

WHAT YOU SHOULD KNOW

ABOUT EU PROTECTED FOOD SCHEMES

CE AR TREBUI SĂ ȘTIȚI DESPRE

-SISTEMELE DE PROTECȚIE A PRODUSE- LOR AGRICOLE ȘI ALIMENTARE ÎN UE



Polish aid

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CODRUTE

Moldavian Culinary Routes.
Registration and promotion of local and regional products from
Călărași District



Polish aid



ABOUT CODRUTE

Project entitled “Moldavian Culinary Routes – Registration and Promotion of Local and Regional Products from Călărași District”, financed by Ministry of Foreign Affairs of Republic of Poland, within the framework of the Polish Aid programme, was launched in March 2015.

Project implemented by Development Policy Foundation, Poland focuses on creating multisectoral partnerships between local Moldavian NGO in Călărași region, local authorities, farmers and tourism service providers. Project’s aim is to build the potential of SME and diversify agriculture production by encouraging local producers to register local and regional products, and by these means to preserve culinary heritage of Moldavia, promote region and attract tourism. Expected projects outputs are registration of 2 local products with GIs and delimitation of culinary bike trail in Călărași region,

along with launching a bike rental facility.

More info at:

<http://codrute.org/>

<https://www.facebook.com/moldavian.culinary.routes/>

Project’s partners are LGD Vistula Terra Culmensis from Stolno, Poland and two Moldavian NGOs: Ecological Movement of Moldova, Casa Părintească (Parental House)

The Project co-financed by the Polish development cooperation programme of the Ministry of Foreign Affairs of the Republic of Poland.

DESPRE CODRUTE

Proiectul intitulat "Rute Culinare în Moldova: înregistrarea și promovarea produselor locale și regionale din raionul Călărași", finanțat de Ministerul Afacerilor Externe al Republicii Polone, în cadrul Programului Polish Aid, a fost lansat în luna Martie 2015.

Proiectul implementat de Fundația de Dezvoltare a Politicilor din Polonia se concentrează pe crearea de parteneriate multisectoriale între ONG locale din regiunea Călărași, Moldova, autorități locale, fermieri și prestatorii de servicii turistice. Scopul proiectului este de a contribui la dezvoltarea potențialului IMM-urilor și la diversificarea producției agricole prin încurajarea producătorilor locali de a înregistra produsele locale și regionale, precum și, astfel, de a conserva patrimoniul culinar al Moldovei, de a promova și de a atrage turismul în regiune. Re-

zultatele așteptate ale proiectului sunt: înregistrarea a 2 produse locale cu IG și delimitarea unui traseu culinar pentru biciclete în regiunea Călărași, lansarea unui serviciu de închiriere a bicicletelor. Mai multe detalii pe: <http://codrute.org/> <https://www.facebook.com/moldavian.culinary.routes/>

Partenerii proiectului sunt LGD Vistula Terra Culmensis din Stolno, Polonia și 2 ONG-uri din Moldova: Mișcarea Ecologistă din Moldova, Casa Părintească

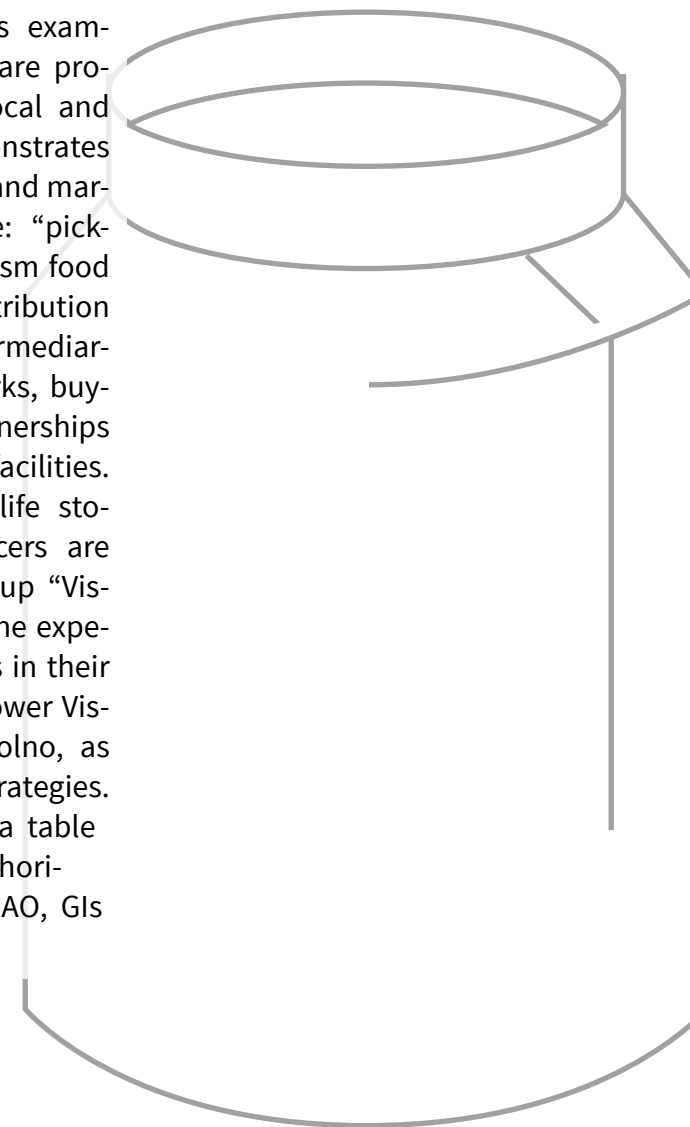
Proiectul co-finanțat de Programul de Cooperare pentru Dezvoltare al Ministerului Afacerilor Externe al Republicii Polone.

INTRODUCTION

The essays collected in the present volume investigate diverse areas related to the production, marketing and registration of regional products. The first two parts of the book comprises papers exploring a number of formal aspects of GI registration at EU level with recommendations for Moldova and best Polish and European practices presented. The third part consists of stories about few aspects of regional products registration: marketing and distribution channels of regional or local products and Polish local producers success stories, disclosing the practical side of business activity connected with local specialities. The opening chapter offers an outline of the procedures necessary in order to be granted EU GI status protection. Explaining the entanglements of the so-called “EU two-stage procedure”: national and EU level registration, the paper aims to

elucidate the peculiarities of in-country GI application in Moldova. Summarizing the optimal profile of the GI applicant, discussing formal steps to be taken and further documents to be developed and submitted, the associated costs thereof, etc., the paper aims to take the perspective of the Moldovan GI applicant, which entails a brief overview of the GI regulatory frameworks in Moldova, emphasizing its untapped opportunities, and further investigating its limitations and setbacks, all in a practical way. Additionally, a number of EU GI registration-focused case studies are provided. Chapter 2 focuses on best Polish practices in GI registration, presented in a form of Questions & Answers. The questions posed are the most problematic issues from the perspective of Moldovan applicant, while the answers are based on Polish successful stories and case studies.

The chapter entitled “Marketing of regional products: how to reach diverse groups of consumers” presents examples of how regional products are promoted and distributed on a local and large scale. The article demonstrates various practices of direct sales and marketing implemented in Europe: “pick-your-own” farms, eco fairs, tourism food trails, festivals; as well as distribution channels with one or more intermediaries – internet local food networks, buying groups, cooperatives, partnerships with restaurants or tourist facilities. In the following chapter, real-life stories about Polish local producers are gathered. The Local Action Group “Vistula – Terra Culmensis” shares the experiences of Polish local producers in their work with plum jam from the Lower Vistula Valley and bread from Stolno, as well as applied marketing strategies. Finally, the appendix includes a table presenting the competent authorities related to the products with AO, GIs and TSG in Moldova.



INTRODUCERE

Articolele colectate în volumul de față investighează diverse sectoare legate de producerea, marketingul și înregistrarea produselor regionale (locale). Primele două părți ale cărții cuprind articole care tratează un număr de aspecte formale referitor la înregistrarea Indicațiilor Geografice la nivelul Uniunii Europene cu oferirea recomandărilor pentru Moldova și prezentarea celor mai bune practici din Polonia și Uniunea Europeană la acest capitol. A treia parte constă din articole despre înregistrarea produselor regionale: instrumente de marketing și canale de distribuție pentru producătorii regionali și locali, istorii de succes ale producătorilor locali din Polonia, oferind astfel, o informație despre felul în care poate fi realizată conectarea activității de business cu cea a produselor culinare locale. Primul capitol oferă o schiță a proce-

durilor necesare pentru acordarea statutului de Indicații Geografice protejate în Uniunea Europeană. Prin explicarea complicațiilor așa-numitei “procedură în două etape a Uniunii Europene”, lucrarea are ca scop elucidarea particularităților privind procedura de obținere a certificării Indicații Geografice în Moldova. Rezumând profilul optim al applicantului pentru Indicații Geografice, discutând măsurile formale care trebuie să fie luate și alte documente care trebuie să fie elaborate și prezentate, precum și costurile aferente ale acestora, studiul își propune să prezinte o perspectivă a applicantului din Moldova, lucru care impune o scurtă prezentare a cadrului de reglementare a Indicațiilor Geografice în Moldova, evidențierea oportunităților neexploatate, investigarea în continuare a limitărilor și obstacolelor, toate într-un mod cât mai practic posibil. În plus este

prevăzută o serie de studii de caz axate pe înregistrarea Indicațiilor Geografice. Al doilea capitol este focusat pe cele mai bune practici ale Poloniei privind înregistrarea Indicațiilor Geografice, prezentate sub forma unui set de Întrebări și Răspunsuri. Întrebările incluse în această carte reprezintă cele mai problematice subiecte din perspectiva aplicanților din Moldova, în timp ce răspunsurile au la bază istorii de succes ale Poloniei și studii de caz. Capitolul intitulat “Marketingul (promovarea) produselor regionale: cum ajungem la diverse grupuri de consumatori?” prezintă exemple referitoare la felul în care produsele locale sunt promovate și distribuite la scară regională (sau chiar mai mare). Articolul prezintă diverse practici de vânzare și comercializare directă, implementate în Europa: ferme în care clientul își alege singur produsele, târguri eco, trasee turistice culinare, festivaluri; precum și canale de distribuție care implică unul sau mai mulți intermediari – rețele de produse locale pe internet, grupuri de cumpărători, cooperative, parteneriate cu restaurante sau alte facilități turistice. În următorul capitol al cărții sunt

adunate istorii reale ale producătorilor locali din Polonia. Grupul Local de Acțiune “Vistula – Terra Culmensis”, prezintă experiența producătorilor locali polonezi privind producerea gemului de prune din Valea Inferioară a Vistulei și a pâinii din Stolno, precum și strategiile de marketing folosite de acești producători. În cele din urmă, anexa include un tabel în care sunt menționate autoritățile competente cu privire la produsele cu AO, IG și STG în Republica Moldova.

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1.

Cum ș-a-ti înregistrezi produsul ca Indicație Geografică Protejată în Uniunea Europeană și ce obstacole pot să apară? Focus pe Moldova

Wojciech Szpociński



Capitolul oferă o evidențiere a procedurilor care trebuie aplicate pentru a obține statutul de Indicație Geografică Protejată în Uniunea Europeană. Explicând provocările așa-numitei „proceduri în 2 etape a Uniunii Europene”: înregistrarea la nivel național și comunitar, această lucrare are ca scop elucidarea particularităților aplicării sistemului de Indicații Geografice (GI) în Moldova. Sumarizând profilul optim al aplicantului pentru IG, menționând etapele formale care trebuie parcurse și alte documente care trebuie elaborate și trimise, precum și costurile asociate, etc., lucrarea are ca scop oferirea unei perspective clare aplicantului pentru IG din Moldova. Acest lucru presupune o scurtă prezentare a cadrului de reglementare a IG din Moldova, subliniind oportunitățile sale neexploatate; investigarea în continuare a limitărilor și eșecurilor sale, toate

sub aspect practic. În plus, sunt oferite o serie de studii de caz legate de înregistrarea indicațiilor geografice în Uniunea Europeană. Prezentarea generală nu este o analiză completă, însă, este probabil prima care intenționează să evidențieze unele dintre provocările actuale cu care se confruntă plângerile legate de certificarea geografică a produselor moldovenești în Uniunea Europeană.

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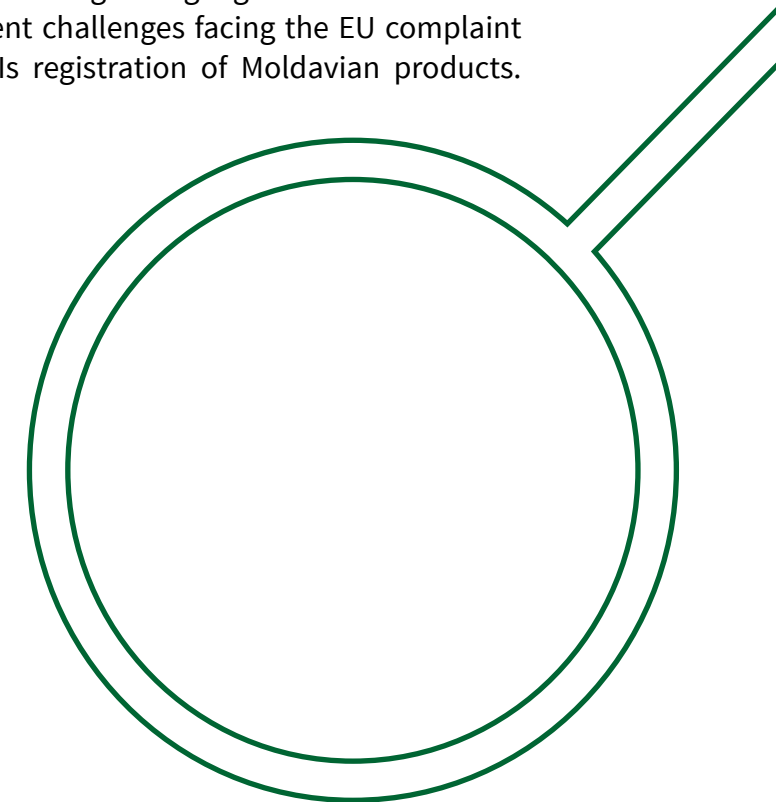
How to make your product registered as the GI in the EU and what comes on the way? Moldova Focus

Wojciech Szpociński



The chapter offers an outline of procedures to follow to be granted EU GI status protection. Explaining the entanglements of so-called “EU two-stage procedure”: the national and EU level registration, the paper aims to elucidate the peculiarities of in-country GI application in Moldova. Summarizing the optimal profile of the GI applicant, discussing formal steps to be taken and further documents to be developed and submitted, the associated costs thereof etc., the paper struggles to take a perspective of Moldovan GI applicant, what entails a brief overview of GI regulatory frameworks in Moldova, emphasizing its untapped opportunities, further investigating its limitations and setbacks, all in a possibly practical way. Additionally, a bunch of EU GIs registration focused case studies is provided. The overview is by no means an exhaustive

analysis, while probably one of the first intending to highlight some of the current challenges facing the EU complaint GIs registration of Moldavian products.



Before embarking on the GI registration process: the bare essentials

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- There are 2 major perspectives on the Geographic Indications: the European and the American: sui generis/unique in the EU, where the products granted with GIs are intrinsically connected to terroir or a distinct place of origin/location, production, processing or all together, depending on GIs, being collective rights, open in formula and less costly to protect, versus the US trademark approach. In the US, in principle (wine and spirits are regulated differently), a product can carry a geographical name, but the geographical name – even though it may be associated with the toponym – does not in itself guarantee specific characteristics and does not mean that it was made of a raw material originating from the GI area or produced or/and processed at the refereed GI location. However, the 2 models can “co-exist” upon a certain compromise (like one reached under the Canada-EU CETA), though turbulently (see more on the GIs focused controversies around the negotiated

Transatlantic Free Trade Area or TAFTA). GIs relation to trademarks is outlined in detail in the respective MD DCFTA.

- The issue of EU GIs is closely tied to the EU common agricultural policy and its current transformation - the reinforcement of rural development pillar (so-called 2nd pillar), under the CAP reform effort: as such considered to be a way to boost added value of rural production & stimulate rural employment creation. By the same token the EU GIs scheme promotion ranks high amongst the EU development aid & technical assistance priorities within the EaP area, including Moldova. This commitment translates into money being allocated for agriculture modernization & rural development, including the expansion of the EU modeled GIs, in this country. ENPARD Moldova will be launched in 2015, in line with the March 2015 financing agreement between the EC and the Government of Moldova.

- Thus, the projects envisaging registration promotion/marketing of the MD GIs, along other, possibly cross-cutting e.g. social entrepreneurship or LEADER ap-

income enhancing measures or traceability/farm registration, will be strongly rewarded under ENPARD & other EUROPEAID instruments, including CBC, as well as under the bilateral EU MS assistance programs for MD. The key challenge to be addressed in relation to GIs is to stimulate establishment of the grass-root producers groups and push them to apply for the GIs.

How to register the GI in the EU?

The registration of GI foodstuff, wine or spirits in the EU is a two-stage procedure:

- At first you need to apply & effectively be granted the GI status for the product in your home country, in accordance with the national, in-country regulations and procedures on the GIs. These includes non-EU countries like Moldova, having their respective GI-focused legal frameworks deemed broadly and provisionally (temporarily: providing a huge approximation homework to be done) compliant with the EU regulations in the field. The national procedure is explained in a pos-

sible detail under the part one of this title.

- Once your product gets the national GIs recognition, obtaining the in-country GI protection you may apply for the EU GI status. The EU level procedure is briefly described and elucidated, what regards the key & controversial points, under the part two. Key regulations in brief:

In the EU & to be approximated in MD in line with the AAs:

- Council Regulation (EC) No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs.

- Commission Regulation (EC) No 1898/2006 of 14 December 2006 laying down detailed rules of implementation of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

- Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008 on the definition, description, presentation, labeling and the protection of geographical indications of spirit drinks

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- Council Regulation (EC) No 1234/2007 of 22 October 2007 establishing a common organisation of agricultural markets and on specific provisions for certain agricultural products (Single CMO Regulation), the part related to wine geographical indication in Chapter I of Title II of Part II
- Commission Regulation (EC) No 555/2008 of 27 June 2008 laying down detailed rules for implementing Council Regulation (EC) No 479/2008, as regard support programmes, trade with third countries, production potential and on controls in the wine sector, namely, Title V ‘Controls in the wine sector’
- Council Regulation (EC) No 509/2006 of 20 March 2006 on agricultural products and foodstuffs as traditional specialities guaranteed
- Commission Regulation (EC) No 1216/2007 of 18 October 2007 laying down detailed rules for the implementation of Council Regulation (EC) No 509/2006 on agricultural products and foodstuffs as traditional specialities guaranteed

Approximation Timetable: the provisions of the regulations mentioned above shall be implemented in principle within 4

years of the entry into force of the respective DCFTAs. Where outlined: IN MD: ANNEXVII to MD-EU DCFTA, Chapter 12 on Agriculture and Rural Development, Title IV.

In MD: Law on the protection of Geographical Indications, Appellations of Origin and Traditional Specialties Guaranteed of 2008, with later amendments.

Regulation of the Ministry of Agriculture and Food Industry governing the approval procedure for food products specifications with Geographical Indications, Appellations of Origin and Traditional Specialties Guaranteed of 2015.

For MD: search for OJ/EC Regulation other EU legal acts/L or communications/information/I, mentioned below, in Romanian at: <http://eur-lex.europa.eu/oj/direct-access.html?locale=ro> GIs scoped regulations are available at: <http://www.agepi.md/>

How to register the GI in the EU?

What sort of the product/s can be granted the GI status in MD?

At first check if the product is not registered yet: consult the list of the products granted with GIs at:

<http://www.agepi.md/>

If it was registered: you may always joint the producers group: GIs are open in its formula.

For specifics of the EU GIs and examples of products fitting the different categories or classes of the EU GIs refer to the preceding Chapter on peculiarities of the EU GIs.

The MD law on the GIs lists: AO or Appellation of Origin largely equivalent to the EU PDO, while PGI and TSG are defined in a very similar way as under the EU regulations. What's worth a mention is the established minimum threshold for “product used on the market for a time period showing transmission between genera-

tions, of at least 25 years, being proved”, under TSG registration requirements Make sure that your chosen “national” GI category & further the specification for your product are consistent with the respective EU requirements & category/class specifications for the close/equivalent.

Who may apply for the GI protection?

In principle the organizations of producers (and/or processors for agricultural products or foodstuffs) are in charge of defining the content of the GI products specifications as well as of the day-to-day management of the GI. Their tasks can include the management and safeguard of the production regulations (INTERNAL CONTROL), the definition of quality control schedules for the final product, the control of the implementation of the provisions laid down by laws and by regulations, at all levels (farms, producers and traders) on production methods as well as packaging rules. Such organizations – also known as the producers groups - often carry

out many activities that small producers would not be able to do separately, such as marketing and legal actions to promote and protect the GI name, coordinating the sales, fund-raising drawing on grants and programmes, like ENPARD.

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For the practical role of the producers group see the examples and insights provided throughout this guide. Still, what is worrisome is that the conducive legal framework for such groupings, associations or cooperatives is missing in Moldova. The existing groups are struggling with a legal obstacles and red tape what regards the time-consuming accountancy & taxation.

Conditions for the GI/TSG applicant are laid down in the Regulation on the procedure of filing, examination and registration of GIs, AO, TSG, approved by the Government Decision of the Republic of Moldova, No. 610 of July 5, 2010, later amended and the Regulation of the Ministry of Agriculture and Food Industry governing the approval procedure for food products specifications with Geographical Indications, Appella-

tions of Origin and Traditional Specialties Guaranteed Nr. 149 of 04.08.2015:

- should act on the basis of the approved (by the GI competent authority, no other confirmation needed) statute (it's standard);

- must include all categories of operators/producers/providers of raw materials involved in the process of the product development (a sort of rigid wording!);
- must be open, not allowing any monopolistic approach (standard);
- the statute should provide the concrete steps to be taken aiming for the international registration/protection for the GI/TSG.

The documents required to be submitted for the GI application:

Broadly, though confusingly (lacking clarity and scattered unevenly amongst secondary law and supplementary law), complaint with the EU Regulations listing the following documents to be submitted: the request or the GI application, the product specification, including the precise delimitation of the GI area, approved by the Competent Authority along the single document: summarizing the main

points of the specification - the name the registration of which is requested (crucial), the description of the product, where appropriate, specific rules concerning packaging and labeling, finally a concise definition of the geographical area, additionally an explanatory note on the intrinsic link between the product the GI & a short justification for this.

Meanwhile a list of the obligatory attachments includes:

- status of the group or the applicant, approved by the Competent Authority (being submitted for the official approval along the product specification: no separate endorsement procedure is needed);
- documents (including historic chronicles, testimonies/documents, materials, studies, analysis, relevant literature, surveys e.g. of est. reputation) attributing, substantiating or confirming or proving, dependently on the GI category (for AO, PGI), the link between the qualities & peculiarities of the product and the GI area, being all-encompassing;
- documents confirming & proving product's specific and traditional character;
- Copy of the competent authority's decision on the approval of the prod-

uct specification (the authorities listed under the control section & the Annex);

- Confirmation from the local authorities (slightly unusual) that the applicant produces the products indicated in the application within the defined GI area (for AO, PGI only);
- the names and addresses of the authorities or bodies verifying compliance with the provisions of the specification (under the control & in the Annexes).

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In-country opposition procedure:

within 3 months after the initial publication

How the GIs are verified and controlled?

All GIs products registered are subject to controls to ensure that the requirements of the products specification are met and maintained. The MD Law on GIs as well as the European Regulations provide that verification of compliance with the specifications, before placing the product on the market, must be en-

sured by a control body which can be a public body or a private body. Each GI applicant must nominate an inspection body. Private inspection bodies are required to be accredited to EN 17065 (General requirements for bodies operating product certification system). Public body must offer adequate guarantees of objectivity and impartiality, and have at their disposal the qualified staff and resources necessary to carry out their functions. The costs of the control & verifications are borne by the GI applicant.

Control bodies for the specific products categories are listed in the chart Annex to this guide.

Problems:

a. A cumbersome, time-consuming double/triple check procedure scattered amongst different responsible authorities: see the Annex.

b. Lack inter-institutional communication on GI registration and control, especially between MAIA/Ministry of Agriculture and AGEPI: est. of a single control authority needed.

c. Red tape: complex legal and procedural framework for changing agriculture land destination and management pattern: expansion & altering of its character.

What are the costs associated with the GI registration and GI operation?

It is hard to precisely determine these costs as they largely depend on the peculiarity of each GI, the following broad cost categories can be identified :

- Costs linked to the establishment of an organization of producers;
- Costs related to establishment of workable traceability scheme, being usually included in the product specification: origin of input, correlation of input to output, registration etc;
- Costs of the development of the product specification & further documents to justify and substantiate the GI request & possible technical analysis to define the limits of the GI area e.g. in MD at

least 100 EURO for the expert advice to the GI delimitation; More if you plan to hire a professional attorney to prepare the documentation & handle your case;

Registration & proceeding fees to be paid to the in-country, competent authority;

Costs of managing oppositions, if any;

Costs associated to control that have to be performed, in case of GI not very elevated;

Basic fee for submission & examination of GI application is: 240 EURO, additionally when issuing the registration certificate 300 EURO fee is charged;

II. How protect your national GI in the EU?

The EU Regulations on GIs (Regulation 510/2006 for agricultural products and foodstuffs, Regulation 1234/2007 for wines and Regulation 110/2008 for spirits) provide for the registration procedure of non-EU GIs. The procedures

applicable are the same as for EU GI products. The principle of two-stage procedure applies: you need to be granted your national GI to proceed with the EU GI registration for your product.

The only difference with regard to EU GI products is that the non EU applications may be sent directly by the applicant to the Commission of the European Communities located in Brussels (European Commission, DG AGRI, Rue de la Loi, 130, B-1049, Belgium or via email) or via the appropriate competent authority in your home country: AGEPI in MD.

The EU GI registration procedure is discussed in enough detail in numerous available guides and materials on GIs. Clearly, there is no point to repeat it.

The following free materials are recommended, though one may easily find more on the Internet:

- Q&A Manual European Legislation on Geographical Indications, by David Thual and Fanny Lossy, Insight Consulting, 2011; Available at: <http://ec.europa.eu/agriculture/>

events/2011/gi-africa-2011/q-a-manual_en.pdf

• Official EC simplified guide on agriculture & foodstuffs GI along DOOR database : http://ec.europa.eu/agriculture/quality/schemes/index_en.htm

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• EC brief note on wine GI & along E-Bacchus wine GIs database: http://ec.europa.eu/agriculture/markets/wine/index_en.htm

• E-Spirit GIs database: <http://ec.europa.eu/agriculture/spirits/>

The EU GI registration is free of charge for both EU and non EU products.

Political side doors: expedited EU GIs registration for MD GIs is still open!

Simplified FAST TRACK procedure for granting the EU GIs recognition to MD GIs products exists till entry into force of their respective Association Agreements (in line with Art 297 of MD-EU AA).

The AAs ratification is under way in the EU national parliaments, yet it will take at least a year more (from now: Spring

2015) to be completed. This is the time the rapid procedure as outlined below will remain opened. Still you need to kick-off with your national registration now or asap as the additional time should be envisaged to meet all deadlines and let the Joint Sub/Committee on GIs to convene stamping your GIs registration.

Instead of going through protracted (at least 12 months), burdensome (a stock of documents to be provided) regular EU procedure the rapid registration is offered under the provisional DCFTAs for MD producers.

All you need to do is to:

Have your product registered as GI in your home country, according to the relevant national procedure (see above). Registered equals you have completed the national opposition procedure and the product is effectively included onto the national GIs list under the correct category. Make sure that your product specification, along the summary of the specification in ENG, are published on the Internet at the official web-site of your in country competent author-

ity AGEPI etc. You will need to provide the links to the full specification & the summary in the next step - see below.

Ensure that your selected control body meets the requirements laid down in the EU Regulations.

Complete the single document form in English (roughly the same as under the national procedure!) drawing on the specification you have developed for the national registration. The EC reserves the right to examine the summary of specification, yet rather superficially. The key question is to select the right name and its Latin translation: see above & consult the guides provided.

Eventually, and what is crucial, make AGEPI respectively to kick-off with the EU GI registration procedure for your product, submitting your file to EC, waiting 2 months for the oppositions, and if no opposition is registered, push your competent authorities to convene Joint Sub/Committee (at latest 90 days upon notification of the party) and let them in consensus add your product to the appropriate Annex (depending on the type

of product: foodstuffs/wine/spirit) of the respective AA. It seemingly may look difficult and cumbersome altogether, yet your in-country competent authorities - AGEPI - have a very clear interest to make it happen: they are hungry of success-stories to be presented to your governments, publics and the EU. Remember: this application shall be necessarily passed to the EC via your in-country relevant institution.

Note: so far only 2 Moldova wines have been added during the AA negotiation process or under the preceding Agreements on GIs (2012/13). Meanwhile the lists of foodstuffs (Annexes XXX-C) and spirits (Annex XXX-D, part B) are left void to be filled via the procedure outlined above. All in all you must be quick and calculate the falling deadlines not to be late.

Single document template for PDO and PGI:

http://ec.europa.eu/agriculture/quality/schemes/legislation/docs/single-document-template_en.doc

A separated document template for TSG: <http://ec.europa.eu/agriculture/quality/>

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schemes/legislation/docs/specification-tsg-template_en.doc

Guide to filling in the single document:
http://ec.europa.eu/agriculture/quality/schemes/guides/guide-for-applicants_en.pdf

EU food safety compliance recognition (while the things are getting better).

To learn more on how get your product to the EU common market consult the following:

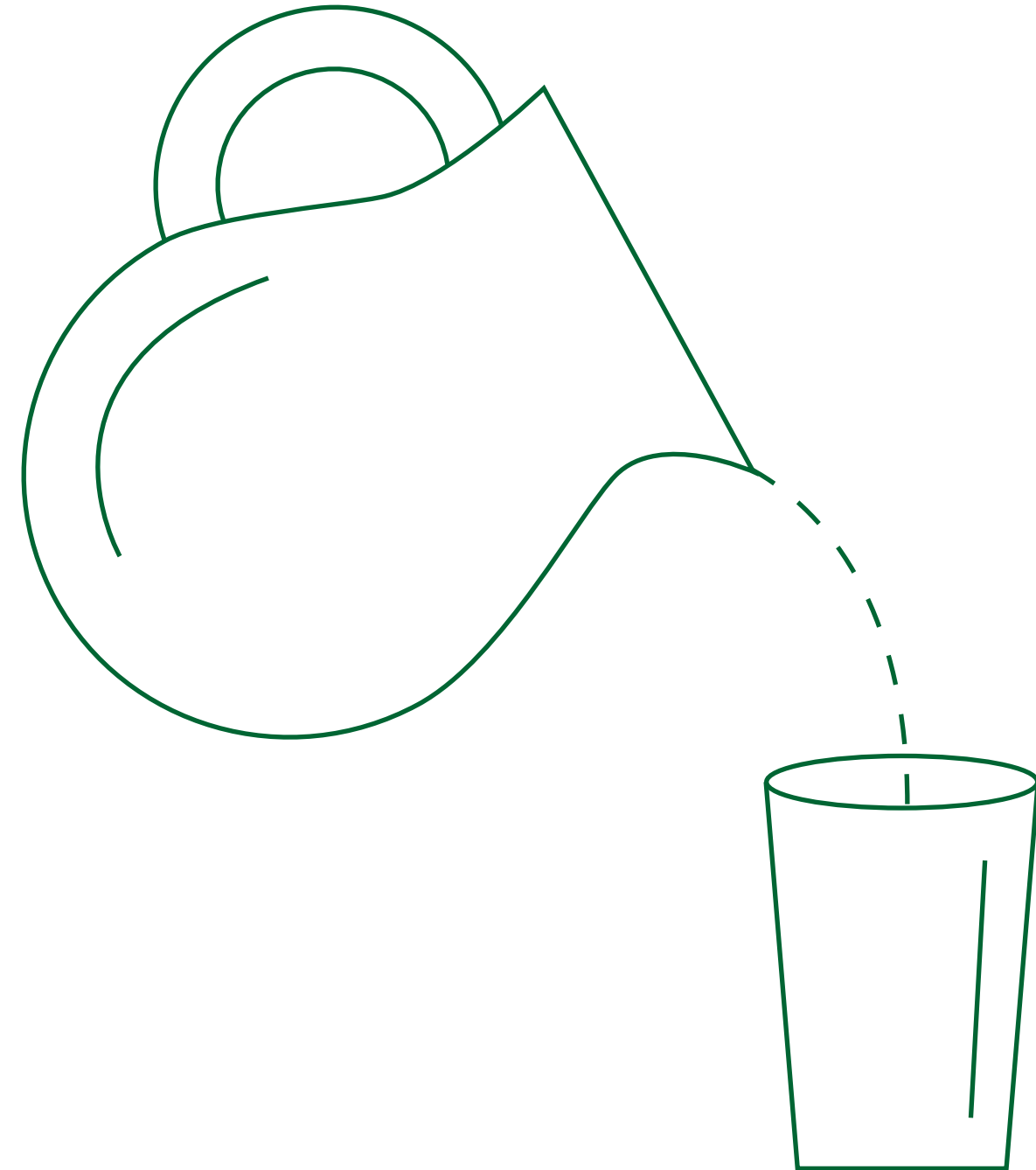
For the EU certification & labeling & marketing requirements pertaining to the particular product category consult EU Exporter Help-desk at: http://exporthelp.europa.eu/thdapp/display.htm?page=form%2fform_MyExport.html&docType=main&languageId=en

MDFoodSafetyAuthority&listofEUexport certified labs: <http://www.ansa.gov.md/>

EU recognized private SPS, animal welfare, food safety and other standards, including on organic agriculture, export certification providers can be found at: http://ec.europa.eu/agriculture/organic/documents/eu-policy/list-of-recognised-control-bodies-by-name-of-control-body_en.pdf

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Once you get the EU GI check if your product file is added to the relevant EU GIs database DOOR, E-Bacchus or E-Spirit. However, when considering the export to EU common market you must additionally meet the specific requirements on EU food safety/SPS/GMO/biological & chemical safety/pesticides/herbicides residues, traceability and other standards pertaining to your particular product: many of them are listed under the AAs and its Annexes. This a very different story than getting your EU GI recognition. Nevertheless you can make it easier and cheaper combining the GI control procedure (see above) with the export certification, at least to a certain extend. Remember to double check the EU recognized certificates of the controlling bodies for your unique product. Be vigilant - most of the local certification providers do not possess the valid



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CASE STUDIES

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The EU registration can be contested what can make it lengthy & quite expensive: join the ranks with other producers, form the group or consortium to share the burden.

All around Europe different models of GI registration consortia forming and costs burden sharing are tested: the competing industry players get together to protect the quality of product, ensure the standards are observed and get rid of questionable imported products (unfortunately mostly Polish!) on the domestic market: a case of České pivo (Czech beer). In 2008 the Czech Brewers and Maltsters Association had submitted EU GI České pivo (Czech beer) Protected

Geographic Indication (PGI) at the European Commission and got it. By the means of the Czech Agriculture and Food Inspection Authority (referred as the control body under the product specification), this indication guarantees the customer that only Czech ingredients and traditional procedures have been used while brewing beer on the territory of the Czech Republic.

Small farm-holders, from the traditionally poor region of Central Italy profiting from the EU GIs scheme: case of Mozzarella di Bufala

The production of Mozzarella di Bufala is a small scale business, based on the

indigenous intellectual strength and entrepreneurship. Protection and regulation by the Consorzio Tutela Mozzarella di Bufala Campana, an organization recognized by the Italian Ministry of Agriculture and Forestry, who guaranteed the origin and legal standard of identity as made by only 100% buffalo milk. There are approximately 200 producers (50 % are members of the Consortio – membership is voluntary) of mozzarella di bufala di Campana. The industry employs about 20,000 people and makes about 500 million USD in sales. The Consortium protects the production and commerce of the buffalo mozzarella. Supplies technical equipment for the cheese factories and breeders and controls the correct use of its denomination of origin. When applying for the EU's GI registration the underlying issue is to join the ranks and work hand in hand for the quality policy and promotion.

Tradition being re-invented or merely smartly concocted: a delicate bone of contention, but if it really matters?

The process of obtaining the EU granted PGI/PDO status is still not free of controversies. Some industry insiders complain that the prevailing concern for producers is not to guarantee high standards or to reward research and development. They are far more interested in protecting themselves from potentially superior foreign competition. The anonymous observer complains: "in their struggle for PDO status producers have taken various steps to wrap their product in the mantle of national history. Even a drink as pedestrian as grappa can be lifted to the status of gastronomic masterpiece provided it mimics the etiquette of upscale rivals. (...) Typically, this entails adopting an unnecessarily complex process of distillation (wooden barrels, airtight flasks, and stainless steel tanks galore) and creating a glorious ancient "tradition" ripe with myths, festivals,

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newsletters, and trade organizations”. The insight plausibly holds true, yet the question stands: what’s wrong making a traditional product more attractive, especially if it adds to the local economy?

sold under different formats”. In this case, the protection covers all the formats” defined in the product specification.

After-all it’s all about the name: unique or generic: Feta-Wars in several stunning episodes

In a recent European ruling, feta cheese was recognized by the European Union as a Greek branded product under the Protected Designation of Origin (PDO) status. The battle for feta has gone because Denmark, France, and Germany also produce cheese under the name of feta and contest that feta is a generic term likewise Cheddar and Camembert. Greece started its efforts for feta to be protected under a PDO status in 1994. The registration in 1996 was met by disapproval from Denmark, Germany, and France. In 1999 the ECJ/European Court of Justice reversed the decision of feta as a cheese of unique Greek origin. In order to try to settle this controversial issue the EC conducted a survey in all EU nations to determine the association with

the term “feta,” whether Greek or not? The Greek Ministry of Agriculture then began to prepare research and evidence of Greek origin to defend their position. In 2002, after this evidence had been submitted, it was officially decided that feta cheese is a unique Greek product, which can be produced only in certain parts of Greece in line with the specified regulations. Other nations were given five years to change the name of their “feta” cheese or stop production. Greek feta production is restricted to primarily sheep milk and some goat milk, while other countries use cow milk in the process. In DE, DK, NL coloring agents are added to change the yellowish tint produced from cow’s milk to a pure whiter form of goat and sheep milk. The culture and history has its strong impact on the Feta discussion. Feta production has been linked with the Greek history and literature since ancient times, and Greece has introduced the first feta quality regulations in 1935. However, the EU feta verdict and the resulting Greek monopoly, put in clearly disadvantageous position other countries, that had joined the EU later or are to join in the future, but have a similar culinary tradition. The ruling discrimi-

nates against e.g. Cypriot, Macedonian, and Bulgarian producers of feta cheese and is indicative of the nebulous direction in which PDO claims are headed.

Can we be together and apart at one and the same time: protection of the Czech beer as the country wide GI does not withhold the Czech brewers from registering their beers as the separate EU GIs.

Apart from the general country-wide GIs České pivo a dozen of Czech beers are registered by the EU and labeled with the unique PGI: Černá Hora, Březnický ležák, Brněnské pivo, Starobrněnské pivo, Znojenské pivo, České pivo – protecting different brands, including Pilsner, Chodské pivo, Budějovické pivo and Budějovický měšťanský var, Českobudějovické pivo.

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How to protect GI for a processed ingredient like flour: Farina di Neccio della Garfagnana/ Flour of Neccio della Garfagnana or how crucial is the capacity of grass-root applicant and the GI consortium?

The use of „Farina di Neccio della Garfagnana in the sales denomination of a composed food product is allowed only if it is the only ingredient of this category and if the Consorzio of “Farina di Neccio della Garfagnana” producers has given its green light. The Consorzio keeps a register of the users of the GI name (producers, bakeries and pasta producers etc) and safeguard that the use of the GI name as an ingredient is done in a correct way. Producers can specify in their specification that the GI product will be produced and

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A century old controversy surrounding the Budweiser still in the courtrooms

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The case of Budweiser and long term controversies around its brand Bud is one of the most known conflicts affecting the ownership of the geographical indicators, causing an international legal dispute continued between the American brewer Anheuser-Busch and the Czech beer producer Budejovicky Budvar. Both of the brewers produce beer beverage labeled Budweiser, and battle over who does have the legal right to the commercial use of this name. In legal terms, therefore, this dispute involves not only intellectual property, but also touches on issues of rules of origin and labeling. Both the brews have their own international standing, and therefore it is unlikely that either one of the 'Buds' will give up (especially when one adds the international attention this dispute has won for both the companies). Anheuser-Busch was founded by German immigrant, Adolphus Busch (a German-born American beer brewer). His beer adopted the name Budweiser

in 1876, to give the beer distinct and evocative name. To the founder that reminded his old country, well-known for its high quality beer products, and was also to be brewed in the same style the Czech/German lager-style beers were. The Czech (then Czechoslovak) company named Budejovicky Budvar was founded in the town of Ceske Budejovice in 1895. The beer, however has been brewed in Budejovice ever since the 14th century. The disputed "Budeweiser" name is an adjective originating from the German name of the Czech town Ceske Budejovice Budweis - where the beer was born in the Middle Ages and thus describing the origin of the brew. Budweiser means the beer of the Budweis region, and shows its geographical origin. Logically then, the Czechs claim to have the right to the name from long before the Americans even started the beer brewing. Ever since the 1989, Anheuser Busch has also been trying to buy out some of the stock shares of the Budvar breweries, but the Czech Government decided to get involved in the industry privatization process. Later, Anheuser-Busch had proposed to purchase the Bud trademark [which had been used by both brewers as an alterna-

tive in the other countries to get around the issue of trademark ownership] from Budvar, but the Czech Ministry ceased negotiations on charges of Anheuser-Busch's bullying marketing tactics in the United States. Due to the refusal of the Czech Ministry to go through with the Bud deal, Anheuser-Busch slowly halted its hops purchases (from the Czechs), and beer analysts say that was a hardball tactic to make the Czechs give in (Mortkowitz). Anheuser-Busch offered to buy more hops in exchange for the Bud trademark.

From America with love: Zinfandel or Primitivo: Italians effectively reclaim Austrian-American grapevine breed

The migration of the protected names is not necessary one direction movement: from the Old to New World. The most interesting case of this type is the case of Zinfandel / Primitivo wine involving Italian and American wine makers. The American wine-makers were the first to call their particular type of wine

Zinfandel, recent genetic tests, which have proven that Zinfandel and an Italian wine called Primitivo are genetically identical, led Italian wine-makers to begin marketing and labeling Primitivo under the name Zinfandel. According to American wine producers, genetic fingerprinting means little: the vines are identical, but the ownership of the name is cultural. On the other hand we have the Italian position: After years of complaints against the Americans for the usage of such familiar types as Chablis, Champagne and Burgundy, Italians now feel they have a legitimate argument for their use of the name Zinfandel. In January, 1999, the European Union granted Italian Primitivo growers permission to use the name Zinfandel, which started a long, not solved until today conflict. It is difficult to make a true historical case for the labeling of Primitivo as Zinfandel, or vice-versa. Each name has historically been confined to its specific country of origin. Zinfandel, a name without any specific or truly known origins other than its first usage, seen in the time-line under "Culture" in an 1832 advertisement, may have been the title of the original vine cutting from the Austrian imperial col-

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lection. California wine producers have spent millions of dollars advertising Zinfandel in the United States and abroad as a high class, high quality wine. Primitivo, however, a specifically Italian name, has been in usage in that country for much longer, though never has it been used to refer to Zinfandel in America.

toast Hungary's 'yes' vote to a Europe of peace, prosperity and solidarity". The regional differences are not big at all. In Hungary palinka refers to any fruit distillate and therefore, it bears the name of the fruit in front of the word, such as apricot, cherry, or plum. In Romania, palinca refers to the strong, twice-distilled plum brandy made in Transylvania, as opposed to the weaker plum spirit called tuica, manufactured in the South of the country. The Austrians claim to have invented the drink, as part of a larger cultural exchange that included the capture of Turkish coffee. In 2004 the EU changed its position on palinka extending the protection to four Austrian counties. The Hungarian government also decided to allow Romanian producers to use the name – which is a good example of finding compromise solutions inside the EU.

Hungary v Commission: Vinohradnícka oblasť Tokaj'

Even more famous was the dispute around the Tokaj wine and the use of the geographical indication 'Wine region of

Tokaj', in Slovakia, which was claimed exclusively by Hungary, where Tokaj town is located. The General Court of the EU/the former Court of First Instance sentenced that Tokaj region is shared, cross-border in its nature, laying in both Hungary and Slovakia. In 2012 the General Court dismissed Hungarian action for annulment of the name 'Vinohradnícka oblasť Tokaj' in the E-Bacchus database in respect of Slovakia following a procedural argumentation. Asserting that, the registration cannot be called into question since it was automatic on the basis of the protection which the name in question enjoyed in the European Union before E-Bacchus database was introduced.

Austro-Hungarian Empire Heritage: an apple of discord with a happy end forged in negotiations: a brief testimony to effectiveness of Slovenian stakeholders

Another echo of the national tensions that plagued the Austro-Hungarian Em-

pire was the Slovenian – Croatian – Austrian - German dispute about the sausage Kranjska klobasa (in Slovenian). Procedures for registering Kranjska klobasa were initiated by Slovenia in March 2009 and were far from simple. Slovenia (the Slovenian Ministry of Agriculture on behalf of the industry stakeholders) succeeded in proving to the EC that Kranjska (Land of Carniola) was a central Slovenian region within the Habsburg Empire. Evidence of the product's specificity was submitted to the EC along a lot of written documentation indicating the reputation of Kranjska klobasa as a typical Slovenian product dating from the second half of the 18th century to the present. The European Commission found the Slovenian substantiation appropriate and on 18 February 2012 published the summary of the application for Kranjska klobasa in the Official Journal of the European Union. Pursuant to the EU legislation, the Member States and third countries were given an opportunity to submit their opposition to the registration within six months of the publication of the application. Oppositions were submitted by Austria, Germany and Croatia. Following negotiations with Aus-

The EU enlargement triggered new challenges and unveiled new formulas of compromise: case of Palinka

Palinka is a fruit distillate or a fruit brandy produced in Austria, Hungary, and Romania, but the Hungarian government requested and initially was granted exclusive rights to produce palinka during its agricultural negotiations for the EU membership. The Hungarian government gave it a tremendous political meaning. As strong, that even the Commissioner Franz Fischler remarked that he "sincerely hope that on 12 April, 2003 we will be able to raise a glass of fine Hungarian Palinka which the EU has now expressly protected as a GI - to

tria, Germany and Croatia, the European Commission published the registration of Kranjska klobasa, thus protecting it as a Slovenian product. The Austrian and German producers are free to continue to use the terms 'Krainer', 'Käsekrainer', 'Schweinskrainer', 'Osterkrainer' and 'Bauernkrainer' without time restrictions, while the use of the terms 'Kranjska' and 'Kranjska kobasica' is allowed for the transitional period of 15 years.

Polska Wódka/Polish Vodka = Made in Poland & yet never of corn, rice or sugar-beet

The complexity of the protection of the regional products and the different interests that affect that process is perfectly evidenced by the case of Polish Vodka / Polska Wódka – one of rare Polish products that have made a worldwide carrier. It was first protected as a distinctive Polish product under 2006 Law on Manufacturing of Spirit Liquors and Registration & Protection as Geographical Indications of Spirits Liquors – asserting only, that the producing and bottling process

has to be hold on Polish territory. After a countrywide discussion and strong lobbying (pro- and against the changes) the in-country legal definition of Polish Vodka has been changed. Since 2013 the name Polish Vodka may be used only for vodka based on ethyl alcohol of agricultural origin and produced from rye, wheat, barley, oats, triticale or potatoes (corn and rice are excluded from that list!), grown on the territory of Poland and produced entirely on the territory of Poland. Polish Vodka can be enriched or flavored with herbs and honey. The relevant applications (plural indeed) to protect Polish Vodka as the EU GIs were submitted to the EC by the Industry Association, currently (early Spring 2015) awaiting the EU registration. Interestingly, the applicant was smart enough to file two separate applications under "Polish Vodka" in two spirits classes: as "vodka" as well as "flavored vodka".

1516 German Beer Purity Law: still a matter of importance for the industry

There are significant variations and discord between the traditional Weissbier of southern Germany (Bavaria) versus the rather discreet "Weizen" industry of the north (Berlin). While these two beers carry the same name within the same country, they could not be more different in taste or end-product. There is a sort of playful contention between the brewers of southern Germany and the brewers of the Berlin and Bradenburg area of northern Germany - there are obvious geographical differences (and the name Weissbier is protected as PGI).The German beer purity law enacted for the first time in 1516, permits only four ingredients in the beverage: water, hops, barley, and yeast. Weissbier (wheat beer) is a top fermented beer specialty of the old Bavarian-Alpine brewing tradition, brewed with at least 60% wheat in the malt, rather than 100% barley for the mash. Traditionally, secondary fermentation takes place in the bottle (bottle-conditioning). The nobility and

the cloisters had the exclusive right for the brewing of Wheat beer, producing a clear monopoly, and by ca. 1600 all of the Weissbier breweries were either under the control of the nobility or the monks.

EU GIs for non-EU food products: a matter desire & business

Turkey, staying outside the EU single market, is still profiting of the EU Turkey Customs Union (anyway different from the European Economic Area including Iceland, Liechtenstein and Norway). The EU-Turkey Customs Union provides only for free trade of manufactured goods including processed agricultural products. Trade in other agricultural products is governed by a separate preferential agreement. Under the Customs Union Turkey is to progressively align its legislative regime including competition and intellectual property law. Since 2012 Turkey is intensively registering its own regional products within the EU PGI / TSG / PDO framework. In 2014 the Antep Baklavası/Gaziantep Baklavası

Antep Baklavası' or Gaziantep Baklavası': the 1st Turkish EU food product registered as a PGI

'Gaziantep Baklava became the 16th non-EU foodstuff which received the protected status. AntepBaklavası'/ 'Gaziantep Baklavası' is a sweet pastry made of layers of filo dough, filled with semolina cream and Antep pistachios and sweetened with syrup. Using Antep pistachios makes "Antep Baklavası" authentic. Baklava is a traditional dessert in Gaziantep and Turkish cuisine. It is served to visitors and it plays an important role in wedding and engagement celebrations, circumcision ceremonies, feasts and during condolence visits. Already in the last century, 'Antep Baklavası' /'Gaziantep Baklavası' from Gaziantep



was valued for its distinctive production style, the special characteristics of its ingredients and the baking method used by experienced craftsmen with artisan skills. There are several famous families who have made 'Antep Baklavası' /'Gaziantep Baklavası' since the 1870s and still manufacture it today, as the tradition was handed down through the generations. For more take a look in the annex for the full product specification: a perfect reference for your GI application.

was successfully registered as a PGI (December 2013), with additional awaiting in the procedural pipeline: Malatya Kayısısı (apricots from Malatya, SE Turkey), Aydın İnciri (figs), Afyon Sucuğu (sausage), Afyon Pastırması (dried meat).

Fast Track: granting the EU GI status to non-EU products via bilateral agreement: political side door approach

Basing on bilateral agreement EU GIs protected status was granted to nine quality Chinese products. This granted GIs are enshrined in so-called "10+10 project", in which the EU and China committed themselves to mutually grant protection on each other's territories to 10 of each other's agricultural product names. The name "(Pinggu Da Tao)" has been formally registered as a Protected Denomination of Origin (PDO) for a peach belonging to a species of Prunus grown in the hills and countryside of the Yanshan Mountains in the Pinggu region of the Beijing District. Other Chinese EU GIs registered to date in addition to the Pinggu Da Tao, include the wild shellfish Yancheng Long Xia (PGI), the garlic Jinxiang Da Suan (PGI), the green tea Longjing cha (PDO), the pomelo Guanxi Mi You (PDO), the apple Shaanxi ping guo (PDO), the yam Lixian Ma Shan Yao (PGI), the pastas Longkou Fen Si (PGI) and the vin-



egar Zhenjiang Xiang Cu (PGI). Still to be granted with EU GIs status the Chinese producers were obliged to meet all major procedural requirements, including the development of the products specification in lien with the EU Regulations.

2.

Întrebări și răspunsuri despre cele mai bune practici ale Poloniei în materie de IG

Wojciech Szpociński

Care este practica de cooperare dintre producători și Ministerul Agriculturii în privința elaborării caietelor de sarcini în Polonia?

Ca atare, înregistrarea IG este o procedură administrativă tipică, creată în favoarea cetățeanului/clientului, unde se mizează pe construirea unei relații dintre Minister și producători, o relație ce are la bază un anumit nivel de încredere dar și existența unui feedback reciproc. În Polonia procedura de înregistrare IG este publică și transparentă, fiind actualizată în mod constant și accesibilă pe site-ul Ministerului Registrului Intern. Rolul cel mai important pe care îl are Ministerul este să atragă cât mai mulți producători polonezi pentru înregistrare. În Moldova acest stimulent politic este ușor dispersat, pentru că cel care deține responsabilitatea revizuirii și evaluării produselor este Ministerul Agriculturii, și nu AGEPI (care deține cea mai importantă miză politică în cadrul acestui proces). În general, Ministerul polonez se străduie să fie flexibil, cooperant și

să asiste aplicantul la fiecare etapă a înregistrării, slăbind povara birocrăției. Polonia a învățat câteva lecții din perioada când a aderat la Uniunea Europeană, în special legate de activitatea Ministerului care s-a implicat în elaborarea caietelor de sarcini în numele producătorilor (aceștia nu aveau capacități pentru această activitate). Acest lucru a dus la apariția a două tipuri de complicații: primul tip – elaborarea unor caiete de sarcini (cu ajutorul Ministerului) prea stricte și chiar ireale, întocmite fără a fi consultate cu producătorii. Acestea au fost ulterior simplificate și au suferit niște amendamente menite să reducă cerințele sanitare; acest lucru a subliniat necesitatea evitării unor caiete de sarcini prea elaborate care prevăd parametri imposibil de respectat. Celălalt tip de complicații se referea la existența unor caiete de sarcini prea generale și imprecise care au fost inițial respinse de Burxelles și a căror problemă a fost rezolvată prin extinderea caietelor de sarcini cu ajutorul unei simple proceduri. Este important de reținut că sistemul de înregistrare a IG este creat pentru a stabili un dialog eficient între Minister și părțile interesate (inclusiv producători)

care ar contribui la îmbinarea protecției produselor locale și tradiționale cu racordarea la standardele minime obligatorii, asigurând astfel respectarea normelor de siguranță alimentară prevăzute de UE și de legislația națională. În cele din urmă, sistemul IG trebuie să fie accesibil financiar și deschis în ceea ce privește diminuarea taxelor legate de înregistrare și de control. În Polonia taxa de aplicare este de 300 PLN (aprox. 80 euro), în timp ce taxa pentru controlul conformității nu trebuie să depășească 400 euro (pentru produsele relativ complexe), în funcție de particularitățile produsului dat.

Care sunt documentele pe care producătorii trebuie să le prezinte împreună cu cererea de aprobare a caietului de sarcini?

Există 2 documente importante: cererea de aplicare și caietul de sarcini care trebuie să însoțească documentul unic. În cazul DOP – trebuie să fie o dovadă care să ateste relația dintre calitatea produsului și mediul geografic, iar în cazul

IGP – legătura dintre calitatea produsului (sau altă caracteristică) și originea sa geografică. În cazul produsului de tip SGT trebuie să existe o rețetă specială sau deosebită. Valabilă pentru toate categoriile de IG este prezentarea informației ce ține de: numele, adresa și sarcinile precise ale autorității care verifică respectarea dispozițiilor din caietul de sarcini și alte anexe/documente opționale. Nu se cere statutul producătorului, deși acesta poate fi atașat. De asemenea, la această etapă nu e nevoie de prezentat certificatul de conformitate: acesta se va obține la sfârșitul înregistrării și va marca încheierea întregului proces.

Cum se realizează controlul dispozițiilor din caietele de sarcini în Polonia?

Există organisme de certificare atât publice (Inspekția Calității Agricole și Alimentare), cât și private (5/4 în total). Cele private trebuie să dețină un certificat de acreditare, de genul standardului EN ISO/IEC 17065:2013 (sau ceva echivalent). Pentru Moldova, instrucțiunile

pentru a deveni un organism privat de control în conformitate cu standardul ISO/IEC 17065:2013 pot fi consultate pe adresa: http://www.acreditare.md/public/files/documente_de_referinta/eng/ENG_4-2_DR-OCpr-04-17065.pdf Cu toate acestea, principalul impediment care există în Moldova este lipsa prelungită a recunoașterii reciproce din partea organismelor de control și de acreditare europene. În prezent, MOLDAC se pregătește să devină membru cu drepturi depline a Cooperării Europene pentru Acreditare, ceea ce va ușura cu mult întreaga procedură.

Care este modul de desemnare a organismelor de certificare înainte de a obține acreditarea?

Este la atitudinea aplicantului să decidă numele organismului de certificare dintre cele acreditate. În Polonia, aplicantul poate alege între un organism privat, sau public, sau amândouă, cu condiția că cele publice reglementează taxa.

Ce se poate face dacă un produs nu este reglementat de legislație. Cum poate Ministerul Agriculturii să evalueze caietele de sarcini dacă nu există reglementări despre produs?

În principiu, nu există nevoia reglementărilor axate pe produse specifice. Există 2 tipuri de referințe principale de reglementare pentru evaluatorii de la Minister sau de la altă autoritate competentă: caietul de sarcini prezentat de către solicitant, și o prevedere extinsă asupra standardelor sanitare și a siguranței alimentare. Nu există alte documente suplimentare sau referințe legale care să revizuiască și să aprobe caietul de sarcini în cauză.

Cum a reușit Polonia să atragă producătorii din domeniul horticulturii (cazul Kashubian)?

Ceea ce i-a atras pe horticultori a fost strategia de marketing adresată produsului dat, diferențierea sa, sistemul de calitate, câștigarea încrederii, deschiderea ulterioară a unor noi canale de distribuție – toate stimulând interesul din partea lanțurilor mari de magazine, distribuitorilor de produse eco/bio, producătorilor produsului final sau furnizorilor de alte servicii (inclusiv turism, hoteluri, catering).

Există facilități financiare pentru producătorii care doresc să obțină certificarea sau pentru cei care au obținut deja această certificare?

Există diverse instrumente de sprijin și asistență. În special, există finanțări din partea autorităților locale și regionale, camerei de comerț, asociațiilor de

aface-ri din mediul rural, furnizorilor și altor intermediari pe piață. Lista de finanțări include mini-granturi de la Camera poloneză a produselor locale și regionale, schemei “Tradiție și Calitate”, Rețeaua europeană a patrimoniului culinar, sistemele de calitate poloneză pentru produse din carne, Programul calitatea cărnii (QMP), Agro Smak (din păcate eliminat), Sistemul de calitate a produselor din carne de porc (PQS), asigurarea calității produselor alimentare (QAFP). Unele dintre ele, fiind introduse în etapa inițială de apartenență la UE, au fost deja suspendate sau fragmentate cu totul. Între timp, în Moldova majoritatea donatorilor care s-au concentrat pe dezvoltarea rurală, agricultură, diversificarea veniturilor din mediul rural, mini-antreprenoriatul rural, inclusiv Uniunea Europeană, sunt dispuși să sprijine înregistrarea și promovarea produselor GI.



2.

Q & A section: Best Polish practices in GI registration

Wojciech Szpociński

What is the practice of cooperation between producers and the Ministry of Agriculture in developing specifications in Poland?

As such being a regular administrative procedure under customer/citizen conducive proceeding principle - building on a certain level of trust and a rule of mutual feed-back, when pursuing for a public good: in such case the registration of the GI, under optional & voluntary, open-door procedure of the EU GIs scheme. The procedure is public and transparent from the very early stage of the GIs registration in question, being published/updated and fully accessible under the Ministry Internal Registry, available online. The salient part of PL Ministry's publicity is to get as many PL products as possible registered with their respective EU GIs/TSG (The registered GI is a tangible and easy recognizable success story!). In MD - to all misfortune this political incentive is slightly scattered - as AGEPI tends to have the most vital political stake within the process, however being stripped

of one key responsibility at its initial registration stage: review and evaluation of the products specification rests within the Ministry of Agriculture of MD. By the same token and as a rule of thumb: in PL the Ministry is making its best to be flexible, accommodative, assisting when applying the specific regulations: lessening the bureaucratic burden, whenever it's possible, and limiting the red tape to the necessary minimum. Assisting the applicant/the producers group at each stage of the registration. If being not able to do so not to harm principle applies. What it stands for in practice e.g. in PL instead of merely pointing out to the weaknesses of the specification/the application/the appendixes the Ministry (or more specifically, the Board on behalf of the Ministry) is suggesting amendments/corrections to be made within the specification, doing it in a swift manner and much faster than required by the Law (14 days). Early Membership Lessons Learnt: Moreover, at the early stage the PL EU membership the PL Ministry (due to its „political mandate”) was directly and straightforwardly “assisting in development” (what reads developing) of the specification/s (free of charge) for the

given product/s, „somehow” on behalf of the producers’ groups (due to an overall lack of the capacities on their side). What, at that time (roughly up to 2008/9) brought about various unexpected knots or imbroglios, broadly falling under two categories:

I. The specifications dev. with a direct Ministry’s involvement were too strict and unrealistic (whenever preposterously bending to Brussels/or what one imagined to be Brussels requirements, having limited knowledge about the *acquis* and the options provided within), elaborated roughly without consultations with the producers, “somehow voluntarily imposed on them”. Apparently, at the end of the day, even though the product was successfully registered in Brussels, no single producer (from amongst the existing producers group) was keen to apply & obtain the conformity certificate to use the label, as it was TOO STRICT, impeding the production process. That was, for instance, a case of the PL TSG registered drinking honeys. The specifications in question were later either simplified (under slightly cumbersome EU procedure) and/or the additional amendments leasing the sanitary

burden were introduced by the Ministry, effectively opening the scheme for the concerned class of producers (see below). For further discussion on the topic & the case of the granted derogations on minimum sanitary conditions for the sheep milk cheeses from Southern Poland/Tatra M. and how PL learned it see for instance: Giving effect to policy’: a legal and empirical investigation of the implementation of European food quality schemes in Poland (PDO, PGI, TSG); Ewa Hartman (google it), page 155 and on; Therefore, it’s of immense importance to avoid over-elaborated specifications/overloaded with the parameters that cannot be met or will hamper production, frequently being copied from other narrow-scoped certificates awarded previously.

II. The specification developed (with or without the Ministry support) was too loose/schematic/imprecise/lacking the benchmarks causing its initial rejection (to be corrected/improved) by the Brussels (various cheeses). Such, however, tends to be much less worrisome than the previous class: the specifications were expanded or amended under a simpler correction procedure.



Golden Mean and Further Broad Themes & Contexts:

Importantly, the overall idea behind the EU GIs scheme is not to create one more food safety control administrative springboard but rather to est. an effective dialog on how to combine protection of regional and traditional tastes/products/methods/breeds with the mandatory/minimum compulsory standards and threshold in terms of EU/in-country approximated food safety norms. Thus, the regulator, the Ministry and further stakeholders (including the producers) are in absolute need to SMARTLY balance the interests & stake behind them: ensuring, amongst other, that the applicable derogations from the general EU compliant food safety & sanitary requirements are applied (in principle drawing on the derogations already granted to other products in the EU; MD being non-EU country, cannot directly launch the procedure) e.g. in line the flexibility provisions for local products under the *acquis* (in line with Regulation (EC) No 852/2004 of the European Parliament and the Council of 29 April 2014

on the hygiene of foodstuffs), one was, for instance, applied with regard to the Polish Mountain Cheeses i.e. *osypek*. From the other side, imposing at least a certain minimum, still realistic production standard, tends to be desirable solution, whenever before there were almost or plainly no-existent and if developed under a true compromise with the producers on the ground. All in all, this tends to be an art of difficult compromise, being the hard nut to crack in the countries with the relatively newly est. food safety systems as MD, the limited experience in applying the EU law, further the overall low administrative capacities & everlasting fear of misconduct triggering and sustaining an administrative impotence. Nevertheless, it was the same in PL and is set to change in MD too. Eventually, the GIs/TSG scheme MUST be financially accessible & open in terms of lessening the financial burdens associated to registration and control (pertaining to compliance checks too) procedures. In PL: the application/submission fee is 300 PLN, approximately 80 EURO, while the control/full conformity check should not exceed 400 EURO (for relatively complex products), depending on the pecu-

liarities of the given product - the number benchmarks from the specification in question. For the indicative control procedures, along the price list/s for the Public Inspection in PL see:

- a. <http://isap.sejm.gov.pl/DetailsServlet?id=WDU20090360282>
- b. <http://isap.sejm.gov.pl/DetailsServlet?id=WDU20082301543>

Luckily enough the two products proposed for registration as the pilots' GIs (rose petal jam and apricot distillate/) in MD do not required as entangled efforts and perplex procedures as much indicated/referred above. Both of them are of non-animal origin (btw remember that honey is regarded as animal product). Therefore, clearly being a good starting point in the learning process.

What are the documents that the producers have to present together with the application for specifications approval, particularly should be presented certificates of compliance from all members of the applying association?

The long list can be made shorter: 2 key docs are required: the application and the specification, along the single document: when it concerns the GI application the details of the relationship between the quality or characteristics of the product and the geographical environment in the case of a PDO or, as the case may be, the link between the specific quality, reputation or other characteristic of the product and the geographical origin in the case of a PGI. Further, special or peculiar recipe & production procedure in TSG case & along, in all categories, the name, address and specific tasks of the authorities or bodies verifying compliance with the provisions of the specification & maps and appen-

dices/reference/non-compulsory docs. No statute of the producers group is required, though it's encouraged to be attached. No certificates of compliance are needed at this stage: the certificate is obtained upon the registration is successfully finished. As the certificate of compliance is required by the law merely to use the symbol/ brand, being the very end of the process. Being granted individually for each producer.

How is made the supervision of the compliance with the specifications in Poland? (there are several control organs, there is an internal control, is there on the website of the competent authority a list of control authorities, etc.)?

There are both public (Agricultural and Food Quality Inspection) and the private certification bodies (5/4 in total).

Being listed at the Ministry web-site:

<http://www.minrol.gov.pl/Jakosc-zywnosci/Produkty-regionalne-i-tradycyjne/Kontrola-i-certyfikacja>

To be included on the Ministry list of the private controlling bodies (managed by the Ministry and supervised by the Agricultural and Food Quality Inspection, operating as the controlling body over the the private certification institutions in this respect) very simple notification procedure applies with a minimal fee (10 PLN or 2,5 EURO). When applying the private controlling body needs to be in "possession of" relevant accreditation certificate: the standard EN ISO/IEC 17065:2013 (or equivalent). This standard replaces and superseded the EN 45011/, as from EU GIs focused frameworks.

The instruction on the requirement to become MD based private controlling body in line with ISO/IEC 17065:2013 excites:

http://www.acreditare.md/public/files/documente_de_referinta/eng/ENG_4-2_DR-OCpr-04-17065.pdf

However, the key concern and impediment in MD context is a protracted lack of mutual recognition by the EU controlling

and accreditation bodies. Currently, the MOLDAC is under the procedure to become a full member of the EA, what will make the overall procedure much easier.

What the method of selecting certification bodies before obtaining the accreditation?

It's CLEARLY up to the applicant to select and name the certification/controlling body amongst the accredited (see above for details: in PL being either the private + the public body or BOTH of them - with the price regulation function played the public ONE)

What to do if a product is not is not regulated by the legislation. How the Ministry of Agriculture should evaluate the specifications if there are no regulations about the product?

In principle no specific product focused regulations are needed.

There 2 main regulatory references for the evaluators at the Ministry or other competent authority:

1. Product Specification submitted by the applicant.

2. The broad, enacted provisions on the food safety and sanitary standards. No additional documents or legal references are required/needed to properly review and endorse the specification in question.

How Poland managed to attract the producers from the field of horticulture (the case of Kashubian garden strawberry)?

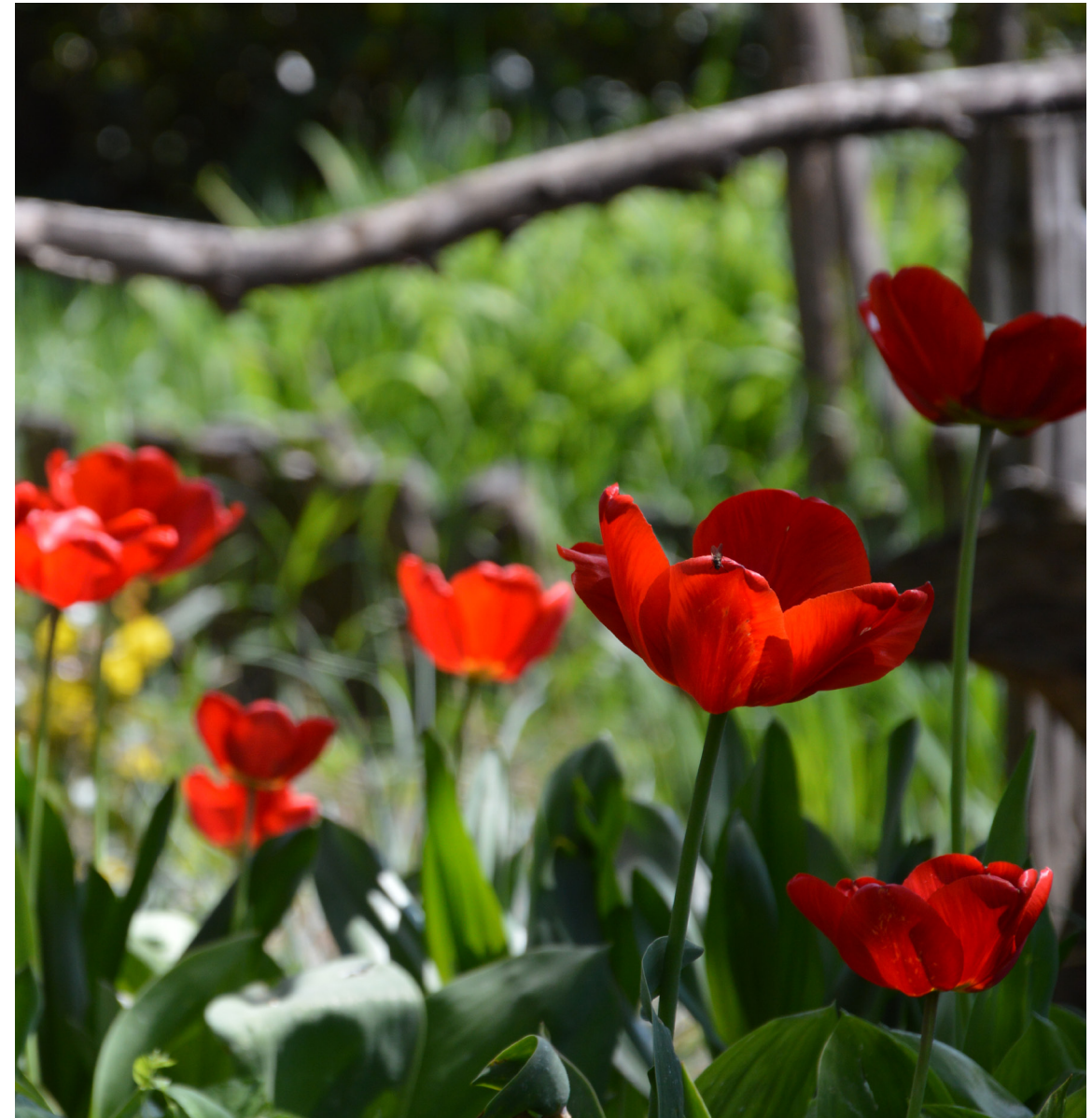
The fundamental attracting magnet is the respective marketing strategy for the given product, its differentiation, quality scheme/*earned trust *triggering the larger price premiums * further opening up the new distribution channels – all in all spurring the interest amongst e.g. the big chain, large surface distribution, organic or eco/bio retailer/final product producers or further services providers (including tourism, hotels/gastronomy), entailing the foreign ones.

Are there financial facilities for the producers that want to obtain the certification or the one that already obtained this certification?

There are various support and assistance instruments. In particular, under the Cap's 2nd pillar (including the agro-environmental measures) as well as the pillar 4th (LEADER actions), additionally being induced and co-financed by regional and local governments, the relevant chamber of commerce, the sectoral rural business associations, agro-extension providers and further market intermediaries. Including: micro grants by The Polish Chamber of Regional and Local Product, "Quality Tradition" scheme, "Quality Tradition" scheme, traditional product from Malopolska and other regions Warmia, Mazury and Powile in the European Network of Culinary Heritage, Polish Food Quality Schemes for Meat Products, The Quality Meat Program (QMP), Agro Smak (unfortunately phased out), The Pork Quality System (PQS), The Quality Assurance for Food Products (QAFF). Some of them, being introduced at the early stage of EU membership, have been already suspended or scraped altogether.



Meanwhile, In MD the majority of donors focused on rural development/agriculture/rural income diversification/rural micro-entrepreneurship, including the EU, under ENPARD amongst others (at least it was the case in GEO), will be keen to support the MD GIs registration and promotion.



3.

Marketingul (promovarea) produselor regionale: cum ajungem la diverse grupuri de consumatori?

Agata Koziej

Cum putem promova gastronomia/bucătăria locală și regională? Cum putem ajunge la potențialii clienți? Care sunt instrumentele promovării produselor locale?

Acestea sunt întrebările adesea adresate de către fermierii, producătorii și furnizorii locali. Creșterea cererii de produse locale și de bună calitate deschide, pentru producătorii locali, oportunități pentru o politică de vânzări mult mai extinsă. Pe de altă parte, fermierii locali și producătorii nu dispun de competențe antreprenoriale și comerciale care să aibă un impact direct asupra rezultatelor vânzărilor.

Totuși, pentru promovarea de succes și vânzarea produselor locale nu e nevoie de mari strategii sau competențe. Cea mai eficientă metodă este de a găsi o legătură între un produs local, punctul său de origine și un potențial client. Pornind de aici, putem să creăm o strategie de marketing sustenabilă. Integrarea unui produs local în strategia de turism a unei regiuni poate avea efecte benefice nu doar asupra producătorilor, dar și asupra afacerilor locale și asupra întregului sector de servicii. Conceptul de ecoturism lasă

loc pentru creativitate – în organizarea activităților, în educație, divertisment și sport, elaborarea de website-uri și aplicații mobile, folosirea rețelelor de socializare și bloguri, precum și rețelele de produse locale sau eco (organice). Pentru a construi o campanie de promovare de succes a produselor locale este necesară crearea unei rețele bazată pe parteneriate locale. Producătorii locali care lucrează împreună cu agenții de turism și cu punctele de atracții gastronomice locale pot să își extindă lanțul de distribuție și să implice întreaga comunitate în promovarea regiunii. De obicei, nu există legături directe între acești factori locali, ceea ce deseori duce la lipsa unei promovări eficiente, la venituri modeste ale producătorilor locali (din cauza competitivității dintre ei) și a lipsei de interes.

Exemplele prezentate în acest capitol arată diferite abordări legate de promovarea și vânzarea produselor locale/regionale, bazate pe condițiile locale și pe atractivitatea regiunii, acolo unde produsele gastronomice care au certificări de calitate au contribuit la promovarea de succes a regiunii și au avut un impact benefic colateral asupra altor afaceri locale..

3.

Marketing of regional products: how to reach diverse groups of consumers?

Agata Koziej

How to promote local and regional food? How to reach potential customers? What are the tools of local product promotion? These questions are asked by local farmers, producers and manufacturers. Growing demand for high quality and locally sourced product, make field for more extensive sale policy of local producers. On the other hand, local farmers and producers do not possess marketing and entrepreneurship competences which have a direct result in sale's results. Nevertheless, for successful promotion and local products sale there is often no big strategy or skills required. The most efficient way is to find a link between local product, region of its origin and a customer, and on this base to create a sustainable marketing strategy. Incorporating local product into region's tourism strategy can have effect on not only producers, but other local businesses and the whole service sector. Ecotourism movement leave space for creativity – in organization of activities, in education, fun and sport, organization of events and festivals, creation of websites and mobile applications, usage of social media, blogs and organic or local food networks. To build up successful local product pro-

motion it is necessary to create a network of local partnerships. Local producers working together with tourism sector and local gastronomy actors can widen the distribution chain and engage the whole local community in the region's promotion. Most commonly there are no direct links between these actors which results in lack of efficient promotion, insufficient incomes of local producers due to competitiveness between them and lack of interest. The following examples show different approach to regional and local products' marketing and sale, based on local conditions and region attractiveness, where building gastronomic tourism products, produced locally, with quality certifications achieved promotional success of the region and affected also other local businesses.

Roadstand stalls

The simplest way for local producers to sell their produce directly to consumers is to establish the roadside stall on the private property where product is grown or in nearby. This method however makes it difficult for the customers to come back if they liked the products, especially if they only passed by. For this reason in Australia has been launched an online platform gathering and mapping roadstalls in the country. <http://roadstalls.com.au/>

Vending machines

Mlekomaty, Poland

Mlekomat is a vending machine with fresh milk from local producers set up usually on green markets. The vending machines are usually purchased by farmers and set in towns – this specially prepared machine contain fresh milk cooled to 3 Celsius degree, which is every day refilled. One can come to buy milk with own bottle or buy a sterilized one in the vend-

ing machine. As the vending machines are rather expensive, for the producers to maintain the machine it needs to sell daily 80 liters of milk to be profitable.

Pick-up farms (U-pick/PYO)

This is idea for those who are willing to choose their fresh fruit and vegetables on their own. By means of harvesting themselves, customers can decide on the best produce in freshness, quality, shape and quantity directly at the farm. For the farmers this sort of activity means lower operational costs, as the transportation and seasonal labor is no longer needed. The farms with pick-your-own activity can be found by farms search engines: <http://www.pickyourown.org/search.htm>

<http://www.parksidefarmpyo.co.uk/>

Eco fairs

Targi śniadaniowe, Poland

Every weekend in several Polish cities are hold events being a cross between eco fairs and family picnics. By the idea of common breakfast eaten on the open air, the goal of healthy organic food and regional products' diversity promotion is achieved. There is a variety of regional

food from the whole area of Poland offered, as well as originally prepared dishes and exotic products from all over the world. Along with food celebration not only thematic workshops are organised, but also games and activities for children. <http://targśniadaniowy.pl/>

Bondens marked, Norway

Farmer's markets enable customers to buy organic food directly from its producers. By those means, customer receives a product of quality, have a chance to learn about the product directly from its producer.

<http://www.bondensmarked.no/english/>

Artisan Catalan Cheese Fair, Spain

Before Easter, in Sort cheese market is taking place, where small-scale artisan cheese makers from the region meet and sell their products. The event is organised by the Catalan Association of Dairy Breeders and Artisan Cheese Producers (ACRE-FA), Tros of Sort and Town Council of Sort. http://www.gourmetcatalunya.com/LLET-I-FORMATGES/FORMATGERIES_CATALANES.html

One of the most interesting product-related tourism activities are food trails. Their aim is to build a story linking the region and its traditions, related to specific local product and by combining education, sport and culinary make the promotion of region more efficient. Northumberland Food Trails, UK Northumberland offers a variety of trails providing a culinary trail map associated with additional information containing accommodation, restaurants, interesting local products, curiosities of the region and useful addresses. <http://images.visitnorthumberland.com/cmsuploads/North%20Northumberland%20-%20FINAL%20080115.pdf>

Cooking and sightseeing tours,

Provence, France

Touristic tours in Provence include cooking classes with best local chefs. During these a few-day programmes, visitors learn about local products through guided visits to vineyards, markets, herb gardens, olive oil groves. The working groups

aren't numerous to enable interested participants to feel as guest not as tourists.
<http://www.frenchescapade.com/>

Cycling and Wine Tasting, Bordeaux,
 France

The popular touristic activity in the region of Bordeaux is cycling routes connected with food or wine degustation. The region is prepared for cycling tours – there are trails crossing countryside around Bordeaux and maps prepared for wine lovers. With over 500 vineyards in the region there are many possibilities to create own wine & bike tour.
http://www.cyclomundo.com/hp_bordeaux.html

The Wine and Flavours Route in the Hills of Rimini

The route covers municipalities of Bellaria-Igea Marina, Sant'Arcangelo di Romagna, Torriana and the others in the neighborhood, with the participation of the Province of Rimini and the Chamber of Commerce of Rimini. The route guides through oil mills, wineries, wine growers' cooperatives, guest farms, restaurants, craft workshops, public

institutions and professional associations. Each of participating body share its knowledge of tradition and region with the visitors and offers degustation of typical products and produce – wine, olive oil, meat, fish, cheeses, honeys.
<http://www.dublinotraduzioni.it/en/novita/the+wine+and+flavours+route+in+the+hills+of+r/68.html>

Burren Food Trails, Burren & Cliffs of Moher, Ireland

A joint initiative of Geopark Cliffs of Moher and Burren Ecotourism Network led to a creation of an online guide which lists all quality food establishments and local producers in the region. Every member of Burren Food Trail is checked for the quality of service and food before signing up. The restaurateurs and producers are knowledgeable about regional food story, source of local produce, as well as can provide information of local food events and markets.
<http://www.burrengeopark.ie/wp-content/uploads/2013/06/Burren-Food-Trail-map-information.pdf>

Festivals

Horseback shrimp fishing & Shrimp Festival, Oostduinkerke, Belgium

The traditional way of fishing shrimps with use of strong Brabant draft horses is still alive in Oostduinkerke, Belgium. The tradition is cultivated by 12 households in Oostduinkerke and plays a great role in social and cultural events. There is every June Shrimp Festival organised where shrimps are cooked in many different ways. This tradition was in December 2013 included into UNESCO Intangible Heritage List.
<http://visitor.koksijde.be/product/2225/shrimfishermen-on-horseback>
<http://www.belgiancoast.co.uk/horseback-shrimp-fishing>

Baltic Herring Festival (Silakkamarkkinat), Helsinki, Finland

As an ancient tradition in Helsinki, every year in early October the catch of local fishermen is sold at the city's Market Square. Herring is prepared in a variety of ways, accompanied by local bread and craft.

<http://www.webcitation.org/628NApMXN>
http://www.portofhelsinki.fi/download/13344_silakkahistoria.pdf

Pancake's Festival, Fete de la Crepe, Gourin, France

The annual Festival promoting traditional Breton pancakes. During the festival there is a degustation of various pancakes, especially those based on the ancient recipe "a la Gourin", as well as competition for the biggest pancake in the world.
<http://fetedelacrepe.com/index.php/dossier-de-presse>
<http://les-gaillards-d-avant.over-blog.org/article-la-crepe-a-la-mode-de-gourin-53800168.html>

Fête du Citron, Menton, Côte d'Azur, France

The city of Menton is famous of its lemons. For generations local population grew lemon trees in this suitable climate and built local pride on this fruit. Every winter there is Lemon Festival organised, with degustation of variety of



dishes with locally grown lemons. The major attraction during the Fête du Citron is giant designs made exclusively from citrus fruits and floats decorated with oranges and lemons. This festival is the second largest winter public event in the Côte d'Azur after Nice Carnival. <http://www.fete-du-citron.com/>

Local Food Networks

Nowadays a lot of organic farmers and local producers gather in various local food networks. The aim of these is to connect online farmers and producers with potential buyers. The e-tool enables consumers to select and buy products online directly from their producers with a home delivery within a particular region. There is an advisory board of the Network which carefully checks every vendor before included into the network, to provide quality products. This attitude meets expectation of consumers who want to know where the food come from, how it is produced and prepared. The Network's aim is to establish mutual trust in products' quality

and origin which begins to be a necessity among the consumers. Networks as such are becoming very popular in EU, especially in Great Britain and France.

Authentic Local Rural Product Distribution Network in Central West Flanders, Belgium (NEBUS Midwest – Netwerk Buurtwinkels met Streekeigen regioproducten)

This Belgian initiative is an online retail and distribution system, bringing together local producers, local retailers and consumers in one network. On the one hand it answers the demands of consumers in access to local and regional food products directly, on the other hand, while supporting producers and linking them with the retailers, it helps to boost regional development. The first stage of the project assumed creation of producers' network in municipalities of the LEADER Region Tielts Plateau.

Bristol Food Network

The community initiative aims to foster the transformation of Bristol into a sustainable food city, by connecting individuals, community projects, NGOs

and business working for this sake. The network's objectives are local seasonal food promotion, as well as independent food shops and traders. These goals are achieved by creating e-tools and maps: Get Growing Map – showing the social garden spaced around the city and Bristol Local Food guide – online directory about the places to eat or to buy local food in Bristol.

<http://www.bristolfoodnetwork.org/>

European Network of Regional Culinary Heritage

This is an e-guide to regional food and culinary traditions of Europe. Currently there are 32 members representing various regions in Europe – coming from Norway, Sweden, Denmark, Great Britain, Germany, Poland, Lithuania, Latvia, Belarus, Ukraine and Croatia. Each region is presented on a map with information and links to regional dishes, recipes and culinary routs. The website content includes restaurants, producers, processors and farm shops from every member region. The website is available in 22 languages. The trademark of Regional Culinary Heritage is granted to selected producers and eating houses, when they meet the crite-

ria – highlighting regional connections. The Regional Culinary Heritage Network is constructed on the following levels: business members, regions and European coordinator. The basis for the network is regional Business Members in each region, who as ambassadors of the regional food and culinary tradition are licensed to use the trademark of Regional Culinary Heritage Europe.

<http://www.culinary-heritage.com/>

Community Food Systems

Community Supported Agriculture

This is a type of community food system creating direct relationships between producers and consumer with mutual benefits – for customers it's a way to buy fresh organic products directly from the farmer, for producers in turn, it's an sustainable distribution method creating incomes. Food co-operatives & buyers groups Buying groups or food co-ops are informal initiatives made for the needs of community. They collect people to jointly order food directly from suppliers. These groups run on non-profit bases and are supported by the work of volunteers. Formally organised buying groups

are considered as non-commercial – as long as they distribute products among its members. There are other models as well, which operate as food businesses, they order products from suppliers and then sell it to customers in different ways: via box schemes or shops. Warszawska Kooperatywa Spożywcza A non-formal food cooperative creates a community of local and organic food lovers. The core of its activity consists of organising shopping rounds once in two weeks. Such a shopping round lasts a few days and during this time, the members of cooperative order products via Internet. Next, the ordered products are delivered to the members as a package. Organic food comes from checked and trusted farmers. Members of cooperative are volunteers for orders realisation directly from farmers, as well as weighing and packing products. <http://wks.waw.pl/co-robimy/>

KBHFF Copenhagen Food Co-op

The initiative began among a group of friends and soon grew to a community of over 5 thousand people. Every week the members of cooperative buy bags full of organic fruit and vegeta-

bles which are delivered to 9 points in the city. The objectives of cooperative are to increase the access to organic food produced in accordance with rules of sustainable development. Fruit and vegetables are bought directly from farmers. <http://kbhff.dk/>

Food Assembly

An initiative is a pop-up pre-order food shopping system, set up in France under the name La Ruche Qui Dit Oui (“The hive that says yes”), and later spread in Belgium, Germany, Spain and Great Britain. Food Assembly is a cross between farmer’s market and a buying group and consists of assemblies. Each assembly has its leader (it is treated as a job with a small commission-based income). Leader’s role is to organize venues and sign up local producers and growers to the scheme. Products are advertised on a local assembly page at central website, where consumer can select and pay for the products online and afterwards gets information about the place to collect his delivery. Goods are collected during the weekly event when the assembly meets up. It differs from buying groups, where orders are delivered to an appointed person

and then distributed to other persons. The idea of Food Assembly is to contact together: farmers, assembly leaders and members – people buying the food. This attitude promotes not only organic food and direct sales, but also the interaction between consumers and producers and connecting the community through food. Products sold must be local, within 150-mile radius rule of distance. The emphasis is put on products from small-scale enterprises, not only organic, but with high eco standards. <https://thefoodassembly.com/en>

Social media & online applications

Eldhús, Iceland

Eldhus is a pop-up food experience on wheels travelling through Iceland to find the best of Icelandic cuisine. Eldhús is an Icelandic word meaning kitchen; literary, it means “a house of fire” – which refers to this part of the house where the open fire was kept for cooking. This 12-day expedition through Icelandic gastronomy enabled contact with specialities from local farmers and fisherman. Via social media of the Inspired by Iceland communities, people of Iceland could nominate a person

they know to become a chef for one night.

Foodspotting

With the expanding foodies community demands, a program with multiple guides was launched in Philadelphia. This tourism initiative’s aim is to encourage people to visit several restaurants in the area. The Foodspotting idea is to find restaurants and specific dishes in the area with the guide and share the impressions of eating within food lovers community. Application available as a website and a mobile version is a search of dishes and restaurants according to a particular idea with a digital map and GPS. Any interesting local food can be shared and reach by other users via social media.

<http://www.foodspotting.com/about>

Distribution with intermediaries

Mobile stores

Mobile Food Store

As an initiative of health improvement

team managers and Great Yarmouth and Waveney PCT, run by Community Connections, a van travels daily around Great Yarmouth and Waveney, Great Britain, with fresh fruit and vegetables directly supplied by farmers. On board there is a team of Health Trainers, who offer advice on healthy eating and lifestyle choices. In various places on the regular route, van stops to “set up shop”. Products can be bought directly from the van or pre-ordered online or via telephone. As a background of the project this particular area was identified as having one of the lowest rates of fruit and vegetable consumption in the UK and with high level of unemployment. First stops of the van were scheduled in the worst deprived zones and soon have spread in the neighborhood. <http://www.norfolklivingwell.org.uk/i-want-to-be-healthier/my-weight/mobile-food-store/> <http://www.sustainweb.org/pdf/11/CommunityConnectionsMobileStore.pdf>

Froots Roots en Shoots

A Food co-op project at Buckland St Mary Primary School in Chard, Somerset, set up in school, with support of teachers and pupils. It delivers organic vegetable

bags to parents and local community as a whole. School plays a role of intermediary – collects and keeps money for pre-orders. Pupils from elder classes sort and pack about 20 bags a week. School offers also products from its own production during the season. The project was a start-up to support school healthy food business with pupils involved, as a competition of a local food enterprise. Organic products come from local organic growers co-operative. Pupils work as a team to prepare bags ready to deliver, rotating into different roles: financial team, IT, coordination. A whole process takes about half an hour. Project is run with success from over 2 years and develops business skills among school pupils.

Box schemes

More and more popular become box schemes with organic fruit and vegetables or regional products. The idea is to deliver to consumer the box full of organic or regional food coming from checked producers – not only local. The customer creates the box on his own on the basis of products available or purchase prepared box via website with home delivery. This idea is mainly

used as another way to connect producers and farmers with customers. Growing Communities’ box scheme, Hackney, London, Great Britain Growing Communities is a community-led box scheme run by local people of Hackney. This box scheme provides weekly selection of seasonal organic produce from local farmers. It offers variety of boxes with fruit and vegetables to pick up in several points in Hackney. On the website are presented producers and farmers in order to provide detailed information on the products purchased to the customers. <http://www.growingcommunities.org/organic-box-scheme/how-it-works/>

Cud Miód Box, Poland

A box prepared on monthly basis with various local Polish products delivered directly home according to a subscription. The content of the box is a secret and all boxes are sent in the same moment – to be sure that the content of the box remains a surprise for all subscribers until it is delivered home. The boxes are sent via post and cover the whole Poland in distribution. After all this-month boxes reach their destinations, the content of the box is revealed online with a possibility to

purchase any product of the month separately in e-shop. The products sold in the box come from local producers from all over Poland – certified regional products as well as hidden gems offered by the initiators of Cud Miód Box, for instance: honeys, jams, chutneys, juices, spices, pasta. <http://www.cudmiodbox.pl/strona/cudmiod>

Grocery stores

People’s Supermarket, London
The initiative was created as a social enterprise focused on community development and cohesion, with the offer of alternative food buying network – connecting urban community with local farmers. People’s Supermarket is a model of people-oriented localized food-retailing. The shop combines the idea of a corner shop and a more selective grocer’s shop. The People’s Supermarket apart from the sale organizes seasonal thematic events. <http://thepeoplesupermarket.org/recent-projects-events/>

Eco shops Biocoop, France

Biocoop is a network of 350 shops in France with organic and local food. Biocoop gathers different French ag-

Partnerships with restaurants/ guesthouses

A great opportunity for local producers to promote their products is to establish partnerships with local tourism and gastronomic bodies. This deal is beneficial for both sides – for producers this is additional advertisement and wider distribution chain, on the other hand, for restaurants it's an added value to promote their menu – using local products and serving regional specialities boosts promotion of the region and increases its touristic potential.

Percy French at Slieve Donard, Newcastle, Northern Ireland

This luxury restaurant with the Slieve Do-

nard Resort and Spa, offers in its menu the dishes prepared from fresh ingredients of local source and local seasonal produces. <http://www.hastingshotels.com/percy-french/index.html>

Restaurant Ttotta, Saint-Pée-sur-Nivelle, France

This restaurant is run by Basque rooted local people and in its menu provide contemporary Basque dishes. They claim as well to use products from local producers. http://www.ttotta.fr/restaurant_ttotta_paysbasque.html

Restaurant Alexander, island Muhu, Estonia

The menu served is influenced by the cuisine of Nordic islands and cooking traditions of Muhu and surrounding islands. The special attention is paid to locally sourced ingredients according to the season. The restaurant cooperates with producers and farmers from the island and greens and herbs uses from own gardens and green houses. <http://www.padaste.ee/about/dining/alexander/>

Silverskär Island hotel, Finland

The apartments and conference centre on a small island of Northern Åland archipelago. The chef of cuisine uses only local ingredients provided directly by farmers and producers. Seasonal food is served to the guests and when possible – food from the island (herbs and fish caught in waters surrounding Silverskär). As the chef of cuisine claims, all of the food that is not found on Silverskär is from other parts of Åland. <http://www.silverskar.ax/en/food>
<http://www.visitaland.com/en/services/silverskar/>

Country House La Querceta di Marnacchia, Sibillini Mountains, Italy

A country house in traditional building in the Sibillini Mountains and among its facilities offers various tours or activities. One of them is truffles hunt. As the Sibillini Mountains is a region rich in white, black and summer truffles, the truffles hunt with dogs is suggested as a touristic attraction with local guide and a cooking course – during which a tourist can receive advices how to prepare and serve truffles. Additional attraction is truffle massage. <http://www.laquercetadimarnacchia.it/en/proposte/truffle-hunt/>

National distribution

Some regional products with GI protection are distributed by the major retailers. Red rice of Camargue, France This brown-red coloured variety of rice of intensive nutty taste is cultivated in the wetlands of Camargue region. As GI protected product it is promoted during local festivals, like La Feria de Paques, the festival opening the Feria season in Arles, or MAD festival in Montpellier dedicated to Mediterranean cuisine. The Camargue rice is distributed in the grand shops and shops with eco products. Locally it is sold in Arles in Tourist Office. It's on sale distributed by association "Biocoop". Its distributors are all big brands: Auchan, Carefour, Casino, LeaderPrice, Super U, E. Leclerc. <http://www.rizdecamargue.com/section/agenda>

Export of GI products

According to the European Commission report from 2012 on GI products value, while monitoring the overall structure of trade between 2005 and 2010 for GI products, the domestic market remained the most important for certified products with around 60% of the total sales value. Within EU, most of the sales values of GI products was by wines (56%), 29% by agricultural products and foodstuffs, 15% by spirits and 0,1% by aromatized wines. The leaders are France and Italy, accounting for 60% of the total value under GI. This trend results from the large number of GI products registered in these countries – more than 9 % of the national food and drink sector is registered as GI. According to the report, the sale value of GI products outside EU in 2010 represented 15% of all extra-EU exports of food and beverages. The US was the largest market for the EU's GI products with 30% of all US imports of food and beverages from the EU.

Export values are concentrated in a small number of products: champagne and co-

gnac from France, Scotch whisky from the UK and Parmigiano Reggiano from Italy. Export of local/organic food products Food products can freely move within the EU without customs check, as long as there are no risks to public health. Producers and exporters of organic food to sell their products outside EU must meet the rules established by the importing country concerned (according to organic standards and regulations adopted). USA, Japan and EC countries are the largest markets for organic products. Imported organic products must comply with detailed regulations governing the production, importing, marketing and labeling of organic products. To export food with organic label, obtaining organic certification is required. This procedure is conducted to check if products have been produced in accordance to organic production standard. Exporting organic food outside EU varies from trade regulations specified by the particular countries.

South Korea

Only organic processed food products can be exported to Korea. However, unprocessed food products can be exported

if they undergo complete Korean certification procedure by Korean certification bodies verifying the compliance with Korean organic production standards.

USA

Agricultural products derived from animals treated with antibiotics shall not be marketed as organic in the US. Organic products of the EU (either produced within the UE or where final processing or packaging occurs within the EU) can be requested for the complementary evidence. Generally speaking, only world famous brands protected with GI are exported on the mass scale. Firstly, it's connected with the obligation of certification meeting international standards, which is affordable for those granted a GI certification in general. Secondly, the demand is for well-known regional specialties considered as luxury goods – these are French or Italian cheeses and meat, and above all wines. Thirdly, exported unknown widely product requires a large-scale promotional campaign, which means that only well prospering brands can afford opening a market overseas.



Summary

The growing demand for organic local food and local food enthusiast community expansion create opportunities for local producers and farmers to widen their production and promote their produce. As indicated in the presented examples, the most successful marketing and promotion campaigns are related to healthy lifestyle, slow food movement and food tourism. The customers are looking for local food more consciously, paying attention to the origin of the product and its producer. With growing group of potential customers, who represent population of different interests, age, demands, communication channels, it is necessary to reach all these groups with tools suitable for each – via social media, short supply chains, eco fairs, festivals or tourism. Combining these methods together, beside the promotional effects, can bring as well social benefits to whole local community and region.



4.

Polish success stories- LAG Vistula Terra Culmensis, Stolno, Poland

Marcin Pilariski, Ilona Linczowska



The article gathers together real-life stories about local producers. Local Action Group „Vistula – Terra Culmensis” from Stolno, Poland shares the experiences of Polish local producers in the work with plum jam from the Lower Vistula Valley and bread from Stolno, as well as applied marketing strategies. The paper reveals also the problems which local producers face – such as competition, numerous inspections whose recommendations exclude often the traditional production, lack of money for promotion

Acest capitol al cărții adună istorii de succes despre producători locali. Grupul Local de Acțiune “Vistula – Terra Culmensis”, prezintă experiența producătorilor locali polonezi privind producerea gemului de prune din Valea Inferioară a Vistulei și a pâinii din Stolno, precum și strategiile de marketing folosite de acești producători. De asemenea, articolele din acest capitol evidențiază problemele cu care se confruntă producătorii locali – competiția, lipsa resurselor financiare pentru promovare, numeroase verificări și inspecții în urma cărora producătorilor le sunt impuse recomandări care deseori exclud producerea tradițională.

The plum jam from the Lower Vistula Valley

The plum jam from the Lower Vistula Valley was entered into the List of Traditional Products on 15 May 2006. First sometimes as early as in August, but mainly from September to October, it is made of ripe purple plums of the blue type, which are very resistant to bad weather and vermin. Moreover, their stones are very easily separated from the pulp. As in the past, the plum jam is boiled in copper cauldrons, over a fire fuelled with broad-leaved wood. During boiling, the fruit paste is stirred with a wooden spoon (the so-called “bocian” - “stork”) so that it does not stick to the pan and form “kocur” (a regional name given to fruit sticking to the bottom of a pot; in Polish “kocur” literally means a “tomcat”), which is a real curse when making plum jam. The process lasts from six to ten hours during one day and several hours on the following day. If the plums are boiled together with stones, in the middle of its boiling the mass is drained off through special clay strainers. Towards the end of boiling, small amounts

of clove, salt, cinnamon and vanilla are added. In the past, the boiling lasted up to three days. Afterwards, the plum jam was placed in stone pans and heated in bread ovens. After a crust had set on the jam’s surface, the pans were taken out and stored in cool basements. Jam prepared and stored in this way could be consumed even after three years. The plum jam from the Lower Vistula Valley is dense, dark-brown with a purple tone and a shiny solid surface with visible fragments of violet plum skin. In taste, it is sweet, slightly tart, with a perceptible trace of bitterness, and has a specific smell with a delicate aroma of smoke and a stone. Its high quality and original favour result from using ripe purple plums, not sprayed with chemicals, and without any disease symptoms. The jam is free from live bacteria cultures, fungi and other micro-organisms. Still warm, the ready product is poured directly into jars. Our local producer, due to a lack of old cauldrons and the high price of new copper pots, bought one at a fair in Germany, where it had served as a flower pot in which a palm tree grew. His second cauldron, on the other hand, is a former laundry copper. Both these



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during the Festival of Taste in Gruczno (a local fair). The jam of the local producer from the area of the Local Action Group “Vistula-Terra Culmensis” was promoted throughout Poland. It was presented in Poznań, Kielce, Toruń and Bydgoszcz, and won the hearts of Poles at fairs and festivals. Many of those who tasted it bought many jars at once. Some even wanted to buy bigger amounts of the product, e.g. in clay pots, but earthenware does not have a certificate, and thus it is possible to purchase jam only in jars. Jars do not have such a certificate either, but the fact that they are made of glass allows for such a sale. All jars carry information on the production date and the producer’s name. At the Festival of Taste in Gruczno, apart from the plum jam, there were also the so-called “Obleśniki”, which enjoyed the greatest popularity - this phrase was coined by the owner’s wife who, one August weekend, served fresh pancakes with newly-made jam to festival participants. What is more, the plum jam from the Lower Vistula Valley gained even international popularity because it was presented in Lithuania at the fairs of local action groups, and in the Czech Republic. This jam is boiled by the owners of the

agroturism farm Czereśniowy Sad (“Cherry Orchard”), which offers on its menu not only plum jam but also dishes containing it, such as pancakes, crescent rolls, loin of pork and bigos (a Polish dish consisting of sauerkraut, onions and cooked meat). The cooperative also presents hunting and its traditions, and thus, his buckets can frequently be seen filled with plum jam, while the hostess lefts them with Christmas and New Year’s and animal and their baking. The products offer attracts many lovers of rural tourism and local food. There is a badge symbolizes fertility and abundance; its consumption was to ensure wealth,) or sunflower positively influences not only the digestive system but also functions as an aphrodisiac. Besides, each loaf of bread is sprinkled with sesame and caraway seeds. Some time-honoured rituals connected with baking bread are still observed in Stolno, such as the smoothing out of the loaf surface with wet hands before putting the bread into a traditional ceramic oven, heated with coal; the tapping of the loaf bottom in order to check if it is well baked; or the laying out of loaves on wooden benches, which cannot be made of resinous wood.

Bread from Stolno

Why is our bread so tasty? Why do those who have bought it always come back to take more? By its appearance, aroma and taste Stolno bread evokes childhood. For young people, it is a distinctive element of healthy nourishment - there are no chemical preservatives, nor is this bread mechanically kneaded. Its price is very competitive because the bread is baked using grains of local origin in a coal oven, which keeps warmth for a long time. Additionally, the bakery employs local bakers, thus supporting local entrepreneurship.

This bread is presented at many contests, where its aroma, appearance and structure tempt gourmets. It is different, therefore so unique. For this reason it often receives high marks: e.g. it took second place in the contest for the "Regional Product of Pomerania and Kujawy" - Przysiek 13 December 2008, and third place at the 7th Final of the Contest "Our Culinary Heritage" - Przysiek 11 September 2007. The bakery was awarded the certificate of an environmentally-friendly company. Having polled 2200 votes, we got third place in the contest for the best bread in Poland. Moreover, our bread took part in the "Culinary Summer Song Charts" on the local radio station RMF

FM. It was highly appreciated by listeners. Radio journalists got a list of traditional products which could be voted for. Bread with caraway from Stolno competed with butterscotch, Toruń gingerbread, Łabiszyn white sausage closed in a jar, plump jam from the Lower Vistula Valley, "krychano" carrot from Kujawy, and Kuyavian ham on the bone. Listeners had to point out the most delicious products from among the seven. Stolno bread defeated the famous Toruń gingerbread. The quality of the bread was appreciated by the Ministry of Agriculture and Rural Development - an institution which is responsible in Poland for registering products of a certain geographical origin and a specific traditional quality. As many as three kinds of bread from a small rural bakery in Stolno were entered into the List of Traditional Products by the Minister of Agriculture. These are: bread with poppy seeds from Stolno, which was included in the List of Traditional Products on 4 March 2008; Stolno wholemeal bread with sunflower, entered into the List of Traditional Products on 13 May 2009; and bread with caraway seeds, registered on 25 June 2009. A product must have been manufactured for at least 25

years before it can be added to the List of Traditional Products. Such factors as a tradition of production and unique quality, achieved thanks to time-honoured recipes, production methods and ways of processing, provide the basis for registering a product. An application for entry is filed with the head of the provincial executive board of the region where the enterprise operates. An application which gets a positive evaluation is handed over to the Minister of Agriculture and Rural Development, who makes an entry into the List of Traditional Products. The aroma of natural leavening, flour and grain dust, warmth - these are only a few terms aptly describing the atmosphere in the Stolno bakery. However, in order to savour the taste of its bread, one should try it. The bakery provides such an opportunity at festivals and fairs. Bread, during the Festival of Taste annually held on the fields of Gruczno (Kuyavian-Pomeranian province), sells out so fast that the bakery - specially for this occasion - additionally bakes bread on an ongoing basis and delivers it to the venue of the event. Customers can then buy a still hot, aromatic loaf of bread. This bread tastes wonderful with the locally produced lard with ap-

ples or mushrooms. Local housewives, in cooperation with the Local Action Group, render lard according to traditional recipes, not forgetting to add their secret ingredients and a dash of heart to it. Many people have tried to face the challenge of preparing lard by themselves, but only the initiated, after getting to know the ins and outs of recipes, applying exact proportions and ingredients which decide on its taste and appearance, can obtain the traditional taste of rural lard.

However, in spite of many successes, WSHP in Stolno also faces numerous problems. These include: competition - in the form of local supermarkets (where price is often the only incentive to buy, as the taste of their bread leaves much to be desired), numerous inspections conducted by various institutions, e.g. the Tax Office, National Labour Inspectorate and the sanitary epidemiological service (Sanepid), whose recommendations are often an obstacle to baking bread in a traditional way; lack of money for promotion - a rural bakery, being a small business, has very limited financial means, and can only count on obtaining external funds. The cooperative is very often controlled by Sanepid. This invaria-

bly gives rise to concern as no one knows what will be scrutinised this time. First of all, the state of cleanliness of the bakery, employees' personal files, working environment tests, and knowledge of OHS rules are checked. Annually, the Cooperative bakes about 560 tons of bread. One of the most important days in the bakery is the last Thursday before Lent. This day is, above all, devoted to making the most popular treats - doughnuts. According to one popular superstition, if you don't eat at least one doughnut then, you won't achieve success in life. Our consumers apparently hold on to this belief, and the number of doughnuts produced on this day exceeds 11,000. Our bakery also produces bread on special request - loaves for harvest festivals, weddings, or First Communion celebrations. There is a great demand for heart-shaped bread. At Easter, on the other hand, we bake bread in the shape of lambs, hens and bunnies, and a special bread for soup.



Oils from Świecie on the Osa

Oils from Świecie on the Osa are produced since 1992 in the family business J.A.W. Łącz, carried on by a father and his two sons. All oils and other products are made from yields harvested at the owners' fields. The company produces vegetable oils: linseed, rapeseed and sunflower, as well as oilcakes, oil-free meal, seed of grain, ground flax and effective microorganisms and fuel briquettes. Rapeseed oil and linseed oil are the most popular. Oils are produced in the traditional method of cold pressing. As a result, they maintain the original character in terms of color, clarity, taste and smell. It is also important that all components such as unsaturated fatty acids, vitamins, enzymes, lecithin and trace elements remain unchanged. Popularity of such manufactured products among consumers is increasing. Oil cold pressing technology can be performed in one or two stages. The raw material (rapeseed, sunflower, flax, etc.), while moving along the shaft of the press, armed with a screw with a contour of the cone is subjected to pressure whereby the oil leaks between the colanders of

the press and is pressed out of the seed. The residue called pomace (or oilcake), which contains oil residue in its mass, is subjected to crushing and leaves the press in form of irregular patches. Oil cake is an excellent high-protein component of compound feeds. The oil collected in the cascade is pre-sedimented and then pumped into a sedimentation tank, where the sedimentation process of solid suspension in a liquid by the force of gravity takes place.

The quality of the oil is influenced also by the fact that the owners use minimal amounts of only certified fertilizers in the cultivation process. Oils from Świecie on the Osa are produced since 1992 in the family business J.A.W. Łącz, carried on by a father and his two sons. All oils and other products are made from yields harvested at the owners' fields. The company produces vegetable oils: linseed, rapeseed and sunflower, as well as oilcakes, oil-free meal, seed of grain, ground flax and effective microorganisms and fuel briquettes. Rapeseed oil and linseed oil are the most popular. Oils are produced in the traditional

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Dairy cooperative in Lisewo

Dairy cooperative in Lisewo works since 1904. As of today, the cooperative purchase milk from about 50 suppliers and employs 10 employees. All suppliers and employees are members of the Cooperative. Only milk from Cuyavian-Pomeranian Voivodeship is used for the

production. The material is used mostly to produce cheese. Maximum production capacity is 25 tons per month. However, due to the insufficient amount of purchased raw materials the capacity is not fully used. The current size of cheese production is about 10 tons per month.

The main products manufactured in the Cooperative are cheeses: Lisewski and Edam. About 10 litres of milk is used to produce 1 kg of cheese. The high quality of the cheese is obtained by traditional production methods based only on usage of natural, high-quality raw materials. Qualified staff supervises the production and cheeses ripening processes. After four weeks of aging in appropriate conditions they are ready to sell so that they can satisfy the gourmet palate.

Produced by the Cooperative cheeses are very popular among consumers. Wide range of individual customers supplies their families and friends, even in remote provinces of the country.

The Dairy Cooperative in Lisewo continuously takes up and pursues numerous activities aimed at its development.

One example is the launch of sales in Cooperative's shop, where in addition to Cooperative's own products various articles of the local dairy producers are sold.

Lisewski and Edam cheeses are presented at various regional events, exhibitions and fairs. They are placed in newsletters and promotional leaflets, which through various types of distribution channels goes to a wide range of potential customers.

Intensive efforts on network expansion of cheeses produced in the Dairy Cooperative in Lisewo recipients and extending its economic activity are being made. Currently Lisewski and edam cheese can be found not only in Cuyavian-Pomeranian Voivodeship, but also in Northern Poland and Łódź region..

There are forms of great support and manifestations of kindness, among others, in helping with promoting cheeses from both the local authorities, organizations operating in the region, as well as businesses and individuals.

The Dairy Cooperative in Lisewo is an example and proof that even

such small enterprise has a possibility of functioning, development and efficient fulfilment of its purposes.

LGD „Vistula – Terra Culmensis” – Plans and actions

LAG "Vistula - Terra Culmensis" is planning to take actions in favour of local producers in the new period of EU spending in 2016-2022 period. The funds which the group will have in disposal, will be allocated, among others, for supporting entrepreneurs in the field of processing activities, based on local agricultural products. For this purpose, competitions for the development of existing companies or creating entirely new ones will be announced. This action seeks to reforge passions, interests, ideas into real, personal business.

Support will also be granted for creation of business incubators - the business environment institutions. The incubator's task will be helping entrepreneurs in legal, financial and organizational issues.

Within its core activities the LAG envisages support for local producers by coordinating e.g. their participation in fairs (LAG takes on both the organization and the cost of exhibition stand), and providing assistance in the promotion, for example by printing leaflets, publications and the organising workshops for the producers, training sessions and meetings aimed at exchanging best practices between producers. The LAG also often involves consideration of local producers, manufacturers in the organization implemented by the LAG projects using both their knowledge as well as manufactured products, thus emphasizing the importance that society attaches to the promotion of local products. That way financial support to local manufacturers can also strengthen the partnership between producers, get to know each other each other and offered assortment. The LAG also often involves local producers and manufacturers in the organisation of projects implemented by the LAG, using both their knowledge as well as manufactured products, thus emphasizing the importance that the group attaches to the promotion of local products. Such way of supporting local manufacturers

can also strengthen the partnership between producers, help with getting know each other and the assortment offered.

LAG "Vistula - Terra Culmensis" also consider applying to projects on non-local and international level aimed at the promotion of local products and services and the exchange of good practices between manufacturers. LAG "Vistula - Terra Culmensis" is open to any cooperation bearing behind the development of local manufacturers and producers.

5.

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Polish aid

