## ENTREPRENEURSHIP

Entrepreneurship is an interdisciplinary issue whose role we see in many areas of economic life. This is a socio-economic phenomenon, and for this reason it should not be considered only one-dimensional.

Economic dynamics, the ability to raise income and improve the standard of living of members of society depend on the entrepreneur and the entrepreneurship he exhibits. Entrepreneurship is a manifestation of freedom, dynamism and creativity. A feature of a well-functioning state, society and economy is the creation of conditions for the greatest opportunity to decide about the development of the individual, by himself. This is the foundation of the subsidiarity principle on which the institutional order in the European Union and in Poland is built. The functioning of enterprises located in

various regions of the country is subject to the impact of factors occurring on a regional, national, EU and global scale. The development of local entrepreneurship ensures a higher quality of life, affects human and social capital, and also brings specific benefits to entrepreneurs and local authorities. In the era of increasing competition and overproduction of all kinds of products, it is extremely important to stand out on the market and win the trust of customers [19].

## THE HERITAGE OF A LOCAL FOOD PRODUCT

The heritage of a local food product is not only a guarantee of arousing interest and attracting consumers or investors, but also a very strong support for the development of innovative processes and increasing the competitiveness of local enterprises.

According to the definition contained in the PWN Polish Dictionary, heritage is the cultural, scientific and artistic goods left by previous generations. Values that can take various forms are a key determinant of heritage elements. These values can fall into different categories and can be identified by different entities. Heritage points to its role as a testimony to the lives of our ancestors, the way we understand reality and the recognized system of values, helping us learn about our roots and shape our identity. A sense of cultural community is also created on the foundations of heritage. By discovering and highlighting the potential and heritage of the region, you can create an attractive offer for specific users. Heritage is perceived as a market product with an important share in the local development process [10, 16].

It becomes appropriate to determine the economic value of the elements of cultural heritage constituting its local resource. To use them properly, attention should be paid to the potential that may affect development. Consumers appreciate the authenticity, ingenuity and quality of the product. It is worth developing and promoting authentic products based on a local, traditional resource [14].

The social values of heritage will result from the recognition of specific elements of heritage as important in shaping or consolidating identity. Elements of heritage, including local food products are treated as a resource for the development of entrepreneurship. Regional and local cultural heritage is often part of the tourist product that finds buyers. However, the share of heritage in tourism is not the only way to use its economic value. Local cultural heritage enjoying social recognition is increasingly becoming an important resource for the cultural industry and the creative sector, which in the world is considered one of the future sectors of the economy, and can also be an important factor in local entrepreneurship. Awareness and knowledge about heritage and its creative use can contribute to building identity and interpersonal relationships. Therefore, heritage can fulfill an integrating function at a time when fewer and fewer factors maintain social bonds. The heritage of a local food product is also a resource from which you can draw inspiration and content to organize cultural and social life in a commune. Cultural heritage is also an opportunity for economic development based on innovation and local entrepreneurship and using cultural diversity as a factor of competitiveness. The heritage of a local food product

is a resource that can be used in a variety of ways by different actors. Thanks to this, it can contribute to the growth of absolute economic values, such as the number of jobs or the number of business entities operating in the commune. At the same time, the locality of cultural heritage means that it will “work”, above all, for its community. Heritage as a resource is multidimensional, so rational planning and implementation of its protection and use of its value can bring many benefits to the municipality. In addition, a wisely used and effectively protected heritage resource can serve the municipality continuously and a community with lasting relationships can be built around it [7, 15].

Of the local consumer goods offered, local food, known as traditional, regional or local, deserves special attention. European Union policy prioritizes the production of traditional food and original agricultural products, creating a special food protection and promotion system. The important role of food in the development of the European Union is emphasized by the European Commission, which clearly indicates in its documents that the EU has a diverse culinary heritage that should be fully utilized.

## LOCAL, TRADITIONAL AND REGIONAL PRODUCTS

Local, traditional and regional products have a positive impact on local communities, strengthening local social ties, consolidating the environment, consolidating the favorable image of the region in the eyes of the whole society. Traditional food products with special quality features are part of the Polish cultural heritage, which for centuries created values, customs, culinary habits and flavors.

The Act of 17 December 2004 on the registration and protection of names and designations of agricultural products and foodstuffs as well as on traditional products (Dz.U. z 2019, poz. 915 ze zm) ordered the Polish system of regional and traditional products. Pursuant to the provision of art. 47 of the Act, traditional products are agricultural products and foodstuffs (...) and spirit drinks, (...) whose quality or unique features and properties result from the use of traditional production methods, which are part of the cultural heritage of the region in which they are produced, and being part of the identity of the local community. Traditional methods of production are considered to have been used for at least 25 years [16].

The concept of traditional food was introduced by the Council Regulation EC No. 510/2006 of 20 March 2006 (Dz. Urz. UE L 93 z 31 marca 2006 r.) [13] on the protection of geographical indications and designations of origin for agricultural products and foodstuffs as well as the Regulation of the Council EC No. 509/2006 of 20 March 2006 (Dz. Urz. UE L 93 z 31 marca 2006 r.) [12] on agricultural products and foodstuffs that are guaranteed traditional specialties, as well as the Act of 25 August 2006 on food safety and nutrition (Dz.U. z 2019, poz. 1252 ze zm) [18].

The European Commission has given a definition of traditional food products, according to which the adjective ‘traditional means proven use on the Community market for at least 25 years, handed down from generation to generation’. Traditional products are therefore characterized

by the traditional method of production, using traditional raw materials, use native animal breeds, and information about them is passed down from generation to generation. The regional product refers to its relationship with the natural environment of the area (topography, climate, soil type). Its high quality and reputation is related to the region in which it is produced, but the region does not have to be a region in a geographical sense, but rather means the area with which the production of the product is associated.

## MARGINAL, LOCAL AND LIMITED ACTIVITIES

The possibility of conducting marginal, local and limited activity (MOL) is a response to the expectations of entrepreneurs operating on a small scale in family factories producing a certain type of products, often with specific characteristics for which there is a demand mainly on the local market. Such manufacturers are usually not interested in placing their products on the market outside the territory of the Republic of Poland. Detailed conditions enabling the activity to be considered as marginal, local and limited, including the scope and area of production, as well as the volume of deliveries of animal products to plants carrying out retail trade for the final consumer are specified in the Regulation of the Minister of Agriculture and Rural Development of 21 March 2016 on the detailed conditions for recognition of marginal, local and limited activities (Dz.U. z 2016 r. poz. 451) [11]. This regulation also indicates some additional veterinary requirements that should be met when conducting this type of activity (in addition to the requirements set out in Regulation 852/2004 of the European Parliament and of the Council of 29 April 2004 on the hygiene of foodstuffs). It is most often this group of entrepreneurs who runs family plants producing products for the local market. MOL's domain is regional products, manufactured according to a traditional recipe. MOL's activities may be conducted only to a marginal extent in relation to the basic agricultural activity, locally and only to a limited extent, and products of animal origin processed on the farm should be sold directly to final recipients. It is also possible to supply these products to other retail establishments for the final consumer. The nature of MOL's activities is also determined by its area of operation. Places of production and sales, as well as plants conducting retail sales must be located in the area of one voivodship in order to confirm its local character or in the areas of neighboring poviats located in other voivodships. As part of MLO's operations, it is also allowed to sell products in the areas of cities that are the seat of the voivode or regional council in the voivodships neighboring the voivodship in which these products are produced. The restrictions on the sales area do not apply during exhibitions, festivals, fairs and fairs organized to promote these products. In such a situation, the entity must inform about the intention to sell the poviat veterinary officer competent for the place of sale. The information should be provided in writing within 7 days before the start of this sale. Activities can be considered marginal, local and limited if the establishment conducts: cutting of fresh beef, pork, sheep, goat, horse, poultry or lagomorphs, cutting of fresh meat of game animals shot in accordance with hunting law, cutting of fresh meat of wild animals kept in farm conditions, production of minced meat,

raw meat products, production of meat products, production of pre-processed or processed fishery products, production of dairy products or products based on colostrum made from milk or colostrum, obtained on a milk production farm within the meaning of Regulation No 853/2004 or on an agricultural holding where raw milk or colostrum production is carried out, for direct sale, the production of egg products obtained as a result of working or processing and eggs that have been previously cooked in shells, the production of prepared meals (dishes) from animal products (mentioned above), or with the participation of these products, provided that at least one animal product belonging to the main meal ingredients has been produced in this establishment.

The global trend of returning to natural food products means that entrepreneurship inspired by the heritage of a local food product is a fact. An important opportunity for producers of local, traditional and regional food is cooperation between various entities.

The development of the regional, traditional and natural high-quality food sector and the creation of sales places will lead to the development of entrepreneurship, including connected with tourism. An important aspect is also establishing interregional cooperation in the field of local development. Local food products can create a region's market advantage and influence the development of entrepreneurship in a given area. Increasingly, tourists are looking for real products that have their own history, manufacturer, are specific and unique for this area. Such products are local food products, unique and unavailable in other places. These products are characterized by high quality, which is associated with the place and the traditional method of production. Culinary heritage becomes for local societies a kind of investment in the future and a stimulus for achieving socio-economic benefits, including the development of entrepreneurship.

## SUMMARY

Culinary heritage becomes for local societies a kind of investment in the future and a stimulus for achieving socio-economic benefits, including the development of entrepreneurship. Every economic initiative starts with an idea and a resource on which ideas can be developed. Then you need a market, i.e. someone who will buy our product or service. It is important to be noticed, that the product is unique, that there is a demand for it. All these classic elements of entrepreneurship work for products created on the basis of the local food product heritage. The development of entrepreneurship inspired by the heritage of the local food product makes it possible to implement especially those undertakings whose idea is based on locality, neighborhood, ecology, nature, social authenticity and corporate responsibility. This is the opportunity to create something unique, different from the competitors' offer. The combination of traditional products with modern methods of processing, presentation and sales creates an innovative, highly competitive product. Products of local food heritage create a new clientele among tourists who are more and more aware consumers and residents who want to identify with the place of origin or residence. Local food products can create a region's market advantage and influence the development of entrepreneurship in a given area.

## PODSUMOWANIE

Dziedzictwo kulinarne staje się dla lokalnych społeczności swoistą inwestycją w przyszłość i stymulatorem do osiągania korzyści społeczno-gospodarczych, w tym do rozwoju przedsiębiorczości [1]. Każda inicjatywa gospodarcza zaczyna się od pomysłu i zasobu, na bazie którego pomysłu można rozwijać. Następnie potrzebny jest rynek zbytu, czyli ktoś, kto kupi nasz produkt czy usługę. Ważne, żeby zostać zauważonym, aby produkt był wyjątkowy, aby istniało zapotrzebowanie na niego. Wszystkie te klasyczne elementy przedsiębiorczości działają w przypadku produktów tworzonych na bazie dziedzictwa lokalnego produktu żywnościowego. Rozwój przedsiębiorczości inspirowany dziedzictwem lokalnego produktu żywnościowego umożliwia realizację

zwłaszcza tych przedsięwzięć, których pomysł opiera się na lokalności, sąsiedztwie, ekologii, naturze, autentyczności społecznej i odpowiedzialności biznesu. To możliwość stworzenia czegoś wyjątkowego, różnego od oferty konkurentów. Połączenie tradycyjnych produktów z nowoczesnymi metodami obróbki, prezentacji, sprzedaży tworzy innowacyjny, bardzo konkurencyjny produkt [4]. Produkty dziedzictwa lokalnego produktu żywnościowego tworzą nową klientelę wśród turystów, którzy są coraz bardziej świadomymi konsumentami oraz mieszkańców, którzy chcą identyfikować się z miejscem pochodzenia czy zamieszkania [17]. Lokalne produkty spożywcze mogą tworzyć przewagę rynkową regionu i wpływać na rozwój przedsiębiorczości na danym obszarze [9].

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