

## POLAND

# Implementing local development strategies

### Location

Mazovia

### Programming period

2014 - 2020

### Priority

P6 - Social inclusion & local  
Development

### Funding (EUR)

Total budget 14 300

EAFRD 14 054

Private 245

### Project duration

2016 – 2016

### Project promoter

LAG Razem dla Radomki

### Contact

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A Polish NGO used EAFRD funding to promote local traditional foods from the Mazovia region through a culinary trail, a food contest and a series of educational courses.

## Summary

A Local Action Group for Poland's Mazovia region was seeking to make the area more attractive to visitors and improve its economic development. The project focussed on developing and promoting local and traditional food produce, entrepreneurial activities, and furthering knowledge and skills in production techniques.



A Polish NGO used the EAFRD funding to set up stands to promote traditional products at regional food fairs, to create a culinary trail including a film and a book, to set up a local food contest and conduct a series of educational courses.

## Results

213 people took part in 23 training courses and workshops gaining new knowledge and skills.

The Culinary Trail of Mazovia was launched promoting local producers and increasing their visibility including a film and a book.

A culinary contest was created to give prizes to the best local and traditional products of Southern Mazovia.

## Lessons & Recommendations

- ❑ We only realised at the end of the project how educational courses and training are important to encourage people to try to develop something new, creating a good potential for success.

### Context

Local Action Group 'Together for Radomka' covers six rural areas located in Poland's Mazovia Region (Jedlińska, Przytyk, Przysucha, Wieniawy, Wolanów and Zakrzewo).

The LAG has been part of the Rural Development Programme since 2008, implementing a number of initiatives, aiming to increase the area's attractiveness and economic development. It has done this through local activities and use of the area's unique natural, cultural and historical assets.

Culinary heritage was one of the key aspects. The project focused on developing and promoting local products, entrepreneurs, and competitions for the best regional products of Radomka Valley. It also participated in events dedicated to agricultural and food products - both traditional and regional.

### Objectives

1. To launch a strong brand to sell local and traditional products from Southern Mazovia in a more efficient way.
2. To enable producers to cooperate and to promote rural entrepreneurs, farmers and producers involved in the production of high quality traditional and regional products using traditional methods and recipes.
3. To organise activities to show residents of rural Southern Mazovia the possibilities for setting up businesses related to the production of regional products. The activities would allow them to develop knowledge, skills and qualifications in manufacturing, along with developing a marketing plan to promote products.
4. To build a network and Culinary Heritage Trail of Mazovia, which will make traditional and regional production more visible to attract more customers.

### Activities

1. Promotion of local and traditional products.

Participation in the Fair of Tastes of the Regions, which was organised in Poznan on the 24-27 September 2016. A stand was set up under the theme of 'Mazovian fragrant pepper' where 'Przytycki peppers' were promoted along

with its different tastes and varieties.

Other traditional products of the area were also exhibited at the stand: honey from the Morawski family apiary (Pasieka Murawscy), bread baked from natural sourdough from the bakery 'Wacyn', apples and naturally cloudy juices produced by 'Smaczek from Valley Radomka', which is the Sadowniczy Holding run by the Bankiewicz family from Komorow. Others included fruit and vegetable preserves made by 'Krokus' company from Pajakow, and sausages produced by the Pysiak family from Zdziechow.

2. Creation of the Culinary Trail of Southern Mazovia.

The main activities were preparing a multimedia film and a publication presenting the leading producers of the region's culinary heritage.

3. The organization of training courses, workshops and e-learning opportunities.

A series of training courses and e-learning opportunities were organised: the role of traditional products in rural development, beekeeping, traditional meat production and processing, culinary workshops with a focus on - traditional cuisine of the Radom region, traditional and local products in quality food systems, and use of culinary heritage in rural tourism and agro-tourism, as well as workshops dedicated to the production of cheese and related products, and a workshop dedicated to marketing and branding of traditional products.

4. Organisation of a culinary contest

The best dishes and traditional products made using 'Przytycki peppers' were nominated for the culinary contest.



### Main Results

213 people took part in 23 training courses and workshops gaining new knowledge and skills. More than 70 people participated in the e-learning course focusing on setting up activities related to production of local and regional products. The training material is available on the web platform [www.elearning-szkolenia.eu](http://www.elearning-szkolenia.eu).

The Culinary Trail of Mazovia was launched promoting local producers and increasing their visibility. The multimedia movie was made and is available at <https://www.youtube.com/watch?v=D6ZLlyVc-w> and a 54-page publication presenting the leading producers of the culinary heritage of the area.

A culinary contest was created for the best local and traditional products of Southern Mazovia, with prizes awarded to 16 outstanding products and dishes in December 2016.

### Key lessons

We only realised at the end of the project how educational courses and training are important to encourage people to try to develop something new, with a good potential perspective for success.



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#### Additional sources of information

[www.elearning-szkolenia.eu](http://www.elearning-szkolenia.eu).