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Photo Barbara Kucharska



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Europe investing in rural areas.”

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The Managing Authority of the Rural Development Programme
for 2007-2013 – the Minister of Agriculture and Rural Development

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Events planned by the NRN Regional Secretariats

Masovian province:

- 45th "Sannicka Sunday" (7th of July Sanniki)
- XXI Peppers Day (4th of August Potworów)
- XIV National Papers Trade (18th of August in Przytyk)
- XX National Potato Day (24-25th of August in Płońsk – Poświętne)
- XX International Days of Agricultural Advisory Services (7-8th of September in Siedlce)
- XV Agritourism Symposium 9-11th September in Krzycki
- Masovian Agriculture Days Combined with the Autumn Fairs – "From the farm to the table" – along with Beet Root and Corn Day 22-23th of September in Płońsk – Poświętne

West Pomeranian province

- Photograph competition – "In the roaring perspective"
- Second edition of the competition entitled: "Trail of the rural architecture pearls of West Pomerania"

Opolskie Province

August 2013:

- Activation of children and young people in rural areas – Educational activities – pilot project

September 2013:

- IV Silesian Culinary Event in Opole
- Regional Livestock Exhibition
- Provincial Harvest Festival 2013
- Conference combined with workshops – "Beet Root day"
- Conference combined with workshops – "Corn Day"
- European Business and Innovation Trade in Rural Areas



Dear Reader,

work is under way on the Rural Development Programme 2014-2020 (RDP). A Blueprint for Rural Development Programme 2014-2020 was approved by the Ministry of Agriculture and Rural Development Executive at a meeting on 9 April 2013. The Blueprint is targeted at the achievement of goals which have been defined in Sustainable Strategy for Rural Development, Agriculture and Fisheries and at the objectives and priorities which have been formulated in the EC documents which are dedicated to rural development policy. RDP is a follow-up and extension of the support measures which became available to Poland after its accession to the EU. RDP will focus on improving the competitiveness of agriculture, sustainable management of natural resources, mitigation of climate changes and sustainable development of rural areas.

It has been agreed that all the six priorities which have been established for the EU rural development policy 2014-2020 are going to be recognized within RDP 2014-2020, namely:

1. Fostering knowledge transfer in agriculture, forestry and rural areas.
2. Enhancing the competitiveness of all type of agriculture and enhancing farm viability.
3. Promoting food chain organization and risk management in agriculture.
4. Restoring, preserving and enhancing ecosystems dependent on agriculture and forestry.
5. Promoting resource efficiency and supporting the shift towards a low-carbon and climate-resilient economy in the agriculture, food and forestry sectors.
6. Promoting social inclusion, poverty reduction and economic development in rural areas.

The recognition of the above mentioned priorities will foster the improvement of agri-food sector competitiveness and modernization of Polish rural areas. In order to precisely diagnose the needs of rural communities, agricultural production and processing sectors and in order to identify challenges faced by agricultural producers, rural inhabitants and rural businesses in Poland, RDP is being developed in collaboration with business partners, social partners and representatives of local government administration. Wide social consultations are being held in order to determine exact needs of farmers, processors, businesses and rural communities. The above actions will enable us to formulate such a policy for the period 2014-2020, which is going to ensure sustainable development of agriculture and rural areas in Poland.

The Polish National Rural Network (NRN) is an important forum for sharing information and opinions on RDP 2014-2020 actions which are being taken by the Ministry. A current update on all RDP operations and undertakings is provided on the NRN website and in the KSOW Bulletin. Information on the outcomes of RDP 2007-2013 and the assumptions for RDP 2014-2020 are also presented during conferences and seminars which are organized by NRN on current basis.

This second issue of this year's KSOW Bulletin includes, among other things, an update on the progress in RDP 2014-2020 development, two articles on the role of agricultural advisory services, information on the results of a meeting of the National Leader Networks and an interesting article on the importance of bee-keeping for agriculture and environment.

I cordially encourage you to read the KSOW Bulletin in order to learn about all the interesting issues and events concerning the National Rural Network.

Stanisław Kalemba

MINISTER OF AGRICULTURE AND RURAL DEVELOPMENT

Information on the progress on Rural Development Programme 2014-2020

On 9 April the Ministry of Agriculture and Rural Development Executive approved a Blueprint for Rural Development Programme 2014-2020". The assumptions put forward in the Rural Development Programme 2014-2020 (RDP) strictly support the implementation of the objectives defined in Sustainable Strategy for Rural Development, Agriculture and Fisheries as well as the implementation of goals and priorities formulated in the documents relating to the EU's rural development policy.

The majority of support measures implemented between 2004-2006 and 2007-2013 will be continued under the RDP 2014-2020. It will focus especially on the increasing of the competitiveness of agriculture which is the most important sector of rural development and which requires significant amount of appropriate support due to structural problems and development challenges.

RDP 2014-2020 in a gist

Public support addressed to the Polish agriculture and rural areas in the coming financial perspective 2014-2020 will be focused on actions to achieve the objectives which are defined in the Sustainable Strategy of Rural, Agricultural and Fisheries Development as well as the goals formulated in the European Community's rural development policy documents. The Strategy is one of 9 sectoral documents which are relevant for the development of Poland. Common Agricultural Policy (including

Pillar 2 thereof) enables the achievement of some of the Strategy's goals.

The RDP 2014-2020 is going to be one of the most important tools in implementing The Strategy. Actions will be taken under the RDP in order to achieve the general objective along with those specific objectives which correspond to the mission and goals of the Common Agricultural Policy and the EU priorities of rural development.

The RDP 2014-2020 will focus in particular on improving the competitiveness of agriculture, on sustainable management of natural resources, actions to mitigate climate changes and balanced territorial development of rural areas.

All the six priorities defined for the Community policy of rural development 2014-2020 are going to be implemented under RDP 2014-2020.

The so called specific objectives (18) to be achieved by means of particular support measures have been defined in a proposal for EAFRD Regulation.

The following is a review of RDP 2014-2020 priorities and support measures to help achieve the objectives concerned.

Priority 1. Fostering knowledge transfer and innovation in agriculture, forestry and rural areas

General objective:

Ensuring comprehensive on job training and

advisory services to farmers and forest owners. The services must include both production and environmental issues.

Links between theory (research and innovation) and practice (agriculture and forestry) are going to be strengthened by utilizing the hitherto potential of scientific and educational establishments and advisory service facilities in order to develop novel and innovative solutions for agriculture, forestry and processing and to implement them into practice.

Provided support measures:

- Transfer of know-how and informative actions
- Advisory services
- Cooperation.

Priority 2 Enhancing competitiveness of all types of agriculture and enhancing farm viability

General objective:

Strengthening the competitiveness of Polish agricultural sector by means of support targeted at farm restructuring and modernization, including also farms which have not reached the required level of market production; facilitating the start of agricultural business by young people.

Provided support measures:

- Modernization of farms
- Restructuring of small farms
- Premiums for young farmers.

Priority 3 Promoting food chain organization and risk management in agriculture

General objective:

Bettering vertical and horizontal integration within the food chain and developing the market of quality products in order to support competitiveness of food sector, strengthen the position of producers and their integration with the market; to stabilize agricultural and forestry production potential – introduction of measures

supporting the prevention of natural disaster and liquidation of their consequences.

Provided support measures:

- Quality systems for agricultural and food products
- Processing and marketing of agricultural products
- Forming producer groups
- Basic services and revitalization of villages in rural areas – bazaars
- Restoration of agricultural production potential which was destroyed as a result of a natural disaster and introduction of appropriate preventive actions.

Priority 4 Restoring, preserving and enhancing ecosystems dependent on agriculture and forestry

General objective:

Promoting agricultural practices facilitating biodiversity, preservation of landscape preservation and natural environmental assets, in particular water and soil quality.

Provided support measures:

- Agri-environmental and climatic measure: Organic Farming
- Payments for Nature 2000 areas
- Payments for LFAs
- Land consolidation

Priority 5 Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors.

General objective:

Investments in businesses and farms, the additional effect of which includes saving water and energy, use of by-products or offal, use of RES or production of renewable raw materials for energy

production will be supported under the Measure: Investment in fixed assets (Article 18) implemented within Priority 2 and 3. This will result in decreased pressure on environment and climate change mitigation. Improvement of carbon emissions balance by reducing emissions may follow as a result of making investments described above and by increasing carbon dioxide sequestration by means of afforestation and certain agri-environmental and climatic schemes.

Provided support measures:

- Afforestation and management of afforested areas

Priority 6 Promoting social inclusion, poverty reduction and economic development in rural areas:

General objective

Further social and economic development of rural areas by means of continuing actions for employment and improvement of life quality, also by means of implementing bottom-up strategies (Leader)

Provided support measures:

- Premiums for starting non-agricultural activity
- Business development
- Basic services and revitalization of villages in rural areas – Restoration and renovation of rural cultural heritage, small scale infrastructure.
- LEADER

Social consultations

Pursuant to Article 5 of the proposal for a Regulation of the European Parliament and of the Council laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund covered by the Common Strategic Framework and

laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1083/2006, the Ministry of Agriculture and Rural Areas has launched the process of social consultations concerning Rural Development Programme 2014-2020.

By an Ordinance dated 8 April 2013 the Minister of Agriculture and Rural Development established a consultative and advisory body, i.e. a Task Force – Working Group to support work on preparing rural development programme for 2014-2020. The Task Force is managed by Ms. Zofia Szalczyk – Undersecretary of State in the Ministry of Agriculture and Rural Development. The main task of the Task Force – Working Group is to support the minister in the programming of CAP Pillar 2 for 2014-2020, in particular by ensuring that a broad range of stakeholders join the work on the programme on a partnership basis. The composition of the Task Force – Working Group, which was determined by the minister's Ordinance corresponds to the range of stakeholders as indicated in Resolution No. 1/2013 of Interdepartmental Team for the Programming and Implementation of the EU Structural Funds and Cohesion Fund, taking account of representatives of central government and local governments, as well as a broad range of social partners operating in the domains of interest to the operating programme under consideration (i.e. representatives of sectoral organizations and unions, farmers' unions, representatives of civil society, local and regional authorities as well as public administration).

According to the above mentioned Ordinance, the chairperson of the Working Group established sub-groups to support the work of the Working Group. The chairperson defined the composition of sub-groups and appointed their chairpersons. The subgroups include members of the Working Group as well as other persons invited by the chairperson of the Working Group. The formation of sub-groups within the Task Force –Working Group is to ensure

effective contribution of experts who participate in the meetings of Task Force – Working Group. Positions and opinions of particular sub-groups will be presented during subsequent meetings of the Working Group.

Four sub-groups have been formed to deal with the following issues:

Subgroup 1 for fostering the transfer of know-how in agriculture

Subgroup 2 for improving competitiveness and increasing productivity of farms and for improving food chain organization and promoting risk management in agriculture,

Subgroup 3 for restoration, protection and reinforcement of eco-systems dependent on agriculture and forestry and for supporting effective management of resources and transition into low carbon and climate resilient economy in agricultural, food and forestry sectors,

Subgroup 4 for increasing social inclusion, reduction of poverty and promotion of economic development on rural areas.

The work of the Working Group and its subgroups will be a leading element of consultations conducted. Meetings of the Working Group and the subgroups have been held regularly since mid April 2013. During these meetings particular analysis is carried out of EU legislative proposals concerning the implementation of RDP 2014-2020, of proposals concerning the method of preparing actions to implement particular priorities and targets and scope of further work on the RDP preparation.

Members of the Working Group and subgroups who represent various groups of potential beneficiaries postulate that the RDP 2014-2020 take account of the scope of support which is important from the point of view of the interests of organizations/institutions which they represent.

Meetings of the Working Group and its subgroups are going to be held until the work on the new Rural Development Programme 2014-2020 is completed.

The RDP 2014-2020 objectives were presented on 17 April 2013 to the Parliamentary Committee of Agriculture and Rural Development. During the Committee meeting the Minister of Agriculture and Rural Development Stanisław Kalemba presented the Committee members with results of the European Union Council held on 7-8 February 2013 and the meeting of Agricultural and Fisheries Council held in March. Zofia Szalczyk (Undersecretary of State in the Ministry of Agriculture and Rural Development) presented the assumptions concerning Rural Development Programme 2014-2020.

Moreover, on the same date the same information was presented by MARD Rural Development Department Executives at the 10th meeting of the Working Group for National Rural Development Network.

On 24 April 2013, the Ministry of Agriculture and Rural Development started online social consultations on the RDP 2014-2020. The RDP blueprint was posted on MARD website (www.minrol.gov.pl) and on the website of the Polish National Rural Network (www.ksow.gov.pl). At the first stage of social consultations, comments and proposals to the blueprint can be submitted to: PROW@minrol.gov.pl. On-line consultations will be continued until the completion of work on the RDP.

The Ministry of Agriculture and Rural Development cares very much for the agricultural and rural development policy to correspond to the expectations of farmers and rural inhabitants. This is why the RDP blueprint is going to be discussed and consulted at each stage during various meetings and conferences with social and economic partners, local governments and farmers.

It is estimated that work on the RDP blueprint will have been completed by the end of this year and then the RDP is going to be forwarded to the European Commission for approval.

**Prepared by the Department
of Rural Development of the Ministry
of Agriculture and Rural Development.**

'NOT ONLY HONEY...'

The Role of Bees in Economy and Natural Environment

Bees are very important biotic agents of the ecosystem; they have been living on Earth for millions of years, for a longer time than a man. According to a statement ascribed to Einstein, "if the bee disappears from the surface of the earth, man would have no more than four years to live". These insects are people's close ally; they not only produce honey, but most importantly – they pollinate plants. According to various studies, approximately one third of what we eat depends directly or indirectly on the process of pollination. Pollinating insects (pollinators) pollinate approx. 90% of all plant varieties and 70% of all arable crops in the world. Without pollinators, plants will not be able to reproduce and they will die, leaving people without food.

Honey bees are the most important group of pollinators. The role of honey bees in the pollination process has been growing, because the number of other pollinators such as solitary bees and bumblebees has been falling dramatically due to current environmental pollution and chemistry used in agriculture. Honey bees are able to pollinate the majority of entomophilous arable crops, i.e. those which fructify after being pollinated by insects. In terms of economic importance of bees, it is the job of plant pollination which is of primary importance for humans; the supply of apiculture products – such as honey, pollen, beeswax, propolis or royal jelly is not as important as plant pollination. According to the EU research, the annual value of the job done by honey bees when pollinating 30 most important entomophilous plants is estimated at EUR 4.3 billion. In Poland, approx. 50 arable plants, 15 tree species and fruit shrubs, approx. 60 vegetable species and over 60 species of medicinal plants are pollinated by bees.

Pollination by bees is extremely important for the maintenance of sustainable, environmentally



PHOTO: ANDRZEJ GRZEGORCZYK

friendly and profitable agriculture, it ensures a balance among domestic species and those newly introduced to the ecosystem; it is also important for controlling soil erosion. Appropriate number of bees, i.e. the number of bee colonies in a given region, is also a requirement for maintaining biodiversity in nature. Moreover, bees foster yield increase. The presence of bee colonies on rapeseed plantations increases yielding by approx. 30%, and in case of sunflower – even by 45%, which translates into profits for farmers. In case of horticultural farming, effective pollination by insects is the only treatment which enables yield increase. Bee-hives with bee colonies can be transported to fields with flowering crops even on big distances, which can ensure the

pollination of a huge plantation. A honey bee is also an excellent sensor to control the degree of environmental pollution, as well as an expert capable of decontaminating the polluted nectar while processing it into honey.

The EU is not self-sufficient in terms of honey supply; approx. 220 thousand tons of honey is produced annually in the European Union, and 140 thousand tons more are imported, which covers the demand in approx. 40%. The main suppliers of honey to the EU include China and Argentina. Also Poland imports honey in increasing amounts exceeding ten thousand tons a year. In 2010, Poland imported 14.2 thousand tons of honey, i.e. 3% more than in the previous year and 55% more than in 2010. The main honey suppliers to Poland in 2012 included China (6.9 thousand tons), Ukraine (4.2 thousand tons) and Bulgaria (1.1 thousand tons). Poland has a negative foreign trade balance in terms of honey. In the last year it reached minus EUR 11.7 million (minus 7.8 thousand tons). Export tends to grow – in 2010 it reached 6.4 thousand tons and it was by 37% higher than in 2001. The average production of honey in Poland within the last ten years has amounted to 15 thousand tons a year. The year 2010 was especially unfavourable due to weather, as only 12.5 thousand tons of honey were produced. In 2010 the production amounted to 17.2 thousand tons, which was a decline by 25% as compared to 2011. An average Pole consumes approx. 0.6 kg of honey, which is relatively little in comparison to e.g. an average German (approx. 2 kg).

Causes of Mass Destruction of Bees

For several years one has been observing that whole populations of bees have been dying across the world. Millions of bees died in the last decade. Scientists have been trying to find out the reasons for this unfavourable trend which endangers food production and natural environment stability. Mass destruction of bee colonies results in huge losses in apiculture as well as in agriculture and environment. The supply of honey and other apiculture products has been declining, as has been arable plant pollination;

this is the greatest concern. The population of bees has decreased by one third in the USA, and in China there are regions where bees disappeared completely. As a consequence, arable crops are pollinated by people. However, it takes one thousand people to substitute one bee at work. African bees, also called killer bees, are the only healthy bee species in the world. However, they are dangerous to people. They are aggressive when protecting their nests, but strong enough to fight diseases.

The problem of mass destruction of bees has not avoided Poland. Until recent years losses in bee population were observed only in winter and they did not exceed a few per cent. Recently, however, the mass destruction phenomenon has increased due to i.a. poisoning with pesticides, or disease break-outs in apiaries. The phenomenon is observed especially in autumn and affects a dozen or so per cent of the total number of bee colonies a year. In 2013, due to a long winter and diseases, more bees have died in Poland than in the previous years, the losses have reached nearly 20%. It is estimated that in order for Polish crops to be effectively pollinated, the total number of bee colonies should amount to 1.5-2 million. The greatest number of bee colonies in Poland was recorded in 1985 (2.6 million) but since that time their number has declined considerably. In 2010 there were 1.28 million bee colonies in Poland, which is by 2.7% more than in 2011.

Despite many years of research, one has not been able to determine the direct cause of mass bee destruction. It has been acknowledged that there are several factors which are jointly responsible for the phenomenon. In May 2013 the US Department of Agriculture in collaboration with the Environmental Protection Agency published a scientific report on the health of honey bees. According to its authors, there are numerous factors which contribute to bees decline. They include parasites, bacterial and viral diseases, genetic factors, malnutrition of bees and improper use of pesticides. The authors of the report indicate to a parasite mite *Varroa destructor* as the main killer of bee colonies in the USA and in other countries. The

parasite which causes varroaosis – a dangerous bee disease – is resistant to mite fighting chemicals. Also, new viral species have been discovered in the USA, which contribute to mass destruction of bees. It was also found out that the American bee populations need more genetic variability. Genetic variability improves thermoregulation in bees, their resistance to diseases and productivity.

British scientists from the University of Reading point to intensified agriculture and increased use of agricultural chemicals as the main reasons of bee population decline, along with a growing trend for monoculture farming and growing urbanization. Worsening health condition of bee colonies is also a result of environmental factors – loss of natural habitats and honey bee nutrition sources, environmental pollution, climate changes, overworking of bees, a lack or improper use of veterinary medicine as well as the methods of apiary management.

EU actions for bee protection

EU authorities acknowledge the importance of bees for people and for the environment. In 2010 European Commission adopted a comprehensive strategy on honey bees' health, which is to prevent the collapse in the bee population in Europe. Since that time the Commission has taken numerous actions to protect bees. They include, among other things, the establishment of an EU reference laboratory for bee health, increased EU funds for national apiary schemes, funding scientific research in 17 Member States (including Poland) on the causes of honey bee destruction, as well as implementation of scientific programmes, such as BeeDoc and STEP, to analyse various factors affecting bee populations' destruction.

National apiary schemes enable partial offset of the loss of bee colonies in the EU. The schemes include i.a. fighting varroaosis, rationalization of seasonal bee-hive transfer, support for laboratories, restocking of bee-hives, scientific and research schemes as well as technical assistance. The aim of these actions is to make up for losses, improve information system, ensure market transparency and improve quality

control. In 2012, the EU contribution to the national bee protection schemes amounted to EUR 32 million, and in the draft budget for 2013 EUR 30 million is earmarked for this purpose. The national bee protection programme in Poland has been implemented under Rural Development Programme 2007-2013. Its funding amounts to EUR 5.030 million a year, including the annual EU contribution of EUR 2.515 million. In 2012, the European Commission contributed EUR 3.3 million for scientific research into the causes of bees' death. The research is co-funded by the EU in the amount of 70% of eligible costs. The maximum amount of funding for Poland is EUR 254,108.00. The goal of the projects is to collect reliable and comparable data concerning mass destruction of bee colonies in the EU. The research was to have been conducted between 1 April 2012 and 30 June 2013, but a decision was made to extend it by 30 September 2013.

From time to time, the European Commission must also review permits for the use of pesticides. In 2011 the toxicity of those substances was acknowledged, but their use was permitted in certain dosages. According to the EU law on pesticides and their use in the EU, the protection of human, animal and environmental health has an absolute priority over the improvement of the level of agricultural production. To put the life of bees at risk, it is enough that a pesticide acknowledged as safe and authorized for marketing is used by a farmer contrary to its purpose or in an improper way. Actions taken by the Commission take account of i.a. the EU precautionary principle. This principle is followed in particular circumstances, if, following an evaluation of available information, it is impossible to scientifically exclude a potential health risk. Pending further scientific information which could enable more comprehensive evaluation of risks, interim measures of risk management may be adopted in order to ensure a high level of health protection as defined by the EU.

On 24 May 2013, the European Commission made a final decision to introduce interim reductions on the use of three pesticides from the neonicotinoid group, which were identified as the most harmful to honey

bees. The decision concerns Clothianidin, Imidacloprid and Thiamethoxam – pesticides used for plant protection, for seed treatment and plant spraying. Uses permitted only to professional users are to be allowed only in case of crops which are unattractive for bees and other pollinating insects as well as winter crops. Exceptions will be limited to plants which attract bees and other pollinators in glass-houses, and on the open fields - only following the flowering season.

The Commission's decision was influenced by scientific opinions of the European Food Safety Agency of 16 January 2013 concerning the evaluation of bee health risks posed by the above mentioned neonicotinoids. The opinions were drafted on request of the European Commission under a procedure of reviewing approvals of active substances in light of the latest results of scientific research and monitoring. The scientists have concluded that the pesticides concerned pose numerous risks for honey bees. EFSA pointed in particular to the effects the use of these substances has on the life span and development of bee colonies, the development of larvae and behaviour of bees as well as to the risk of using small, sub-lethal dosages of the substances concerned. Neonicotinoids reduce bee immunity to various diseases, handicap their memory and orientation and make it difficult for a bee to return to a bee hive as a result. They also make it difficult to keep an appropriate temperature in the hive. EFSA also observed that the results of earlier research on the safety of use of the said pesticides were inconsistent. EFSA could not, however, complete the evaluation of certain approved uses of neonicotinoids due to "gaps in data availability".

Limitations of the use of neonicotinoids which were adopted by the Commission are to come into force as of 1 December 2013. They will be introduced despite a lack of unanimity among the Member States, as no qualified majority was reached at a meeting of Appeal Committee on 29 April 2013. Fifteen Member States, including Germany, France and Poland voted in support of the Commission's proposal. Eight Member States (i.a. the UK and Italy) voted against the proposal, and four Member States

abstained. This was already the second voting on this matter; in the first one (15 March 2013) no qualified majority was reached either.

By 30 September 2013, the Member States must cancel or amend the applicable permits so that to adjust to the new restrictions introduced by the EU. They may allow for the use of existing pesticide stocks by 30 November 2013 at the latest. National authorities will be responsible for appropriate application of the restrictions. The Commission is to analyze the effects of the restrictions within two years, taking account of current scientific knowledge and technical progress.

More awareness is need

During the jubilee 10th edition of the world film festival PLANETE+ DOC FILM FESTIVAL, which was held in Warsaw in May 2013, a film by a Swiss director Markus Imhoof was presented. In his film "More than honey", the director who is a grand-son of a bee-keeper tells a story about a serious crisis in the current bee population in the world. His film tells about bees, their importance for humans and for the Earth ecosystem. Thanks to the use of the state-of-the-art technology the audience is able to see the inside of a bee-hive, and to learn about life, behaviours and work of bees. The film was shot in several regions of the world - in California, Switzerland, China and Australia. The audience can hear the statements of bee-keepers, academics and farmers who are fascinated with bees and who are investigating into the causes of mysterious collapse. Markus Imhoff wants to make people aware of how dramatic the situation is, while showing its broader context, namely the growing pace of development of global economy in which bees are treated as machines. The film spreads a positive message, though, that people are striving to prevent the total destruction of bees. There is a chance that the steps taken by politicians, social and environmental organizations as well as bee-keepers can change the way the people think of bees and increase human awareness on how important bees are for humans.

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FAMMU/FAPA

Agricultural advisory services in the reformed CAP post 2014

A kaleidoscope of change faced by the Common Agricultural Policy requires a modification of targets concerning intervention and allocation of support for the period 2014-2020. Effective implementation of new interdisciplinary goals of rural development policy (improved competitiveness of agriculture, sustainable management of natural resources and actions for mitigating climate changes as well as sustainable territorial development of rural areas) requires a modification of approach to the issue of agricultural education.

Science, education and agricultural advisory services are very important factors of agriculture development, they foster socio-economic advancement of rural areas, including also business development on these areas. Information which is provided to farmers must go beyond the traditional scope of advice on farming, which includes technological and economic aspects of farming and farm management. Contemporary model of agricultural advisory services must be based on a system which ensures access to information on agricultural production economics, state-of-the-art production techniques and technologies which help achieve high quality standards, farm management standards and environmental standards.



Such a modern model was adopted in the Council Resolution (EC) No. 1782/2003 establishing common rules for direct support schemes under the common agricultural policy. The provisions obliged the Member States to establish a Farm Advisory System (FAS) by 1 January 2007. According to these provisions, the first and foremost goal of FAS is to provide farmers with advice on adjusting their farms to new requirements and to help them manage their farms in changing economic environment. According to Council Regulation (EC) No. 73/2009 which has been applicable since 2009, Member States were still obliged to establish agricultural advisory facilities which could be able to also handle issues resulting from the implementation of cross-compliance rules.

Poland has several decades of experience in operating agricultural advisory system, which goes back to the second half of 1970s, when the Polish legislature institutionalized Polish advisory system by establishing Voivodeship Centres of Agricultural Progress and making one institution responsible for implementing all the tasks which had hitherto been assigned to various other institutions. A further stage of agricultural advisory system development in Poland is related with the accession of Poland to the EU and the consequential passing by the Polish Parliament, on 22 October 2004, of an Agricultural Advisory Bodies Act in which an extensive two-tier structure of agricultural advisory system was adopted. The structure includes the Headquarters, namely Agricultural Advisory Centre in Brwinów (including its three branch offices) and 16 voivodeship advisory centres. During the first period of operation, the biggest role of the advisory service was to give advice on the available EU support funds, thanks to which the knowledge of agricultural advisory centres and the actual use of support funds was disseminated among the farmers. That decade brought two major modifications of the model. The

first modification effected in 2007 resulted from passing a law on rural development, which made it possible for tasks in that scope to be delegated to other entities than agricultural advisory centres, i.a. to agricultural chambers and to private accredited advisors. The second modification, which was effected in 2009, resulted from changes in the organization and division of public administration tasks within a voivodeship, when agricultural advisory centres started to become accountable to voivodeship executive bodies and thus became local government entities.

The new period of CAP programming is an opportunity to reinforce the role of agricultural advisory services in disseminating know-how and stimulating production innovativeness. The necessary legal measures have been included in CAP 2020 Legislative Package – Title III Agricultural Advisory System (Articles 12-15) of the draft Regulation of European Parliament and of the Council on the financing, monitoring and management of the common agricultural policy (COM 628). The inclusion of agricultural advisory issues in a horizontal regulation underlines their importance. Moreover, agricultural advisory issues are reflected in the first of six principal EU rural development priorities. Pursuant to Article 5 of the draft Regulation on the support of rural development (COM 627), it is possible for the CAP goals to be achieved through i.a. facilitating the transfer of know-how and innovation, the promotion of on-job training and vocational training.

Due to this reason the scope of tasks of advisory services has been broadened and exceeds the hitherto requirements related with the implementation of direct payment system, or the fulfilment of cross-compliance requirements. In the new programming period, services rendered by agricultural advisory centres are going to be related with all the instruments implemented under CAP. Significant changes relate also to the structure and functions of advisory centres as well as to the scope of their operations. Each Member State will be allowed to establish any number of advisory facilities, both public and private ones. The system is to embrace land and farm management; moreover, a minimum scope of advisory services has also been defined in the draft Regulation to cover: 1) cross-

compliance requirements – basic requirements in the scope of land management and maintenance ; 2) adjustment of agriculture to climate change and to the changing environment; 3) requirements concerning climate change mitigation and appropriate adjustment actions, prevention of decline in rural biodiversity, protection of water sources, prevention of animal and plant diseases; 4) sustainable development of small farms, creation of opportunities to start innovative operations.

Two tasks from the above mentioned list are to be focused on in particular by agricultural advisory services: pro-environmental issues and spreading innovativeness in agriculture.

Particular importance will, in the new programming period, be attached to pro-environmental requirements, due to Pillar I greening, new pro-environmental actions within Pillar II, especially focusing on cross-compliance. The fulfilment of cross compliance requirements is going to be treated as absolute priority in relation to the remaining requirements which condition the participation in the financial support system. The fulfilment of environmental requirements is going to be inspected in the process of standing monitoring, control and assessment of farmers' actions.

The second task of advisory services is going to include the dissemination of innovativeness in agriculture under European Innovative Partnership (EPI), which was defined in the EU 'Europe 2020' strategy. Its goal is to accelerate the pace of innovative actions to prevent negative effects of the so called global social issues (such as climate and demographic changes or shortage of raw materials) through the prevention of fragmentation of actions and through mobilization of entities within the entire cycle of innovation. To this end it will be necessary to enable the transfer of know-how between academics (the latest research results), the best available technologies and farmers.

The need to adjust agricultural advisory services in Poland to variable priorities and tasks of the Common Agricultural Policy is going to require modification of patterns, structures and law. Last but not least, it will require professionally prepared advisors.

Monika A. Król
SAEPR/FAPA

Agricultural advisory services in Poland – opinions, conclusions, recommendations

Agricultural advisory services are an important instrument of supporting rural transformation in Poland. Agricultural advisory schemes which are targeted at farmers and rural communities offer them support in planning, launching undertakings and using support funds.

Between 18-20 March a conference was held in Cracow on “Public agricultural advisory services in light of future challenges and expectations of rural communities”. The conference was prepared by the Cracow Branch of Agricultural Advisory Centre in

Brwinów together with Hugo Kołłątaj Agricultural University in Cracow under the 2011-2012 Action Plan for the Central NRN Secretariat. The conference was preceded by analyses and questionnaire survey on the future of public agricultural advisory services in Poland in the context of CAP implementation, which were conducted by the Polish Academy of Sciences’ Institute of Rural and Agricultural Development in collaboration with the above mentioned university. The conference shed comprehensive light on issues concerning the adjustment of agricultural



SOURCE: AAC CRACOW BRANCH

advisory services to challenges related with the implementation of agricultural and rural development policies. It was also a good opportunity to present the results of earlier studies. A few comments have been presented below, which were collected during the questionnaire surveys and interviews with the representatives of two groups: persons related with advisory services (management and staff of Agricultural Advisory Centres) and representatives of Marshal Offices. The comments relate mainly to the issues of a position of agricultural advisory centres within the administration structure, their financing and management as well as opportunities and risks related with their future development. The survey was also focused on the investigation of needs and expectations of beneficiaries of advisory services, i.e. farmers and microenterprises; the results of this survey have been presented further herein.

The future of agricultural advisory services as seen by the management and staff of Agricultural Advisory Centres (ODRs)

Until recently Voivodeship Agricultural Advisory Centres in Poland were accountable to Voivodeship Assemblies [editor's note: since the entry into force of an amendment of 11 May 2013 to the Agricultural Advisory Bodies Act, Voivodeship Agricultural Advisory Centres have become accountable to the Voivodeship Executive Body]. However, funds for ODRs operations are forwarded from the central budget via the Voivodeship Offices. The majority of respondents criticized this problem of double authority in terms of ODRs financial and organizational subordination.

From among 520 field advisors and experts employed in Voivodeship ODRs, approx. 93% claimed that ODRs should be accountable to the Ministry of Agriculture and Rural Development. According to the survey, almost all Voivodeship ODR directors (15) see the need for one central unit to coordinate the operations of agricultural advisory services in Poland. The cooperation with

agricultural advisory community councils was assessed positively by all the Voivodeship ODR directors. However, only seven of them see the need for such councils in the future, and according to four of them, such councils are totally redundant.

According to the questionnaire respondents, agricultural advisory services are of core importance in supporting farmers who use CAP instruments, including the implementation of agri-environmental programmes in their holdings; the respondents underline the need for constant development of agricultural advisory offer in this respect. They also point out to the need of constant monitoring of farmers' advisory needs and the needs of other beneficiaries of advisory services, and call for the offer of agricultural services to be updated accordingly. Thus, in their opinion, for agricultural advisory services to be effective and efficient in the current situation of advisory job reductions, it is necessary to select only the best qualified agricultural advisory officers to work for the advisory centres, and especially to manage them. And in order for advisory services to be more efficient, especially in terms of the officers' communication with farmers by means of computers, it is absolutely necessary that the training offer be extended to cover computer courses for farmers. Moreover, there is a need to extend the training offer of advisory centres to include agricultural accounting due to the needs expressed by farmers in this respect.

The future of agricultural advisory services as seen by the representatives of Marshall Offices

According to the representatives of voivodeship local government, the inclusion of agricultural advisory services in the structure of voivodeship government has its advantages and disadvantages. Reservations included i.a. long time of making decisions in matters which are important for ODRs. In the opinion of the respondents, current modification of the ODRs management structure and their

subordination to Voivodeship Executive Bodies will streamline ODR operations. Such a solution should be retained in the future due to regionalization of rural policy and better adjustment of advisory tasks to the policy implementation. Respondents allow for the possibility to create a central body of some kind, which would hold advisory and training powers rather than prescriptive powers. Such an institution would take care of information transfer and staff training, and the programme followed would have to take account of regional development.

According to a vast majority of respondents, current voivodeship ODR management structure is good. While pointing to an optimum two-tier structure it was observed that it would be unfavourable to establish advisory centres at lower administrative levels (gmina level). Because of a limited number of advisory entities, the administrative level is not overdeveloped, which is favourable because a greater number of expert advisors can be employed.

Advisory officers were assessed very well by the representatives of Marshal Offices. Despite this, however, they pointed to a need of standing development of the officers' competencies in a dynamically changing rural environment – for them to be able to expand advisory offer in line with the challenges related with the new 2014-2020 financial perspective by e.g. rendering services for microenterprises and small and medium-sized enterprises. Advisory officers should also be developing their skills in order to provide state-of-the-art advice on environmental issues and farm management. A few respondents pointed to new information technologies, education related with implementing RDP 2014-2020 and marketing, technology and CAP operation mechanisms.

As far as weak points of agricultural advisory services are concerned, the respondents most often pointed to the structure of financing, insufficient electronic equipment, too traditional methodology of advice and "ancient" organization structure.

When asked about development opportunities for advisory services in Poland, they pointed to CAP and its implementing measures, RDP 2014-2020, the use of funds from other schemes, farmer's striving to develop their farms, growing need for quality products, private advisory services as positive competition, good position of voivodeship ODR on the services market. Among the possible risks one listed i.a. private advisory services providers (who offer flexibility in problem solving), lack of systematic and concrete agricultural policy in Poland, transfers of advisory services to different administrative structures, financial insufficiency, economic crisis in the EU, lack of competitiveness' monitoring and a declining number of clients willing to use ODR services.

Farmers needs and expectations

According to the survey, what farmers expect from agricultural advisory service officers is first of all reliable, quick and comprehensive information. It is followed by technical advice when filling out area payments applications and support in fulfilling other bureaucratic requirements related with CAP implementation. Further on they expect information concerning modern techniques and technologies of agricultural production as well as basic legal advice on business, accountancy and finance, along with providing help in making the decision on what farm profile to choose. The main topic farmers would like to discuss with advisory service officers include soil fertilization and plant protection as well as issues related to agricultural accountancy. Owners of small farms want to discuss plant and animal production technology and off-farm activities, e.g. rural tourism. Basic advisory services are expected to be free of charge, but farmers are prepared to pay for certain advisory services if such advice is to contribute to increased farm profits. The survey results have also proved that owners of the biggest farms are very much interested in advisory services and that they are the most frequent clients of ODRs.

Conclusions and recommendations resulting from the conference

The discussion during the conference and within the thematic groups resulted in certain conclusions and recommendations which, together with papers and communications presenting academic and practical assessments, became a basis for the following summary:

1. In the time when public advisory services are funded from the state budget and agricultural policy is centralized, the system of public advisory services should be independent of local administration and should be accountable to the Ministry of Agriculture and Rural Development as a superior authority to coordinate its goals and tasks. Positive aspects of such a structure include:

- greater stability of financial support and real weakening of a temptation to reduce funds allocated to subordinate units;
- easier transfer of CAP know-how and CAP related information and information related to 'The Strategy of sustainable rural development, agriculture and fisheries 2012-2020' to subordinated units;
- a possibility of easier liaisons with research and development institutions subordinate to the Ministry of Agriculture and Rural Development and easier transfer of know-how, information and innovative technologies;
- easier communication between particular components of agricultural advisory system;
- ensuring higher effectiveness of vocational training system on national scale;
- easier liaisons and information sharing with advisory institutions which function in other Member States.

2. Agricultural Advisory Centre in Brwinów should be the coordinator in implementing the integrated system of know-how transfer and putting into practice by farmers.

3. Public advisory institutions must take wide-range actions in order to prepare advisors to function in the conditions of competitive and demanding market of advisory services and in order to prepare the institution itself to effective implementation of new tasks and taking new challenges. It is necessary to develop systemic solutions i.a. an obligation to disseminate research results and to prepare recommendations for practice, while securing appropriate funds. This requires an agreement at the governmental level (between the Ministry of Agriculture and Rural Development and the Ministry of Science and Higher Education) as well as legal regulations concerning parametric evaluation of academics for their cooperation with those who put their solutions into practice.

4. Having regard to the status quo concerning the participation of science and advisory services in innovative processes which take place in agriculture, food industry and in rural areas, concrete corrective actions are necessary at all decision levels of local and central administration and in the institutions which constitute particular components of know-how transfer. At the same time the approach of academics, agricultural advisors and farmers to innovative processes should be modified. Central and local administrations should:

- Develop and implement certain clearly defined and unequivocal legislative measures to guarantee that innovation creation and implementation system is stable;
- Develop and implement long-lasting and agricultural policy related solutions to guarantee stability of agricultural advisory system;
- Ensure stable economic and tax environment in order to encourage those who create innovation to deliver it and those who implement it to apply it in production and service sectors;
- Introduce systemic solutions in the scope of adjusting current legislation to reality, which

would encourage entrepreneurs, including farmers who operate microenterprises, to engage more deeply in research and development work, the results of which should be commercially applied in practice.

5. ODR representatives should participate in the development of multiannual research plans for state research institutions subordinate to the Ministry of Agriculture and Rural Development.

6. Public advisory support should be prepared in the best possible way and should be adjusted as much as possible to the needs of its recipients. The advisory service system based on advisors' knowledge should be constantly upgraded taking account of needs resulting from development programmes approved.

7. Notwithstanding funds for training to prepare advisors to implement RDP, voivodeship ODRs should have certain special purpose funds available for systematic education of ODR's advisory staff.

8. Despite the fact that advice for farmers and rural communities may also be rendered by other advisory institutions at central or local level, agricultural advisory system at the current stage of rural and agricultural development should be based on public advisory system. Public agricultural advisory institutions must also be aware of the need to raise funds by means of rendering commercial services.

9. Competitiveness of private advisory operators is noticeable mainly in the field of services which ensure easy and quick profits. Actions should be taken to eliminate unfair competition which benefits from gaps in applicable legislation.

10. Agricultural Advisory Bodies Act must be more precise in defining the scope of tasks concerning agriculture and rural development and the method and principles of funding. Tasks concerning advisory services for farmers should be

funded from the central budget through the Ministry of Agriculture and Rural Development, while tasks related with rural development should be funded by local government. Current situation where ODR is accountable to Voivodeship Executive Body and funds are transferred by the Voivod is incomprehensible for both central and local administration.

11. While working, advisors should pay more attention to choosing appropriate forms, methods and measures which must be adjusted not only to new CAP implementation mechanisms, but first of all to the evolving expectations of agricultural producers.

12. It is recommended that National Agricultural Advisory Community Council be created at the central level, and Regional Agricultural Advisory Community Councils be created at the voivodeship level, with prominent participation of farmers' representatives at both levels.

13. One should eliminate all constraints, including the ones resulting from imperfect legislation, which eliminate the opportunities to use the potential of public agricultural advisory system.

One of the summary statements of the conference called for a uniform character of agricultural advisory service as an important instrument of implementing common agricultural policy and rural development actions. However, the advisory system on technology and production can be regionalized due to the need to adjust solutions to specific needs of a given region.

Public agricultural advisory system evolves together with changing needs of agricultural communities across Poland. Its further development should contribute to farmers' being provided more and more efficient service which precisely satisfies their needs.

Prepared based on a publication entitled: "Public agricultural advisory service in view of challenges and expectations of rural inhabitants" by Józef Kania and Leszek Leśniak (ed.)

Leader Event 2013

Between 17 – 19 April 2013, nearly 500 representatives of Leader community from 34 European countries gathered in Brussels for the third edition of the annual event of the European Network for Rural Development called Leader Event. The meeting was attended by representatives of Local Action Groups, National Rural Networks, Paying Agencies, Managing Authorities, representatives of the European Commission and many other organizations. This year's Leader Event was organized under the banner of "Building bridges to the future". The idea was to learn about views and expectations of all the participants of the event in order to find

those which are shared by different countries and to adopt common solutions which are effective for all the states. The success of the Leader approach is the fact that many partners are able to speak in one voice, but efficient cooperation still remains a challenge, especially during the economic crisis in Europe.

This year's Leader Event was aimed to promote effective programming process within Community Led Local Development (CLLD) on both national and local levels. All the participants agreed that bridges should be built as soon as possible to ensure continuity of the Leader actions dedicated to sustainable rural development.



Polish NRN stand at fairs

PHOTO: PRZEMYSŁAW GRĘDA POLISH NRN



Presentation of Mr Witold Magryś – Silesian LEADER Network

SOURCE: FROM THE ARCHIVES ENRD

Poland was represented by 17 Local Action Groups. During the Leader Event two Polish examples of good practices were presented: „*Local small loan scheme for NGOs under the Leader Axis IV*” prepared by the LAG Sandry Brdy and „*Regional networking of LAGs – a way to better integration and communication*” prepared by the Silesian LEADER Network. On the first day of the Leader Event representatives of the Polish Association „Local Action Group Kaczawskie Agreement” took part in a panel on examples of good practices in international projects such as „*The experiences gained in the international cooperation*”. On the second day, after choosing one of the three thematic workshop streams, representatives of the Polish LAGs joined the work of the thematic block „*How to streamline the Leader approach and make it more effective?*” There, together with representatives of LAGs from Hungary, Germany, Scotland, France and Sweden, and Polish Agency for Restructuring and Modernization of Agriculture (ARMA), implementing agencies from the UK and Ireland and representatives of the European Commission, they worked on the issue of „*How to simplify the system of small and large grants?*”

Thanks to the meeting, the delegates were given information and insight into the practices that can be

useful in the consultation process and programming at national, regional and local levels. They gained access to the experiences, lessons, studies, examples of the processes and tools, that can be adapted and successfully used in local communities, and received recommendations on how to strengthen Leader programme (at national and local level), in order for it to allow LAGs members to become a part of a strong group of stakeholders involved in the Leader approach programming and implementation.

Our questions concerning Leader Event 2013 were answered from the DG AGRI perspective by Mr Rob Peters, Director of the European Network of Policy Development and Monitoring Rural Directorate-General for Agriculture and Rural Development (DG AGRI) in the following interview:

What is your general opinion about this year's Leader event?

It seems to be that the third Leader Event has become some sort of tradition. Every year it has grown in its ambition, in the things we want to do and also in the number of participants. This year there was nearly five hundred participants so it is the biggest

one so far. There were also a lot of different activities going on during one and a half day of the event, maybe even a bit too many things were happening. But overall I think it was a good event. It was a perfect time to sit down together and exchange views on how LAGs, national rural networks and other players are preparing to a new programming period.

What are the main results of the event from DG AGRI point of view?

Well, one thing which clearly came out was that we really did not expect that there is still some sort of important information gap between all what is available in the new period, new policy at EU level, information guidance that should be involved, which apparently does not always reach the national regional level, for example several LAGs said that they were not aware that this kind of information guidance existed. So this is the one of the issues we would like to take a closer look. There is an information gap and we need to know how to make sure that the information from the EU level is going to the regional, local level.

What would you like to communicate to the Polish LAGs after this year's Leader Event?

Well, one of the most important thing is the communication gap and we have to look at the communication issues, which of course do not concern only Polish LAGs. Communication must go from EU level down to the national, local level but also other way round, local players should not sit and wait but talk actively with authorities, talk to other LAGs. As a part of preparation to a new programming communication between all the players is one of the most important issues.

During this year's Leader Event the important issues were CLLD and multi-funds. Does ENRD consider invitation of other networks e.g. those working on preserving cultural heritage to cooperation with ENRD or involvement of ENRD in their actions?

As on ENRD we always tried to encourage the NRNs to participate and work with things that

are going around, for example, with thematic group, which now is CLLD also those NRN that are managing cultural heritage issues. There is a next NRN meeting in Poland in September and I think this could be one of the topics.

Do you think there will be another Leader event next year?

Next year is going to be, let's say, a bit funny year in the sense that it is really ending of the current programming period and new programmes should be coming in. Maybe we should wait till new programming is started and new generation of LAGs is selected, then we all have new number of LAGs with different point of view. Next year might be not good for that, we will try to work more with smaller groups. I think we should wait till new programming period is really started to make a bigger event.

This year's Leader Event edition was accompanied by a fair, at which Polish National Rural Network marked its presence. The fair was a great opportunity to promote the best practices used to implement the Leader approach in the current programming period as well as to promote regional products from the areas of the Polish LAGs. Among the presented materials one could also find general information on the functioning of the Leader program in Poland and work in the Local Action Groups. At the NRN stand one could be provided with information concerning the implementation of Leader in Poland, taste some traditional local food products and admire local handicraft.

Event Leader 2013 enabled to create a platform for direct sharing of knowledge and experience among all stakeholders involved in the shaping of the future of the Leader programme. In an open-minded atmosphere of the Event teamwork it was easier to understand the role of support which is provided by different stakeholders to the Leader programming process.

**Polish National Rural Network Coordination
Unit/FAPA**

Cooperation is the basis for success

Regional NRN Secretariat in Pomorskie (Pomeranian) Voivodeship (Pomerania) supports and promotes various life and work domains on rural areas. Jointly with the partners of the Pomerania Network we support numerous events aiming at the preservation of local cultural heritage and maximizing the activation of the inhabitants of Pomeranian countryside.

Following the Pomeranian culinary trail

The promotion of regional culinary heritage, i.e. traditional products and quality food, is one of the priorities of the NRN Regional Secretariat in Pomorskie Voivodeship. **Pomeranian Flavours Festival** which promotes regional cuisine and culture is a wonderful occasion to advertise local delicacies. The first Pomeranian Flavours Festival was held in August 2012 during St. Dominic fair in Gdańsk. Traditional Pomeranian food could be tasted in a pavilion situated in the very centre of the Gdańsk Old Town. The visitors were encouraged to taste the products by the Voivodeship Marshal who, together with the chefs of the Pomeranian Culinary Academy, prepared a traditional dinner of first and second courses. The chefs disclosed to us a secret recipe for amber soup dating back to the times before WWII. Apart from the basic ingredient, namely a Baltic Sea fish (cod or salmon), the soup is made of focus (Baltic Sea brown algae) and amber liquor which reinforces the taste of the soup. The second course was an innovative combination

of two traditional products – pierogi (Polish filled dumplings) and kaszanka (Polish blood sausage). The effect of cooking could be assessed by the audience. The inhabitants of Gdańsk and numerous tourists who observed the cooking had a very good time.

The Festival was a wonderful occasion to promote traditional products and foods prepared by ladies from rural housewives circles, local restaurant chefs and members of the Pomeranian Network of Culinary Heritage. There is a lot to be proud at! Pomerania is a leader among all the voivodeships in terms of the number of traditional products listed on a List of Traditional Products kept by the Ministry of Agriculture and Rural Development. Currently the List includes 136 products which are made according to traditional old recipes. The visitors to the Festival could taste i.a. herrings, on which many generations of Pomeranians were raised, cod meat balls and Pomeranian style duck. Lines of people hungry for unusual culinary experience patiently waited in front of the tent to be served a delicacy of their choice. Warm ruchanki (yeast-raised apple pacakes) were the



Pomeranian Flavours Festival

PHOTO: KRZYSZTOF MYSTKOWSKI, KFP KOSYCARZ FOTO PRESS



Pomeranian Easter Fair

PHOTO: KAROLINA NOWIK-MALCHAREK

Discovering rural tourism products

Partners of the Pomeranian Network regard study tours as one of the most attractive forms of sharing experience and liaising. In June 2012, the Regional Secretariat together with Pomeranian Agricultural Advisory Centre in Gdańsk organized a workshop tour for Pomeranian farmers, owners of rural tourism facilities, representatives of rural housewives' circles and rural leaders of Pomorskie

most wanted delicacies, followed by Kashubian style beef, Kociwie potato dumplings, Kashubian carrot cake and zupa brzadowa (Kashubian dried fruit soup).

The success of Pomeranian Flavours Festival inspired us to organize another big action to promote regional specialities in the Tri-City. A few days before Easter, Targ Węglowy Street in Gdańsk filled up with the smells of vanilla, chocolate and dried fruit, Easter sour soup, smoked hams and tasty patés. Ladies from over 10 rural housewives circles from all over Pomerania presented their cakes during the **Pomeranian Easter Fair**. Tables decorated with Easter ornaments were heavy from Easter products - Easter pound cakes, mazurkas and cheese cakes. There were genuine rural cold meats, bread, homemade lard and żurek (sour soup). The ladies also made their own decorations – colourful Easter palms, Easter eggs, flower arrangements and other Easter handicraft products. The visitors could also listen to Kashubian stories about old traditions relating to dying Easter eggs and preparing Easter cakes as well as Easter Sunday customs. The younger visitors could take part in a contest for the most beautiful Easter egg.

viovodeship. The tour participants visited guest farms and organic farms dedicated to tourism in Warmia and Mazury Lake Districts, studying the possibilities of developing rural tourism and creating tourism products by forming tourist routes focused on tradition and customs, health, leisure and education. Meetings with representatives of guest farms were combined with training and sightseeing of selected rural tourism facilities.

While on the "Herbal Valley" farm in Wilimów, participants of a tour took part in a training on the use of herbs in a healthy diet and for disease prevention purposes. Other tour attractions included a sightseeing of Żywkowo locality called the Stork Village and Kamińsk village where "Rural Survival Route" was built – as excellent examples of creating rural tourism products. A visit on Ekofarma Vitalis farm in Zastawno was one of more interesting stops during the tour. The farm specializes in keeping rare cattle species such as Galloway, Highlander and Aubrac. In addition, the owners conduct agro-ecotourist business in the renovated shed and farm buildings. On Ekofarma Vitalis farm one can also buy traditional cold meats, cheeses and bread. The tour participants could watch the process of preparing products for

sale, and the attractions included tasting products made on a farm, i.a. smoked ham and fried beef.

A workshop tour is also a great opportunity for the Pomeranian farmers and owners of farms to present rural tourism offer by inviting the hosts to revisit them. A catalogue of rural tourism farms which has been issued by NRN Regional Secretariat is an additional form of advertising Pomerania. The catalogue includes comprehensive information on agritourism offer of the Pomeranian voivodeship – accommodation, attractive forms of leisure in Pomeranian countryside, natural and landscape assets, cultural events and places worth seeing.

Beautiful Pomeranian Village – modern and active

A contest **“Beautiful Pomeranian Village”** organized every year in Pomorskie Voivodeship mobilizes rural communities to participate in joint initiatives for their homeland. Pomeranian villages

compete for a title of the most beautiful village, and owners of farms strive to fulfil the contest requirements.

The contest is organized in two categories: “Village” and “Farm” and is held at three levels: gmina, powiat and voivodeship. Villages and farms are evaluated i.a. for aesthetic look, care for environment, protection of cultural heritage and tradition and the participation of inhabitants in local initiatives.

The contest promotes active participation of rural communities and shows how much depends on the involvement of local communities and how impressive the effects of all initiatives undertaken by inhabitants themselves may be. Winners, apart from financial prizes, receive the right to use the title of “Beautiful Village” and to display the title in the most prominent place in the village to be visible to all visitors.

The laureates of “Beautiful Pomeranian Village” contest demonstrate that the success is based on combined effort. The EU funds intended for rural development make these efforts turn into concrete



Beautiful Pomeranian Village contest

PHOTO: SŁAWOMIR LEWANDOWSKI



Workshop for active rural women

PHOTO: KAROLINA LITKA

lives, organize various events where rural community is gathered and influence their children's education. Women's voice is heard more and more often in matters concerning the Polish countryside and they are its best representatives.

Participants of the workshop learned how to effectively operate their voice and how to behave in front of a camera, how to handle stress during public address, they studied methods of effective communication and conscious body language. The ladies could also train their skills in front of a camera. Each of the participants received also individual tips concerning her image

actions which result in the transformation of places we live in.

and manner of presentation.

Local female leaders

Social and cultural changes in rural areas are possible to a great extent thanks to women – their ambitions, aspirations and the ability to create the surroundings. Contemporary rural woman is a guardian of tradition, but wants to be open to changes and is ready to face challenges of the contemporary world. The NRN Regional Secretariat wants to meet these expectations and that is why it organized a workshop "Every inch of a woman" which was held in six poviats of Pomorskie Voivodeship. The aim of the workshop was to prepare women from village housewives circles to address the public, to teach them to create their image and to communicate effectively.

According to the administrator of Skorzewo village who participated in the workshop, *rural women are the ones who animate village cultural*

Initiative belongs to partners

NRN Regional Secretariat actively participates in the promotion of various actions to activate rural communities and improve their life quality. We strive for the National Rural Network to serve as a support tool for local initiatives as well as a genuine forum of active collaboration, sharing experience and know-how. Pomeranian RNR includes already over 100 partners – gmina and local action groups as well as non-governmental organizations which include the inhabitants of the Pomeranian countryside.

Numerous proposals made by partners are already enshrined permanently into the calendar of events supported by the Regional Secretariat. We are also open to new partners and their ideas. We hope that together we will be able to implement numerous further projects.

Karolina Litka
NRN RS of Pomorskie Voivodeship

Regional events



NRN Regional Secretariat of Kujawsko-Pomorskie Voivodeship

A weekend-visit to a countryside

NRN Regional Secretariat of Kujawsko-Pomorskie Voivodeship organized a contest "A weekend-visit to a countryside" concerning the organization of outdoor events in the rural areas of Kujawsko-Pomorskie. The aim of the contest launched this year was to encourage organizations and institutions to conduct partnership actions during regional events promoting traditional and organic products, local customs and cultural heritage of the rural areas. Forty six projects were registered for the contest and 26 of them are going to be co-funded with NRN funds. Contest applications could be filed by institutions and organizations which are legal entities operating in the rural areas of Kujawsko-Pomorskie. Thanks to the NRN financial support nearly 26 outdoor weekend events will be organized in the rural areas between 15 May and 15 October. The first project was implemented in May by Mogileński Poviát Foundation. It included the organization of a cycle of horse-riding competitions and contests during the 10th Regional Agricultural Fair in Bielice. The other weekend events included i.a. "A weekend at the banks of the Osa River – walking, biking, canoeing", "Midsummer night in Wójcin", "Sabbath of herbalists on St. Lawrence Hill", "Festival of Ancient Culture", "Napoleonic Picnic", "A Forgotten Station Railway Fair", "A Plum Fair". More information can be found in the National Rural Network calendar of events posted on our website www.ksow.pl/kujawsko-pomorskie.



11th Poviát Combined Driving Competition

SOURCE: MOGILEŃSKI POVIÁT FOUNDATION

While continuing the 'geocaching' topic started last year, regional NRN Regional Secretariat co-organized a meeting of fans of this type of creative tourism. It was the first meeting of geocaching fans in Poland.

The 2013 Mega Event Poland was held on 24-26 May in Górzno, the Polish capital of geocaching. During the weekend meeting numerous attractions were prepared, for both older and younger visitors who love hiking with GPS equipment in the open air. Special caches were hidden on the grounds of the Mega Event for the participants to look for during a coach-and-horse rides. While looking for treasures, the geocaching fans admired beautiful landscape and environment. They could also look for water caches located along the river bank and for night caches, the finding of which required message deciphering skills.

A quest for 12 bonus caches, the clues to which were located in 420 caches located along a specially prepared 75 km trail – Forest Power Trail, was a real challenge for the geocaching fans. They tried to find the caches while riding horses, bikes, quads or walking in the surrounding fields and forests. The greatest attraction was sending a Travel Bug by a stratospheric balloon to the verge of cosmos. When the balloon reached the height of 20000 m, the Travel Bug was released and returned safely to the ground. The aim of the game was to find the Travel Bug and bring it to Górzno. The entire flight was monitored by means of broadcasting tools, thanks to which current information concerning the flight was available, including the probable landing site of the Travel Bug. Over five hundred fans of geocaching from all over the world could taste local specialities.



2013 Mega Event Poland – launching the Travel Bug

SOURCE: POJEZIERZE BRODNICKIE LAG

The idea behind geocaching includes care for environment, this is why the event was finished by a great clean up action.



NRN Regional Secretariat of Lubelskie Voivodeship

5th "AGROTRAVEL" Rural Tourism and Agrotourism Fair in Kielce

The 5th "AGROTRAVEL" Rural Tourism and Agrotourism Fair in Kielce held between 5-7 April 2013 attracted a lot of interest. This year Lubelskie Voivodeship acted as a partner region.

An interesting form of the exhibition stand, which imitated a windmill, became the main attraction of the fair, and encouraged the visitors to learn about the offer of the exhibitors. A rich decoration attracted attention and "friendly climate" accompanied the visitors throughout the whole duration of the event. Four Local Actions Groups from Lubelskie Voivodeship presented themselves at the fair: LAG "Jagiellonian Haven", LAG "Our Roztochia", LAG "Kraśnik Land" and LAG "Better Tomorrow".

Moreover, nine tourism products were presented, including three "Agrotourism Hits": – a colourful "Land of Chamomile" of Polesie Lubelskie Activation



Agrotravel Fair in Kielce

Society from Hołowno, "Iron and Blacksmith's Trade Trail" by Municipal Cultural Centre in Wojciechów, which won numerous awards, and an unusual guesthouse "Zaborek Sacred Site" from Janów Podlaski. Other attractive offers were presented by: the "Józiowa Farmhouse" from Urzędów, the "Gothic Village" from Masłomęcz, the "Guciów Farmhouse" from Guciów, the "Wieprza River Horizons" Foundation from Kijany, the "Biłgoraj Sieve-Maker" from Obsza and Lubelskie Association of Agrotourism Operators from Nałęczów ("Lubelskie on a horseback" Project). The Department of Agriculture and Environment helped us prepare the technical side of the event. The voivodeship attractions were also presented at the fair during an event entitled "Lubelskie – Enjoy the taste of Life", which gathered journalists from all around Poland. There was a blacksmith from Wojcieszów, who helped the visitors produce a souvenir coin of the fair. The prize gala included an interesting fashion show made by representatives of "The Land of Chamomile" guest farm who acted as models.

This edition of the fair was a great success for us as we received a lot of prizes: "The land of Chamomile" from Hołowno received the first prize in the contest for the most interesting rural tourism package, and the second prize went to the "Iron and Blacksmith's Trade Trail" from Wojcieszów. In addition, we received the second prize in the contest for the best exhibition stand.

Kijów conquered by the exhibitors from Lubelskie Voivodeship

As in the previous years, also this year NRN Regional Secretariat of Lubelskie Voivodeship organized a trip of Polish entrepreneurs to the fair in Kiev. It enabled the entrepreneurs to present their offer during the 19th Prod Expo International Exhibition of Food Products which was held in Kiev, Ukraine between 10-12 April 2013. The Department of Agriculture and

Environment helped us organize the technical side of the undertaking. This year the opportunity was grasped by four Lubelskie firms which wanted to start profitable trade liaisons and to export to the eastern markets. They included fruit and vegetable producers and processors: FRUVITLAND from Opole Lubelskie, KORAB GARDEN from Samoklęsk and AGRAM cooling house from Lublin. A broad offer was also presented by Municipal Cooperative SAMOPOMOC CHŁOPSKA from Baranów, including a range of meat products, especially the ones listed in the List of Traditional Products. The main part of the exhibition, which was very important for our exhibitors, included business meetings, during which each of the firms presented its offer during individual meetings with representatives of big retail chains from Ukraine, including METRO and FUSHET. Our stand looked great, and our hospitality was widely advertised by those visitors who tasted certified meads from APIS Apiary Cooperative in Lublin, and delicious ham and smoked carp from a fish farm TROUT HAVEN located in Wola Rudzka, as well as delicious Šakotis cake from ALLNET bakery in Międzyrzec Podlaski. The promotion included also delicious cold meats produced by the Cooperative in Baranów, exceptional chokeberry juice from one of the first Polish producer groups of soft fruit KROAB GARDEN and a range of apple varieties served by a producer from Opole Lubelskie.



Prod Expo Fair in Kiev



NRN Regional Secretariat of Lubuskie Voivodeship

Agricultural Debate 2013

On 12 April 2013 Agricultural Debate was organized in the Column Hall of the Marshal Office. It was opened by the President of the Lubuskie Agricultural Chamber and a member of the Voivodeship Executive Body. Then, the floor was taken by Zofia Szlaczek – Undersecretary of State in the Ministry of Agriculture and Rural Areas. She informed the listeners about work conducted on the new system of support for farmers – RDP 2014-2020. Her speech was followed by a lecture by professor Walenty Poczta from the Agricultural University in Poznań on the future of the Common Agricultural Policy. He presented the future of the CAP in the next programming period, i.e. 2014-2020. Social security measures for farmers in the recent 20-year period were described in another lecture by professor Roman Stryjski of Zielona Góra University. His presentation started from discussing all changes introduced to the legislation concerning pensions and disability benefits for farmers and

their dependants. The lecturer then followed with comparing the principles of farmers' insurance in Poland with those in the other Member States. He also discussed the differences between the common insurance system offered by Social Insurance Office and the system offered by Agricultural Social Insurance Fund (KRUS). Finally, he presented modifications which, in his opinion, should be introduced to the KRUS reform. Following professor Stryjski's lecture there was a time for asking questions to professors and to the minister. The farmers were interested i.a. in issues of ritual slaughter and biomass reception. The last to speak was Krzysztof Pawlak – Director of the Regional Centre for Agricultural Insurance in Zielona Góra. In his speech on the Regional Centre for Agricultural Insurance's past and present he presented the tasks, structure and the process of KRUS formation in Lubuskie Voivodeship. After a short summary by Stanisław Tomczyszyn of the Lubuskie Executive Body there was time for entertainment – a performance by Fermata Band from Nowa Sól. The



SOURCE: FROM THE ARCHIVES OF NRN RS LUBUSKIE VOIVODESHIP

debate was held under the auspices of the Lubuskie Voivodeship Marshal and Lubuskie Voivod.

Spring in the garden

Spring began at Zielona Góra agricultural exchange. NRN Regional Secretariat of Lubuskie Voivodeship together with Zielona Góra Agricultural Exchange organized an event "Spring in the Garden". While walking along numerous stands, the visitors could taste lubuskie regional specialties – meats, cold cuts, wine, alcoholic beverages, meads and bread. The visitors had an opportunity to listen to horticultural advice and to consult garden designers. The greatest attraction was the wicker weaving show. The Voivodeship Marshal, together with one of the voivodeship executives made an attempt at weaving to become aware that this was not an easy



SOURCE: FROM THE ARCHIVES OF NRN RS LUBUSKIE VOIVODESHIP

work. During the event, the visitors could listen to orchestras. The best looking stands and the best self-promotion were rewarded with prizes.

A study tour of France for young farmers

The Marshal Office of Lubuskie Voivodeship and NRN Regional Secretariat organized a study tour for young farmers of Lubuskie Voivodeship to le Lot Department in France. The tour was held between 20-25 April. The agenda of the tour enabled the participants to visit a lot of places in that agricultural region and to learn about the examples of good practice. The tour included, among other, a visit to:

- an agricultural machinery cooperative,
- GAEC le Garrit Bas a Mayrac horticultural cooperative which also produces energy as a result of oxygen free fermentation of organic waste and which also produces pigs.
- a goat farm Laborie d'Imbert which produces goat cheeses with Rocamadour appellation,
- a dairy farm,
- GAE cooperative which breeds goats, Limousin cattle and pigs.

During the study tour the farmers from Lubuskie Voivodeship also met with the representatives of Agricultural Chamber of le Lot Department and with members of Young Farmers Association from the le Lot Department. Thanks to the tour new liaisons were made, and young French farmers promised to pay a visit to our voivodeship to get to know Lubuskie rural areas and to learn about their potential.



SOURCE: FROM THE ARCHIVES OF NRN RS LUBUSKIE VOIVODESHIP



NRN Regional Secretariat of Łódź Voivodeship

Łódzkie tempts with tourism attractions

Łódź Voivodeship includes rural areas with beautiful landscape, full of warm and openhearted inhabitants who are keen to host tourists. As the holiday season is under way, we suggest spending some free time in Łódzkie Voivodeship guest farms which have a lot to offer. By promoting agrotourism in our Voivodeship we made sure to use the tools which enable reaching the broadest possible circle of recipients. An action to promote our guest farms was started at the Facebook fun page of Łódzkie Voivodeship. We organized contests in which one could win attractive prizes, especially discounts concerning a stay at a guest farm which won the "Golden Pear Tree" contest. Such places are worth visiting, their owners are keen on hosting tourists and well-known for their hospitality. Our guest

farms offer numerous attractions. While staying there one can ride a horse, play tennis or volley ball, practice canoeing, boating and biking. Some hosts offer even hunting, as well as angling in their own ponds, or forest fruit picking. Owners of guest farms surprise their visitors with a rich and interesting culinary offer. Visitors can eat delicious home-made food, some of them regional products. Thus, you are invited to take part in our Facebook contests. You do not need to make a big effort to make your holiday unusual and interesting, somewhat different than usual, which means cheaper, in a nice atmosphere and close to nature. Beautiful, Łódź countryside is waiting for you!

It is worth mentioning that on 20 May the subsequent - fifth edition of the voivodeship "Golden Pear Tree" contest for the best guest farm was organized.

facebook Rejestracja

Adres e-mail lub numer telefonu: Hasło:

☐ Nie wylogowuj mnie ☐ Nie pamiętaj hasła?

Synowcówka

Zaktualizowano około 2 tyg. temu · 47

Agroturystyka 25 km od centrum Łodzi? W urokliwym miejscu wśród lasów bogatych w grzyby i jagody? To możliwe w Siedleku "SYNOWCÓWKA" we wsi Tkaczewska Góra w gminie Parzęczew (powiat zgierski). W 2011 roku to gospodarstwo agroturystyczne zajęło pierwsze miejsce w konkursie "Złota Grusza" na najlepsze gospodarstwo w województwie łódzkim. Synowcówka to oaza dla wszystkich, którzy cenią sobie spokój, ciszę i chcą cieszyć się kontaktem z naturą.



granting "Golden Pear Tree" statues to the winners. Thanks to the contest we already have

For four years the NRN Regional Secretariat of Łódzkie Voivodeship, in cooperation with the Department of Physical Education, Sport and Tourism of the Marshall Office has been organizing a contest for the best guest farm of the voivodeship,

19 laureate guest farms, who received 21 statues and numerous farms who were rewarded with financial prizes. In addition, following each year's contest we publish a catalogue in which all the farms who signed up to participate in the contest are described. In this way a "Golden Pear Tree" Trail is being formed in the voivodeship. A Golden Pear Tree statues are symbols of good quality of guest farms who hold them. The statue tells a potential visitor that he will spend wonderful time on the farm concerned, that he is going to enjoy the peaceful atmosphere of the Polish countryside close to nature. We invite everybody to visit Łódź guest farms and to enjoy their wide offer of attractions for tourists.



NRN Regional Secretariat of Małopolskie Voivodeship



Enjoy the taste of Małopolska

The EU has been implementing the policy of certifying quality of food products which are produced on a specific geographical area/in a specific region. Bryndza Podhalańska cheese from the Małopolska region was the first Polish product to receive the EU certification. Małopolskie Voivodeship is an unquestioned leader in terms of the number of Polish regional products which were awarded the EU certificates of Protected Designation of Origin and Protected Geographical Indication. Małopolska producers have hitherto registered 11 products of that type. They include:



Protected Designation of Origin:

cheeses: bryndza podhalańska, oscypek, redykołka;
fish: zatorski carp and bean variety : "Piękny Jaś".



Protected Geographical Indication:

łąckie apples, suska sechlońska prunes, prądnicki bread, Cracow bagel, lisecka sausage, podhalańska lamb.

Unfortunately, the region inhabitants' awareness of the above certificated delicacies is rather poor. In order to promote regional products among the Małopolska inhabitants as well as among the visitors, NRN Regional Secretariat planned to continue in 2013 the comprehensive campaign promoting Polish regional products under the banner: "Enjoy the taste of Małopolska". During the course of local events, the exhibition stand of Małopolskie Voivodeship is going to offer all our regional products for tasting. Additional attractions will include quizzes for public and contests on regional products for children. Leaflets and publications on regional products will be available at the stand. Moreover, similar to the previous year, the Voivodeship promoted its campaign during the 2013 Gruene Woche Fair in Berlin and at the 2013 Regionalia Fair in Warsaw. Małopolska Voivodeship is also going to participate in the Regional Flavours Fair in Poznań to be held between 21-24 September 2013 and in Natura Food Fair in Łódź between 11-13 October 2013.

Come and discover Małopolska delicacies. Enjoy the taste of Małopolska!

Zasmakuj Małopolsce

Zarząd Województwa Małopolskiego zaprasza na degustację produktów regionalnych podczas cyklu imprez w 2013 r.

28 kwietnia
Wybór Chłopa Roku
Racławice

5 maja
Święto kwitnących sadów
Łososina Dolina

12 maja
Święto kwitnącej jabłoni
Łącko

16 czerwca
Święto kielbasy liściowej
Liszki

7 lipca
Święto karpia
Zator, Rynek

21 lipca
Święto owoców i produktów pszczelich
Plesna

28 lipca
Małopolskie Święto czosnku
Prandocin/gmina Stomniki

11 sierpnia
Festiwal oscypka i serów wszelakich
Zakopane, Rówień Krupowa

18 sierpnia
Święto Powiśla Dąbrowskiego
Radgoszcz

18 sierpnia
Święto owocobrania – jarmark cysterski
Opactwo w Szczrzyzycu/gmina Jodłownik

wrzesień
Dożynki Wojewódzkie
Rodań/gmina Klucze

1 września
Małopolskie Święto Warzyw
Pobiednik/Igolań-Gmina Wawrzeńczyce

1 września
Święto fasoli
Zakliczyn

8 września
Charsznickie Dni kapusty
Charsznica

14 września
Dni Huculskie
Regietów

15 września
Święto suszonej śliwki
Kąty/Wlkowa

22 września
Babogórska jesień
Zawoja

22 września
Święto Ziemniaka
Trzyciąż

22 września
Małopolski Festiwal Zielononóżki
Proszowice

29 września
Zwyk bacowski
Leńnica

Logo: Małopolska

Europejski Fundusz Rolny na rozwój Obszarów Wiejskich
Europejski Fundusz Regionalny

Europejski Fundusz Regionalny
Europejski Fundusz Regionalny

Logo: TVP, Polsat, TVN, TVP2, TVP3, TVP4, TVP5, TVP6, TVP7, TVP8, TVP9, TVP10, TVP11, TVP12, TVP13, TVP14, TVP15, TVP16, TVP17, TVP18, TVP19, TVP20, TVP21, TVP22, TVP23, TVP24, TVP25, TVP26, TVP27, TVP28, TVP29, TVP30, TVP31, TVP32, TVP33, TVP34, TVP35, TVP36, TVP37, TVP38, TVP39, TVP40, TVP41, TVP42, TVP43, TVP44, TVP45, TVP46, TVP47, TVP48, TVP49, TVP50, TVP51, TVP52, TVP53, TVP54, TVP55, TVP56, TVP57, TVP58, TVP59, TVP60, TVP61, TVP62, TVP63, TVP64, TVP65, TVP66, TVP67, TVP68, TVP69, TVP70, TVP71, TVP72, TVP73, TVP74, TVP75, TVP76, TVP77, TVP78, TVP79, TVP80, TVP81, TVP82, TVP83, TVP84, TVP85, TVP86, TVP87, TVP88, TVP89, TVP90, TVP91, TVP92, TVP93, TVP94, TVP95, TVP96, TVP97, TVP98, TVP99, TVP100

www.malopolskie.komputery.pl • www.malopolskie.pl



NRN Regional Secretariat of Mazowieckie Voivodeship (Mazovia)

Spring is always a very busy period for the National Rural Network, as nice weather facilitates the organization of outdoor events. This year the NRN in Mazowieckie Voivodeship focused on six interesting proposals targeted at rural inhabitants as well as at the dwellers of Warsaw and its surroundings.

On 28 April 2013 during the Earth Days 2013 event on the Mokotowskie Field in Warsaw a presentation was organized of products awarded with this year's Marshal's Laurel, those listed in the List of Traditional Products, as well as those manufactured by producers belonging to the Mazovia Culinary Heritage Network. The products could be found in the Mazovia Traditional and Local Products Aisle. The project is well-established within the agenda of the Earth Days event. This is one of a few presentations of regional and traditional food which is organized on such a big scale, combined with information actions. A rainy day did not prevent the gourmets of Mazovia specialties from tasting the delicacies. Jałowcowa dry sausage, rye wholegrain bread or goat cheese with fenugreek or nigella were only a few delicacies which could be savoured. There was also a lot of sweet jams made of red currant with coriander, lemon and lime marmalades, cherry jam with rum, strawberry jam with amaretto liquor, as well as traditional doughnuts, cheese cakes and apple pies made of old apple varieties.

Once again NRN provided support to "Mazowieckie Agricultural and Entrepreneurship Fair" in Sochaczew, which was held for the 20th time on 28 April 2013. The aim of the fair is to promote the regional agricultural producers, to arouse awareness of organic farming and regional products. The products were presented by agricultural and horticultural producers and food

processors. Over one hundred exhibitors offered mostly shrubs, flowers and seedlings as well as horticultural equipment. Other fair offers included tractors, garden furniture, wicker products as well as natural food products such as honey, bread and lunch meats. Artistic handicraft was also presented, as in the previous years.

In May and at the beginning of June we supported i.a. the "May Weekend on the Sona River" (18 May 2013 in Nowe Miasto), 13th Regional Exhibition of Breeding Animals (26 May 2013 in Płoniawy-Bramura), "Days of Rural Mother" (28 May 2013 in Cegłowo), and a folklore meeting in Chlewiska on 2 June 2013.

The first of the events was a local festival combined with food tasting and presentations. The second one was traditional gathering of cattle and pig breeders from the north of Mazovia, enabling them to share experience and deepen their knowledge. The third event was targeted at rural housewives circles which cultivate cultural and culinary traditions of the Mazovian countryside. The June event is a classical picnic – a review of folk bands from all over the region.

All the enumerated undertakings were co-funded by the EU funds under Technical Assistance of Rural Development Programme 2007-2013 – Scheme III.





NRN Regional Secretariat of Opolskie Voivodeship

Healthy diet – your insurance for the future

On 24 April 2013 a Conference on Healthy Diet - Your insurance for the Future, was organized for the fifth time by Agricultural Market Agency and Opolskie Voivodeship Marshal Office with the help of NRN funds.

The Conference was targeted at directors of educational establishments from Opolskie Voivodeship, and at those who implement the school schemes "A glass of milk" and "Fruit in the school", which aim at arousing social awareness and facilitating a permanent modification of diet patterns among children and youth in the time of their intensive growth.

Healthy life-style was promoted by experts in nutrition, diet and medicine. The subject matter of lectures delivered during the Conference is well described in their titles:

- "A glass of milk at school is your retirement capital"
- "Our children's diet – what you will not find in the nutrition pyramid",
- "Fish in the diet of young inhabitants of the Opolskie area",
- "Good practices with the Agricultural Market Agency",
- "Promotion of good nutritional practices in light of mechanisms implemented by Agricultural Market Agency"
- "A Field Division of Agricultural Market Agency – 10 years of operation"

The partners of the Conference, namely Regional Dairy Cooperative in Prudnik, Regional Dairy Cooperative in Głubczyce, Michalinka undertaking

and Local Fishery Group "Opolszczyzna" prepared exhibition stands where visitors could taste dairy products, fruit and fish. The visitors could also taste regional, traditional and organic products at the stand of Mrs. Danuta Majewska from the guest farm called "A Quiet Haven". Guests were informed about the origin of the products and the methods of their processing; they could also explore the flavour and discover health values of the tasted products and dishes.

During the event, children from Public Nursery School No. 25 in Opole presented their art works on the subject of obesity prevention, which were exhibited in the main hall of the Marshal's Office; they also presented a performance on a healthy diet.

One has to underline that the previous conference organized in 2012 was rewarded in the European Commission contest "Prizes in communication 2012". The undertaking was listed in the data base of the best practises in the field of communications by the European Commission's Director General for Agriculture and Rural Areas.

Polish Network for Village Renewal and Development launched!

A memorandum of agreement on the establishment of Polish Network for Village Renewal and Development was signed by 36 gmina administrators and town mayors from 15 voivodeships. The memorandum was signed in Strumień, Silesian Voivodeship. In this way a new platform was formed for sharing know-how and experience in the scope of the best practices on rural development in Poland.



A Conference on healthy diet – your insurance for the future

SOURCE: FROM THE OVMO

The supporting members of the Network include the Silesian Association of Gminas and Poviats and National Association of Village Administrators. Also, regional coordinators of the Network were appointed; they are going to be responsible i.a. for promotion of the Network actions and broadening its membership to include new gminas from particular voivodeships.

Polish Network for Village Renewal and Development is a network within which particular gminas will be able to exchange experience, know-how and practice. *Sometimes one seeks far away from home, while good solutions are just at hand and one should learn to use them. Such cooperation brings a lot of opportunities. The Strumień Gmina may contribute a lot to the Network, but it can learn even more from its partners located all around Poland,* said Anna Grygierek – the Mayor of Strumień.

Such mutual exchange and collaboration is effective in international perspective, underlined Ryszard Wilczyński - the Voivod of Opole and Vice-President of European Association of Rural Development and Village Renewal. *The most important thing is*

to be able to share ideas, as this brings progress. One of the initiatives of the Network will be to establish the Network of the Most Interesting Villages. This is going to be a way to distinguish villages which enjoy particular cultural, architectural or social assets.

The main goal of the Network establishment is to create better conditions for collaboration and mutual inspiration of the best rural gminas in Poland which have specific achievements in local development and rural development, thanks to a partnership model of managing the gmina development. The idea of establishing the Network came into being in October 2012 in Prószków (Opolskie voivodeship) during the celebration of 15th anniversary of Village Renewal in Poland. On that date a group of founders was organized (including the gminas of Czarna Dąbrówka, Dzierżoniów, Gogolin, Gniewino, Popielów and Strumień), which decided to organize a founding meeting in the Strumień gmina.

Signing a memorandum of association forming the Network was preceded by a creative session which took place in the hall of the Strumień Junior

High-School. During the session, interesting initiatives implemented in various gminas were presented by the participants of the founding meeting and by the inhabitants of Strumień gmina. Gmina administrators and town mayors took part in a conference on the best practices in participatory management of a gmina supporting local renovation which was held in the Gmina Centre for Rural Integration in



Founding meeting of the Polish Network for Village Renewal and Development

SOURCE: FROM THE OVMO

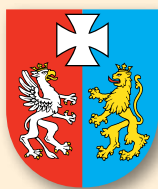
Pruchna. Next, they visited Drogomyśl locality where they found out about local initiatives and summed up the whole 2-day meeting.

Volunteer Fire Services and Rural Development in the Opole Region

It is for the second time already that the firemen of Opolskie Voivodeship met at a conference during which they discussed the participation of volunteer fire services in cultural life of the local communities, their contribution to the protection of cultural heritage and upholding tradition in the Opole countryside.

The conference on "Effect of Volunteer Fire Services on the Safety, Cultural Heritage and Maintaining the Tradition on Rural Areas" was attended by the Vice-Marshal and a Voivodeship Executive Body representative. While greeting the participants on behalf of the Voivodeship Marshal under whose auspices the conference

was held, the Vice-Marshal, said that the creation of rural areas development was one of the tasks of volunteer fire services. He said: The Voivodeship local authorities see, when cooperating with firemen, how responsibly they implement that objective. We appreciate, he followed, how well the firemen know how to use the EU funds. We hope that in the future financial perspective the good practices will be continued. The meeting which lasted for a few days was not only an opportunity to discuss and share experience with the colleagues from Germany, France or Lithuania. There was time for a workshop and exercises in the water and forest area. The conference's aim was also to define objectives in the scope of approximating the level of operation of Volunteer Fire Services and their development. The participation of foreign guests made it possible to share experience and develop international liaisons between the firemen from Opolskie Voivodeship and those from the partner towns from abroad.



NRN Regional Secretariat of Podkarpackie (Sub-Carpathian) Voivodeship

ECO-GALA 2013

For the first time ever the Rzeszów Podpromie exhibition hall was full of the stands prepared by organic food and products manufacturers, who came to take part in the 7th Eco-Gala International Fair of Organic Food and Products, which was held between 24-26 May 2013. There were ten foreign entrepreneurs presenting their produce from Ukraine, the Czech Republic, Croatia, Romania, Greece, Italy and Hungary. This year's fair was focused on honey and apiary products;

in this way the fair organizers wanted to bring the visitors' attention to the need of protecting bees, whose world population has dramatically decreased due to the common use of chemicals, especially in agriculture.

Hence, numerous seminars were held during the fair, along with lectures, discussions and presentations to demonstrate nutritious and medicinal values of apiary products. Apiary products were the most important products of this year's presentations, which included i.a. an exposition of ancient apiary equipment, a presentation of



7th Eco-Gala International Fair of Organic Food and Products

SOURCE: FROM THE ARCHIVES OF NRN RS

state-of-the-art equipment, honey collection demonstration and tasting of apiary products.

Eco-Gala is one of the biggest exhibitions dedicated to organic foods and products in this part of Europe. It is not only a place where one can present and promote organic food, but it is also an important forum for sharing knowledge and experience on the methods of organic products' manufacturing.

The exhibition was accompanied by numerous contests for children and youth, i.a. the 8th European Culinary Contest for the students of cooking schools from Poland, Ukraine, Czech Republic and Slovakia. The contestants were asked to prepare interesting dishes from organic poultry originating from Sub-Carpathian farms. There were two laureates of the contest: Wincenty Witos Complex of Agro-Technical Schools in Ropczyce and HORECA College from Ukraine.

This year was the first one in which the fair exhibitors could participate in Cooperation Exchange – a platform for developing partnership liaisons.

During the fair, as in the previous years, a contest

was held for the most beautiful stand of the 2013 Fair. The laureates of this year's edition included "The Colours of Health" enterprise from Tarnogród (1st prize), Gusti Agricoli Lucani from Italy (2nd prize) and Marshal's Office of Podlaskie Voivodeship (3rd prize).



Krystyna Gurbiel – Undersecretary of State in the Ministry of Agriculture and Rural Development and Lucjan Kuźniar – Vice Marshal of Sub-Carpathian Voivodeship tasting organic honey

SOURCE: FROM THE ARCHIVES OF NRN RS

Eco-Gala International Fair of Organic Food and Products is one of numerous undertakings implemented by the Local Government of the Sub-Carpathian Voivodeship in order to support organic farming. Promoting organic lifestyle, especially organic food, makes it possible for us to benefit from the most precious assets of our environment and pure nature.

The hosts of Eco-Gala included: Marshal's Office of Sub-Carpathian Voivodeship, Office of Rzeszów City and Sub-Carpathian Chamber of Organic Farming. As a networking project, Eco-Gala was co-funded with the EU funds under Technical Assistance of the Rural Development Programme 2007-2013.



Organic products presented during Eco-Gala Fair

SOURCE: FROM THE ARCHIVES OF NRN RS



NRN Regional Secretariat of Pomorskie (Pomeranian) Voivodeship (Pomerania)

Agrotourism Fair in Ostrzyce

Integration of communities related with Pomeranian agrotourism, development of liaisons and seeking measures for tourism development in the Pomeranian countryside based on the preserved cultural heritage of Kashubia and the promotion of regional food products – these are the main objectives of the “Kashubia Forever” Agrotourism Fair combined with the meeting of Kashubian operators of agrotourism facilities.

The meeting of the representatives of tourist and catering operators was held on 11 May 2013 in Ostrzyce on the initiative of Municipal Cultural Centre in Somonin. The fair was attended by experts on tourism – representatives of institutions and organizations operating for rural development, owners of guest farms, students of horeca schools, as well as administrators of hotel and catering facilities.

The discussion focused on the market of traditional food, cooperation in rural tourism and culinary identity of regions. The lecturers included Andrzej Hałasiewicz from the Chancellery of the President of the Republic of Poland and Marek Zagórski – Managing Director of the European Found for Polish Countryside Development. The most interesting projects implemented in the agrotourism sector under RDP 2007-2013 and FISH Operational Programme were presented by Aneta Gajger – Deputy Director of RDP Department in the Marshal's Office of Pomorskie Voivodeship in Gdańsk. A speech on teaching farms delivered by a representative of Pomeranian Advisory Centre in Gdańsk attracted a lot of interest as well.

Every inch of a woman

Members of rural housewives' circles from Pomorskie Voivodeship could participate in a



Agrotourist Fair

PHOTO: MONIKA KOPIECKA

workshop teaching how to behave in front of a camera, and how to handle stress during public speeches. The workshop entitled "Every inch of a woman" was organized by NRN Regional Secretariat of Pomorskie Voivodeship.

According to the administrator of Skorzewo village who participated in the workshop, *"rural women are the ones who animate village cultural lives, organize various events where rural community is gathered and influence their children's education. Women's voice is heard more and more often in matters concerning the Polish countryside and they are its best representatives"*

Participants of the workshop learned how to communicate effectively, how to handle stress, they studied conscious body language and they learned how to modulate their voice. The ladies could also exercise the newly acquired skills in front of a camera. Each of the ladies received individual hints concerning her image and presentation.

The workshop, which was dedicated to preparing rural housewives for delivering public speeches, and which was to teach them communicating techniques and image creation, was held in six



workshop for women

PHOTO: ALEKSANDRA RACZYŃSKA

poviats of the Pomorskie Voivodeship: kościerski, kartuski, starogardzki, pucki, wejherowski and gdański.



NRN Regional Secretariat of the Śląskie (Silesian) Voivodeship (Silesia)

A study tour to Romania

Between 16-20 May 2012 NRN Regional Secretariat of Śląskie Voivodeship organized a study tour to Romania, which included sheep breeders, owners of guest farms, partners of National Rural Network and representatives of Marshal's Office of Śląskie Voivodeship.

The participants of the study tour took part in a meeting dedicated to rural development while examining the example of good practices implemented in Transylvania. The meeting was conducted by a representative of Asociata Transhumanta. The tour participants could also visit rural tourism facilities: Viscri – Transylvanian Guest Village and a family fish processing plant – Doripesco Fish Factory. They also met with sheep breeders in Bran locality.

The Group participated in a conference, the participants of which included i.a. the EU Commissioner for Agriculture Dacian Ciolos, Romanian Minister of Agriculture and representatives of associations which take part in sheep grazing. During the conference the delegates learnt about the objectives of the 2013 Carpathian Sheep Trailing project, which assumes the cultivation of common shepherd traditions concerning sheep grazing in the Carpathian countries, including Romania and Poland, as well as about the Sheep Plus Program of Economic Activation and Preservation of Cultural Heritage of the Beskid Mountains and Cracov and Częstochowa Upland, which is implemented in the Silesian Voivodeship.

The Study tour to Romania made it possible to learn more about issues concerning rural tourism sector operation based on regional products and farm animal breeding.



A conference with the participation of EU Commissioner Dacian Ciolos

SOURCE: FROM THE ARCHIVES OF NRN RS



SOURCE: FROM THE ARCHIVES OF NRN RS

Weekend Tourism Fair in Chorzów

Between 17-19 May 2013 "Regional Attractions" Weekend Tourism Fair was organized in the Silesian park in Chorzów.

During the fair, representatives of various regions of Poland presented their culture, traditions and culinary specialities. The fair participants could taste culinary delicacies characteristic of a given region, admire handicraft of local artists, such as painted angels, paper flower arrangements, lace jewellery and artistic ceramics, as well as listen to highlanders' music. During the fair one could observe the work

on set of a culinary TV series featuring Remigiusz Rączka ("Rączka Cooks")

The Weekend Tourism Fair hosted seven Local Action Groups from Śląskie Voivodeship:

"Spichlerz Górnego Śląska" [Upper Silesian Breadbasket]

"Ziemia Pszczyńska" [The Land of Pszczyna]

„Morawskie Wrota” [Moravian Gate]

„Żywiecki Raj” [Żywiec Paradise]

Partnerstwo Dorzecza Kocierzanki i Koszarawy” [Partnership for the Kocierzanka and Koszarawa Riverso]

"Zielony Wierchołek Śląska" [The Green Top of Silesia]

Ziemia Bielska [Bielsk Land]



SOURCE: FROM THE ARCHIVES OF NRN RS



SOURCE: FROM THE ARCHIVES OF NRN RS



NRN Regional Secretariat of Świętokrzyskie Voivodeship

Mobile 5D cinema with films for free, treasure seeking game, folk bands, lots of delicacies and numerous other attractions – between 5-7 April Kielce hosted the 5th AGROTRAVEL 2013 International Fair.

The Świętokrzyskie exhibition stand became famous for its 5D mobile cinema. During a visit to the fair, one could watch two films promoting the region while folk bands were playing at the background. Apart from that, Świętokrzyski Adventure Trail was launched – the first voivodeship loyalty programme for tourists. The winners could win a free stay on a guest farm in various regions of Poland.

This is the fifth edition of the AGROTRAVEL International Fair of Rural Tourism and Agrotourism, the most colourful exhibition sounding with dances and full of delicious flavours of the Polish regions. A lot of voivodeships offered food for tasting at their stands, and folk bands were performing at the "Stage of Culture". Łódzkie and Mazowieckie voivodeships were among those who brought their own bands. The "Stage of Culture" - constructed specially for the fair - was never empty. A record number of 167 exhibitors participated in the fair. Two entire fair halls were leased for the purpose of AGROTRAVEL.

However, it was not only the 5D mobile cinema which attracted the attention to our stand. As hosts and co-organizers of the fair, we boasted also other interesting things. The Park of Miniatures from Krajno exhibited one of its constructions at our stand. Echo Hotel promoted anti-cancer diet based on goose



The Stage of Culture was never empty...

PHOTO: A. KWIATKOWSKI

meat. The diet was developed by specialists from Świętokrzyskie Oncology Centre. Since the water in Kielce is the purest and the healthiest in Poland, we served it from a vending machine which was lent to us by Kieleckie Water Supply Facilities.

Treasure seekers

A game for treasure seekers was one of the attractions of the fair. Kielce Fair Management announced a geocaching competition in which all the fair visitors could take part. This is a game of searching hidden treasures by means of GPS devices. The rules of geocaching were explained to all those interested by experts from the Polish Federation of Rural Tourism, then all the treasure seekers were equipped with GPS devices and invited to take part in the game. Where were the treasures hidden on the grounds of the Kielce Fair and who was the first to find the treasure? The caches hidden on the fair grounds included sets of souvenirs and



Wielkopolska guest farm stand

PHOTO: A. KWIATKOWSKI

a voucher for a weekend stay on a guest farm. But this was not the end of surprises prepared during AGROTRAVEL for its visitors. On each day of the fair, the first 100 visitors were handed out discount tickets for booking overnight accommodation.

A windmill, i.e. a guest house

On Thursday, a day before the opening of the fair, the construction of the stand of the Lubelskie

Voivodeship (this year's partner region) was started and followed very efficiently. The stand was constructed as a 6 meter high windmill, which was indeed a guest house where delicious specialities of the Lublin regional cuisine were served.

The fair was accompanied by other associated events. One of them included a contest for high-school students: "My idea for rural infrastructure". Students sent numerous projects including very interesting ideas. During this year's fifth edition of the fair the offer was presented by 167 exhibitors from Poland and abroad, including Finland, Slovakia, Hungary, Lithuania and Algeria. The growing number of exhibitors coming to the event year after year shows that rural tourism is more and more popular among tourists, and AGROTRAVEL is an occasion to get acquainted with a broad offer of rural tourism products at one place. Rural tourism offers are attractive for mountain hikers as well as for seaside beach fans. A range of possibilities of how to professionally organize leisure time in absolutely unique natural environment were presented i.a. by Local Action Groups and agrotourism associations.



NRN Regional Secretariat of Warmińsko-Mazurskie Voivodeship (Warmia and Masuria)

Training under the Programme of Village Renewal in Warmia and Masuria: "Warmian, Masurian and Powiśle countryside – a place worth to live in"

The Programme of Village Renewal "Warmian, Masurian and Powiśle countryside – a place worth to live in" is an initiative of the local government which has been implemented since 2012, and

which has already been joined by 40 villages and 25 gminas of the region. The aim is to increase activity and integration of rural communities and to increase the involvement of inhabitants in actions for their villages. The Programme implements tasks aiming at increasing the competence of rural inhabitants in the scope of development and implementation of a joint vision of their locality development. Actions aim also to increase the number of villages which have developed and implemented their development strategy with



FOT. ARCHIWUM SR KSOW

the participation of their communities, as well as to increase the involvement of rural and rural-urban gminas in activating village communities. Communities participating in the programme will be provided with funds for investment projects. In January and April 2013 first training courses were organized under the Programme of Countryside Restoration. The actions were targeted at gmina coordinators, leaders and members of countryside restoration groups from Warmia and Masuria. The aim of the cycle of three two-day meetings was to prepare the participants to launch the process of developing and updating countryside development strategies in their areas. Over 60 people were trained on how to conduct meetings with inhabitants, what methods should be used when diagnosing local communities and how to analyse strengths and weaknesses of their localities.

Coordination and information meeting of NRN Regional Secretariats in Ostróda

On 11-12 April 2013 National Rural Network Regional Secretariats held a meeting in Ostróda. The meeting was attended by representatives of the Ministry of Agriculture and Rural Development, Agency of Restructuring and Modernization of Agriculture, Foundation of Assistance Programmes

for Agriculture and representatives of 16 regional NRN Secretariats in Poland.

Over 50 participants of the meeting took part in the discussion of the role of international collaboration and networking projects; further discussions focused on the operations of the NRN web portal and possibilities of its further development, an on operations of Voivodeship Working Groups in the regions. A significant amount of time during the 2-day meeting was dedicated to discussing the objectives related with the NRN future tasks to be implemented in the period 2014-2015.



PHOTO: ARCHIWUM SR KSOW

Participation in the Regionalia Fair of Regional Products in Warsaw

On 20-22 April 2013 the Regionalia Fair of Regional Products was held in Warsaw. The undertaking was dedicated to natural and organic food and regional products from Poland as well as from abroad. Among the fair exhibitors there was the Local Government of Warmińsko-Mazurskie Voivodeship presenting a broad range of regional products of entrepreneurs associated in the network "Culinary Heritage – Warmia, Masuria and Powiśle", who specialize in the production of traditional and natural foods. The regional stand of Warmia and Masuria promoted various products, i.a. processed fish, Masurian Śakotis cake and honey. It must also be said that the linden honey from the 'Masurian Bee-Keeper' Apiary won a gold medal in the "Nature Treasures" category of the Regionalia contest.



NRN Regional Secretariat of Wielkopolskie Voivodeship

Wielkopolska success at the AGROTRAVEL 2013 fair!

The participation in the 5th AGROTRAVEL 2013 International Fair of Rural Tourism and Agrotourism was the most important action of Wielkopolska local authorities for the promotion and development of agrotourism in Wielkopolska.

The support programme for Wielkopolska guest farms and their promotion, which has been implemented since 2012, resulted in an exhibition stand being prepared by the Marshal Office of Wielkopolskie Voivodeship jointly with Local Action

Groups and certain guest farms. The presentation of Wielkopolska assets was conducted under the banner of creative collaboration.

Nine Wielkopolska guest farms and 6 LAGs including folk artists presented their products on an area exceeding 100 m².

Wielkopolska promoted its culture, history, heritage, tourism and natural assets in an unusual way, and everything was exhibited in a very attractive form. The presentation included outfits and elements or armour from the beginning of the Polish State, as well as inspiring tourist products and whole leisure packages, including education and family-leisure ones, as well as packages tailored

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to the needs of other tourists; the packages were developed by creative guest farms owners in mutual cooperation or with support of other institutions.

Swarms of visitors were attracted by an innovative interactive exhibition stand made of wicker – a natural construction material which is characteristic of our region, as well as by an offer of workshops and music.

The sense of taste was satisfied by delicious traditional bread and rolls baked at the stand and by artistic mazurka cakes – works of art made by owners of guest farms.

People interested in baking could try their baking skills and bake their own roll or decorate a mazurka cake by themselves and according to their own taste.

Ladies dressed up in Wielkopolska folk dresses encouraged to tasting cold meats, cheeses, dumplings, cakes, jams and juices made with traditional methods.

Those who wanted to check their manual skills could participate in folk papercutting workshop or paper flower making workshop, supervised by experts from guest farms or Local Action Groups.

Background music was played by Orliczka Band which attracted swarms of visitors to the stand with its original musical arrangements.

Original decoration of Wielkopolska stand and an idea for an interactive presentation involving all senses were noticed, appreciated and rewarded with a Golden Rooster – the first prize in a contest for the most interesting stand of AGROTRAVEL 2013 Fair.

This undoubted success would not have been possible without cooperation, passion and creative ideas of the involved citizens of Wielkopolska – the visitors participating in that exceptional event, the following edition of which in 2014 is going to be all the more challenging.

Woman's day celebrations

On 8 March 2013 – the day which is celebrated by women in many countries throughout the



SOURCE: FROM THE MOWV

world, a group of 50 women from Wielkopolska – students and graduates of the School of Female Leaders of Local Development, was invited by Deputy Prime Minister Janusz Piechociński – the Minister of Economy – to Warsaw to a conference dedicated to women.

The aim of the gathering of active women from all around Poland was to share experience, promote female entrepreneurship and integration of local communities.

Groups of women from Wielkopolska wearing uniform pink scarves and proudly presenting a huge banner with the inscription: Wielkopolska School of Female Leaders of Local Developments could



A conference for women

PHOTO: I. WOJCIECHOWSKA

not pass unnoticed, especially by Vice-Minister of Economy who is a woman herself.

The School of Female Leaders of Local Development Project has been implemented with great success by the Marshal Office of Wielkopolskie Voivodeship since 2010. The total of over 600 active women from rural areas of the Wielkopolskie Voivodeship are proud graduates of the School.

Active Wielkopolska women participated in a workshop dedicated to the development of social skills and studied the law related with non governmental organizations.

Since April 2013 Wielkopolska female leaders have taken part in Level 2 of the School of Female Leaders. During the workshop they learned the skill of effective negotiation, which will certainly prove very useful in their everyday activities within the local community.

The participation in the conference in Warsaw, discussions and sharing experience with ladies from other regions has inevitably become an incentive for further female actions and the implementation of further creative initiatives on the rural areas of the Wielkopolskie Voivodeship.



NRN Regional Secretariat of Zachodniopomorskie (Western Pomerania) Voivodeship

Regionalia Fair of Regional Products

Regionalia Fair of Regional Products in Warsaw is dedicated to the promotion of traditional, regional

and organic products produced in Poland and abroad. This year Regionalia Fair was held between 19-21 April and was visited by over 25 thousand visitors. The second edition of the fair was held under the honourable auspices of the Minister of

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Agriculture and Rural Development, Marshal of Mazowieckie Voivodeship and Polish Chamber of Regional and Local Product.

The following producers were invited to promote their regional and traditional products at the stand organized by Zachodniopomorskie Voivodeship: the Fajarskis' apiary ("Drahimski Honey"), Roman Bielewicz (traditional cold cuts), the Paciuszkiewicz family (dumplings), the Jaszczowskis' fruit and vegetable processing facility on Sedina Organic Farm and Elżbieta Kuczma from 'Zagon' Organic Farm (Kołobrzeg Cucumbers).

The region was also very well promoted by means of organic processed products such as juices, rose petal jam, red and green tomato jam, preserves made of pumpkin, meat delicatessen, traditional sour vegetable preserves and ready-made dishes. A folk group "Jezioranki" from Krzemień sang its ballads and folk songs at the stand.

The fair was an excellent place to meet new and maintain liaisons with hitherto clients, to introduce new products and services to the market, reinforce position and brand promotion, as well as to investigate the needs of prospective clients. Moreover, the participation in the fair was an excellent occasion to promote cultural and culinary heritage of Zachodniopomorskie Voivodeship.

A study tour of LAG representatives to the Czech republic

NRN Regional Secretariat of Zachodniopomorskie Voivodeship in cooperation with 'Pomeranian Leader' Association organized a study tour of LAGs from Zachodniopomorskie Voivodeship to Hradec nad Moravici in the Czech Republic. The aim of the tour which was organized between 7-10 May was to share experience between LAGs from Czech and Germany concerning the implementation of Local Development Strategies and to talk about the



Regionalia Fair of Regional Products

SOURCE: FROM THE ARCHIVES OF NRN

already implemented projects under the Leader Programme.

The tour participants included representatives of local LAGs from Zachodniopomorskie Voivodeship, producers of Zachodniopomorskie regional products and Dębniacy folk band.

The first day of the tour included participation in the feast and fair of regional food. The event was organized by LAG from the Czech Republic, and LAGs from Zachodniopomorskie were invited to co-organize both events. The feast commemorated an event which happened in 965 when, according to the legend, a wedding procession of Dobrava - a daughter of the Czech prince Bolesław Ist met with the wedding procession of the Polish prince Mieszko Ist in the palace of Hradec nad Moravici. During the fair of regional products the producers from the Czech Republic and Poland presented their regional produce. Representatives of Zachodniopomorskie LAGs were dressed in outfits from the 10th century and promoted traditional products from Western Pomerania, such as bread baked on calamus leaves, rural bread and curd cheese produced with traditional methods, which turned out to be an excellent advertisement of our region.

On the second day of the trip, the LAGs from the Czech Republic and Poland took part in a workshop and a conference entitled "Common History – the return of Mieszko Ist". The aim of the conference was



A study tour of LAG representatives to the Czech Republic

SOURCE: FROM THE ARCHIVES OF NRN

to share experience and information concerning the organization of historical events by LAGs. After the conference workshops were organized during which the participants developed draft cooperation projects concerning tourism products, which could be implemented jointly by LAGs from the Czech Republic and Poland. As a consequence of the conference and the workshops, a Letter of Intent was signed between Zachodniopomorska Leader Network and Local Action Groups from the Czech Republic, concerning the implementation of joint projects in order to start various liaisons between entities operating on rural areas on both sides of the border.

Next, the participants did a sightseeing tour of projects implemented under the Leader initiative by LAGs from the Czech Republic. The participants visited a renewed Windmill of Slama the Waterman and a renovated building of volunteer fire services, as well as a social school in Vertkovice locality.

On the last day our LAGs participated in a seminar on the creation of mobile phone applications thanks to which tourists can be informed about attractions of a region they are visiting and thanks to which text information may be changed into voice information.

Finally the "Drawa Partnership" LAG invited the LAG from Moravia to Poland, to prepare a mobile tourist guide. Thanks to the study tour, cooperation was started between a primary school in Krzęcin and a school from Vresina, which will involve student exchanges between both schools.

'A picnic on the Oder' in Szczecin

A picnic on the Oder was organized in Szczecin between 11-12 May 2013. This is one of the biggest fair and tourist event in Poland. This year's picnic was visited by approx. 50 thousand Szczecin inhabitants and tourists from Poland and abroad.

The isle of Zachodniopomorskie flavours was composed of twelve wooden huts in which numerous producers from Western Pomerania presented their unique traditional and regional products which have for many years been manufactured based on original recipes. The visitors could taste bakery products (sourdough bread, Szczecin ginger cakes, kiflis, rolls and cakes) preserves (made of Japanese rose), cold meats produced traditionally according to old Polish recipes, honeys (drahimski honey, honey from 'Jan's Apiary') and numerous other regional products.

The aim of the promotion of regional and traditional products during the picnic was to present the slowly vanishing culinary traditions which are characteristic of the Western Pomerania Voivodeship. Regional and traditional products play a significant role in the preservation of cultural heritage and non-agricultural diversification of rural areas. The participation of exhibitors in the event was a wonderful opportunity for them to present their unique products, attract new clients, introduce new products and services to the market and find out about client's expectations.

As in the previous years, the main attraction of the first day of the picnic was the Great Cooking Project, during which Capitan's Sour Soup was cooked. On the second day, a long line of visitors waited to taste fish dishes which were prepared under a campaign "Invite the sea to dinner – health comes from fish". During the picnic, the visitors could also participate in 9th ORGANIC Fair of Healthy Foods and Organic Products. The variety of offers was immense. The exhibitors offered bread from the Suwałki region, Benedictine liquors, flavoured wines and beers as well as highlanders' products.

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