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## [Creating the Vistula valley cultural and culinary brand](#) [1]

Keywords:

Added value, Diversification, Information & promotion activities, Local food, Tourism

Countries:

Poland

EU funding contributed to create and promote a new cultural and culinary brand for the attractive Vistula valley in Poland, helping the region to entice tourists.



## [Promoting traditional food products in Mazovia region, Poland](#) [2]

Keywords:

Information & promotion activities, LEADER/CLLD, Local food, Tourism

Countries:

Poland

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.

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### Links

[1] [https://enrd.ec.europa.eu/projects-practice/creating-vistula-valley-cultural-and-culinary-brand\\_en](https://enrd.ec.europa.eu/projects-practice/creating-vistula-valley-cultural-and-culinary-brand_en)

[2] [https://enrd.ec.europa.eu/projects-practice/promoting-traditional-food-products-mazovia-region-poland\\_en](https://enrd.ec.europa.eu/projects-practice/promoting-traditional-food-products-mazovia-region-poland_en)