



# Good practices with an impact on the development of rural areas

examples of operations carried out  
under the operational plan of the  
National Rural Network in 2017-2018



„European Agricultural Fund for Rural Development: Europe investing in rural areas”.

Publication co-financed by the European Union under Scheme II Technical Assistance „National Rural Network” of the Rural Development Programme for 2014-2020 was developed by the Ministry of Agriculture and Rural Development. Managing Authority of the Rural Development Programme for 2014-2020 - Minister of Agriculture and Rural Development.





Ladies and Gentlemen

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I would like to present publication containing examples of operations carried out in 2017-2018 under the operational plan of the National Rural Network, with an impact on development of rural areas. The objectives of NRN actions include inter alia increasing interest in the implementation of initiatives, and activation of residents of rural areas to undertake projects in the field of rural development, as well as to support innovation in agriculture and rural areas.

Operations presented in the publication were carried out by the NRN partners, Agricultural Advisory Centre in Brwinów, Voivodship Agricultural Advisory Centres, Ministry of Agriculture and Rural Development and Marshal Offices and were financed from the resources of the Rural Development Programme for 2014-2020.

The operations carried out under the NRN, presented in the publication concern topics very important from agriculture point of view and are part of the presented "Plan dla wsi" (Plan for countryside) which I shall implement as Minister of Agriculture and Rural Development.

As a result of operations carried out under NRN, the following activities are taking place: dissemination of knowledge about innovative solutions in agriculture, food production and in rural areas, creation of short supply chains and direct sales, agricultural organic production, reduction of environmental degradation, development of entrepreneurship in rural areas, as well as promotion of countryside as a place for living and professional development.

As part of the implemented operations, participants gained inter alia practical knowledge in the field of applying innovative solutions in agriculture, production of regional, traditional and organic products, obtaining certificates of high quality food products and direct sales within the short supply chain. Participants of the operation had also chance to learn practical examples of non-agricultural business activity (agritourism, small-scale local food processing, and care farms) and with precise technologies applied in agriculture having a positive impact on environmental protection activities.

I hope that the presented examples of operations will become an inspiration for you dear readers for further work on the development of rural areas.

By presenting the examples of operations carried out within the National Rural Network, I would like to encourage all those who want to work on the development of rural areas to submit their ideas as part of subsequent editions of competition for NRN partners which will be announced by the Ministry of Agriculture and Rural Development with the possibility of implementation of operations across the country. Information on competitions is published among others on the website of the Ministry of Agriculture and Rural Development <https://www.gov.pl/rolnictwo/> and the [www.ksow.pl](http://www.ksow.pl) website.

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**Graphic design, DTP, print:**

CC Professionals Group, [www.ccp.com.pl](http://www.ccp.com.pl)

A free copy

Circulation of 2000 copies

Publication co-financed by the European Union under the Technical Assistance of the Rural Development Program 2014-2020

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# Agricultural retail trade

as an important element of the sustainable development of rural areas

The operation was carried out by the NRN Partner, i.e. Kujawsko-Pomorski Agricultural Advisory Centre in Minikowo together with the following entities: Pomorski Agricultural Advisory Centre in Lubań, Warmińsko-Mazurski Agricultural Advisory Centre in Olsztyn, Wielkopolski Agricultural Advisory Centre in Poznań and Polish Television S.A. Regional Branch in Bydgoszcz, and submitted to the NRN Central Unit

The aim of the operation was to promote a short food supply chain based on agricultural retail trade (ART) to provide farmers and other entities involved in rural development with knowledge and information on agricultural retail trade and mutual exchange of knowledge and information on ART, promotion of agricultural retail as an element enabling creation of additional source of income for farmers.

The goal was implemented through a series of 4 conferences: "Rolniczy Handel Detaliczny – nowa ścieżka rozwoju dla wytwórcy" (Agricultural Retail Trade – a new development path for the manufacturer) which also consisted of presentation of good practices related to agricultural retail trade, also through the production and broadcast of information and education campaign on agricultural retail trade: "Z pola na stół" (From the field to the table) aimed at increasing the awareness and knowledge of viewers on ART, production and broadcasting of a television debate with the participation of experts during which practical aspects of small-scale food processing using raw materials from one's own farm were presented and discussed.



**More information on the website:**

<http://ksow.pl/projekty-partnerow-2017-r/rolniczy-handel-detaliczny-waznym-elementem-zrownowazonego-rozwoju-obszarow-wiejskich.html>



# From the field to the pot

– cooperation of organic farmers in shortening the supply chain

The operation was carried out by the NRN Partner – Agricultural Advisory Centre in Brwinów submitted to the NRN Central Unit

The aim of the operation was substantive and practical, step by step, preparation of farmers involved in organic production to establish cooperation with each other in order to undertake joint marketing and promotional activities, create a common commercial offer, exchange of knowledge and experience, enabling to undertake talks with larger recipients of organic raw material, e.g. in the form of Ogólnopolski Klaster Rolnictwa Ekologicznego (Polish Organic Farming Cluster). The operation was aimed at farmers operating using organic methods and farmers interested in taking up organic production or those already converting, young farmers, agricultural advisors for organic farming and entrepreneurship, representatives of local action groups (LAG).

The goal was implemented by conducting four trainings along with study trips during which a visit to the Regionalne Centrum Produktu Lokalnego (Regional Centre for Local Product) was taken place, where the participants were familiarized with the procedure of establishing cooperation groups in other regions of Poland. Various forms of selling farm products including online sales, as well as legal regulations associated with this sale were presented to participants. Participants could also learn how to organise cooperation groups in other regions of Poland based on the example of the “Paczki od rolnika” association. Other events included presentation of direct benefits resulting from this form of cooperation, a summary seminar regarding the process of shortening supply chains, cooperation in the field of promotion and marketing, as well as in the field of building a joint offer for one’s own products on the domestic and foreign market, publication of document summarizing the cycle of study trips.



More information on the website:

<http://ksow.pl/projekty-partnerow-jc-ksow/z-pola-do-garnka-wspolpraca-rolnikow-ekologicznych-w-skracaniu-lancucha-dostaw.html>

# Relax in the countryside

– promotion of rural tourism and agritourism

The operation was carried out by the Ministry of Agriculture and Rural Development

The aim of the operation was to create the image of rural areas as a tourist market offering diverse and year-round attractions, and raising the rank of rural tourism and agritourism within the tourism sector, strengthening the positive image of rural tourism, building consumer awareness of specific tourist products country / region wide, promotion of the offer / specific rural tourism products.

The goal was implemented through the organization and substantive support of the rural tourism and agritourism stand under the slogan “Odpoczywaj na wsi” (Relax in the countryside) at 9 fairs and outdoor tourism events held in Warsaw, Poznań, Wrocław, Łódź, Gdańsk, Szczecin, Opole, publication of information and promotion materials, including publication of the “Hity turystyki wiejskiej – Polska” (Hits of Rural Tourism - Poland) [in paper and electronic form on CD].

The project was addressed to clients on the domestic market, residents of large and medium-sized cities and metropolises who do not have contact with rural areas, looking for non-standard forms of spending free time at an affordable price.



More information on the website:  
[www.odpoczywajnawsi.pl](http://www.odpoczywajnawsi.pl)



# Care farms

– development of social services in rural areas

The operation was carried out by the NRN Partner – Agricultural Advisory Centre in Brwinów Branch in Krakow together with the following entities: Fundacja Socjometr, Stowarzyszenie Centrum Edukacji Tradycja i Współczesność and Małopolskie Stowarzyszenie Doradztwa Rolniczego and submitted to the NRN Central Unit

The goal of the operation was to exchange knowledge and establish cooperation between actors who are important from care farms point of view, and thanks to which their development in Poland will be possible.

The goal was implemented by conducting 16 seminars during which the participants gained knowledge about the concept of development of care farms in Poland, actors involved in rural development had the chance to exchange knowledge. In addition conducting the social study “Diagnoza potencjału samorządów do podjęcia działań na rzecz wdrożenia koncepcji gospodarstw opiekuńczych w Polsce” (Diagnosis of the potential of local governments to take action to implement care farms concept in Poland) allowed for a synthetic description of possessed knowledge by the representatives and therefore for transferring it to other actors important for the process of establishing care farms in Poland. The effect of the exchange of knowledge that took place during the voivodship seminars was the publication of “Działania na rzecz rozwoju gospodarstw opiekuńczych w Polsce na poziomie regionalnym i lokalnym” (Actions for the development of care farms in Poland at the regional and local level). The subject of the publication focuses on the possibilities of creating care farms within the social economy entities as the only currently acceptable form of caring activities undertaken in cooperation with the local government.



**More information on the website:**

<http://ksow.pl/projekty-partnerow-jc-ksow/gospodarstwa-opiekuncze-rozwijanie-uslug-spoecznych-na-obszarach-wiejskich.html>

# Dissemination of knowledge

## in the field of food quality systems

The operation was carried out by the NRN Partner – Agricultural Advisory Centre in Brwinów, Branch in Radom submitted to the NRN Central Unit

The goal of the operation was to provide and disseminate information on the benefits of organic farming and disseminate knowledge on the possibility of processing organic raw materials at farm level.

Operation included organisation of conference with lectures on:

- The state and perspectives for the development of organic farming in Poland, and the main directions of production;
- Changes in the “Organic Farming” action covered by the RDP 2014-2020;
- New opportunities to shorten the marketing chain by facilitating retail sales and processing at the farm level – food processing in a small plant on the farm including agricultural retail trade.

There were also presentations of 6 organic farms where the winners of the “Najlepsze Gospodarstwo Ekologiczne” (Best Organic Farm) competition presented their achievements in the field of production technology, organic farm management and ways to disseminate this knowledge.

Additionally, as part of the operation, the 10th edition of the “Najlepsze Gospodarstwo Ekologiczne” (Best Organic Farm) competition organized by the Ministry of Agriculture and Rural Development in cooperation with Voivodship Agricultural Advisory Centres and the Agricultural Advisory Centre Branch in Radom was summarized.

The operation was aimed at organic farmers, advisers, organic processors, representatives of organic farmers’ associations, as well as scientists.

As a result of the operation a transfer of best solutions concerning organic farming, establishing contacts with processors, transfer of good practices to one’s own farms with particular emphasis on activities related to processing of agricultural raw materials, and stopping the decline in the number of organic farms took place.



More information on the website:

<http://cdr.gov.pl/aktualnosci/57-cdr-informuje/2388>

# Developing competences and networks of local action groups to ensure

the correct implementation of community-led local development strategies in 2014-2020

The operation was carried out by the Ministry of Agriculture and Rural Development

The aim of the operation was to raise the competence of local action groups (LAGs) in the scope of their tasks related to the implementation of the local community-led development strategy (LDS) in particular advice to potential beneficiaries, conduct evaluation of operations as well as monitoring and evaluation.

The operation consisted in ensuring the implementation of the workshop and training part by conducting for representatives of local groups the cycle of:

- Eight two-day workshops allowing to raise competence in the formal evaluation of applications with particular emphasis on verification of business plans, and technical documentation of investment projects;
- Eight two-day workshops allowing to raise competences in the field of monitoring and evaluation;
- Eight one-day workshops allowing for raising competences in the area of running consultancy services for applicants and effective communication with the local community, as well as training on creating incubators of local food processing.

The target group of the operation are representatives of local action groups implementing community-led local development strategies for the years 2014-2020.

As part of the operation LAG representatives were trained in the correct formal evaluation of applications, the principles of monitoring and evaluation, as well as running advisory services for applicants and effective communication with the local community. 50 LAG representatives were trained on the principles of creating incubators of local food processing, and 35 LAG repre-

sentatives in the field of procedures related to the implementation of cooperation projects in Poland and in a given Member State of the European Union.



# Towards Development

The operation was carried out by the NRN Partner – Warmińsko-Mazurska Chamber of Agriculture in partnership with the Mazowiecka Chamber of Agriculture, Podlaska Chamber of Agriculture, and the Pomorska Chamber of Agriculture submitted to the NRN Central Unit

The goal of the operation was to support economic and social balance in rural areas of the Mazowieckie, Podlaskie, Pomorskie and Warmińsko-Mazurskie Voivodships through the promotion of sustainable development of these areas.

The goal was realized by the organization of the conference during which among others the panel “Wieś – Moje miejsce do życia i rozwoju zawodowego” (Countryside – My place for living and professional development) and personal development workshops were held. During the panel discussions each group presented their activities and shared their experiences and good practices. During the lectures participants learned about the possibilities and sources of financing for activities in rural areas including the use of funds from RDP 2014-2020 and NRN, how to use small local food processing and short supply chains. A competition “Skarby Europy zaklęte w szkło” (Treasures of Europe enchanted in glass) was held aimed at promoting home-made products, presenting to the wide range of recipients the richness and diversity of local culinary traditions, promoting the creation of short supply chains, supporting the development of entrepreneurship in rural areas by raising the level of knowledge and skills in the area of local small food processing. Food preparations were evaluated in the following categories:

- Homemade fruit preserves (including blueberries, lingonberries, blackberries, cranberries, etc.);
- Homemade vegetable preserves (including forest mushrooms);

- Homemade meat and fish products;
- Fruit liquor.



More information on the website:

<http://ksow.pl/projekty-partnerow-jc-ksow/kierunek-rozwoj.html>



# International workshops

## on poverty and exclusion in the countryside

The operation was carried out by the NRN Partner – Forum Aktywizacji Obszarów Wiejskich submitted to the NRN Central Unit

The aim of the operation was to gather experience within the main problems of social exclusion and poverty in the countryside in Poland and several countries of Central and Eastern Europe, gather effective ideas and initiatives to solve these problems, develop practical recommendations for counteracting social exclusion and poverty in the countryside in the future.

The goal was realized through:

- Conducting workshops for participants from Poland and European countries preceded by a discussion forum and by familiarizing participants (during study visits) with three projects related to counteracting social exclusion implemented by rural organizations in the Małopolskie Voivodship;
- Exchange of experiences and increasing the knowledge of participants in the problems of social exclusion in Poland and other countries of Central and Eastern Europe;
- Development of 10 case studies describing good practices of solving the problem of social exclusion in the countryside;
- Developing a material describing good practices in the field of counteracting social exclusion in rural areas in the vicinity of Krakow;
- Preparation of a final report covering key presentations and conclusions from workshop and panel discussions, as well as practical recommendations for the future.

The operation was aimed at local Leaders as well as central non-governmental organizations dealing with solving the problems of inhabitants of rural areas.

As a result of this operation the participants were familiarized with the problems of social exclusion in Poland and ways of dealing with poverty.



More information on the website:

[http://faow.org.pl/miedzynarodowe\\_warsztaty/](http://faow.org.pl/miedzynarodowe_warsztaty/)



# Innovative technologies

## in the cultivation of orchard plants

The operation was carried out by the Lubelski Agricultural Advisory Centre in Końskowola, in Końskowola ul. Pożowska 8, 24-130 Końskowola

The aim of the operation was to familiarize the participants with the functioning of the network for innovation in agriculture and in rural areas, the issue of innovation in agriculture, the possibilities of practical application of the presented solutions. Participants had also the opportunity to establish contacts and cooperation between potential participants in future operational groups and to exchange good practices in the field of implementing innovations in the orchard farms.

Participants took part in a two-day seminar combined with a study trip. The subject of the seminar included issues related to the SIR concept in the Lubelskie Voivodship, rules for applying for funds under the “Współpraca” (Cooperation) action and specialist topics in the field of innovation in orchard machinery, storage and integrated plant protection. During the seminar workshops were conducted under which participants identified problem areas on their farms.

During the study visit various examples of innovative solutions were shown in two farms in Stryjno. Participants could see a modern machinery park, among others harvester for harvesting cherries, storage rooms, orchards with anti-hail structure, irrigation systems. Farm owners served knowledge and advice in the field of establishing modern orchards and selection of plant varieties. Representative of the Zrzeszenie Producentów Owoców “STRYJNO-SAD” (Fruit producers’ association) spoke about the activity of one of the first groups in the Lublin voivodship region. From the very beginning the group’s main goal was to organize joint sales of fruit, apples in particular, as well as expanding fruit-growing knowledge and joint purchases of production resour-

ces. The group includes 104 members (farms). Modern facilities include cold stores, fruit sorting and packing departments.



[www.wodr.konskowola.pl](http://www.wodr.konskowola.pl)

# Supporting the process of creating partnerships for innovation in cheese making

The operation was carried out by the Kujawsko-Pomorski Agricultural Advisory Centre in Minikowo  
89-122 Minikowo k. Nakła nad Notecią

The operation was aimed at farmers with dairy cattle, representatives of local agricultural producers already operating on the market (under MLR or agricultural retail trade), employees of research units or universities operating in the field of food processing, and advisers representing unit that initiates above actions and coordinates the entire project (organizers). The operation was carried out in the form of training, workshops, and a study trip.

“Od mleka do sera” (From milk to cheese) training at Centrum Dziedzictwa Kulinarne i Turystyki Wiejskiej (Culinary Heritage and Rural Tourism Centre) in Minikowo was the first stage in which participants could get to know and assess one’s own potential in the production of farm cheeses and market them in a short supply chain system. Part of the training consisted in workshops on the basics of cheese making, short supply chains and the operation of a kitchen incubator.

During the workshop “Tworzymy grupę operacyjną” (Creating an operational group) participants learned the conditions that are necessary to create an operational group. The goals and potential fields of cooperation of the participants and forms of this cooperation in the future were developed.

The study trip “Od teorii do praktyki w farmerskiej produkcji sera” (From theory to practice in farm production of cheese) was an opportunity to establish partnerships between its participants. During the trip there was an exchange of professional knowledge in the production of various types of cheese and the legalization of their production. A visit to farm where cheese (MLR) is produced and marketed in the form of short supply chains was organised.



[www.kpodr.pl](http://www.kpodr.pl)

# Organic food exhibition

and promotion of processing at farm level

The operation was carried out by the Lubuski Agricultural Advisory Centre in Kalsk  
ul. Kalsk 91, 66-100 Sulechów

The exhibition of organic food and tasting of organic products was organized during the VIII Lubuski Kiermasz Ogrodniczy (Lubuski Garden Market) in Kalsk. The main goal was to promote food products from organic farms in the Lubuskie Voivodeship, disseminate information on how to source healthy food and enable agricultural producers to reach customers more effectively – promoting direct sales.

An independent commission has chosen organic farms to participate in the operation. Special attention was paid to the assortment of certified food products. These farms presented their products prepared on the farm on special stands.

The participants of the fair could get acquainted with the offer that included inter alia: smoked and ripening cheeses, cured-meat products, sourdough bread, organic orchard apples, herbal teas with nettle and chamomile.

The exhibition was intended to inspire consumers to buy organic products and to embrace healthy lifestyle, while agricultural producers to manage organic methods and process food products on their farms.



# Precision agriculture

as a way of increasing the innovativeness of agriculture

The operation was carried out by the Opolski Agricultural Advisory Centre in Łosiów  
ul. Główna 1, 49-330 Łosiów  
[www.oodr.pl](http://www.oodr.pl)

Training in the field of precision agriculture is an example of an action aimed at improving and increasing the competitiveness of Polish agriculture including in Opole region. Practical classes included such issues as the use of GPS positioning systems, satellites and drones to collect data on soil fertility, plant condition, crop measurement and registration. Collected information has a direct impact on decision making concerning cultivation, creating maps of variable application, (fertilizers, plant protection products, products seeds) and precise execution thereof – supported by GPS systems located on an agricultural tractor, spreader, sprayer or seeder. Field documentation in electronic form is not only convenience but also the need of the hour. More and more recipients of agricultural products demand reliable field documentation along with cross-compliance documents.

The ability to carry out measurements of agricultural land using GPS and the processing of registered tracks in the software is extremely useful for example due to the submission by the agricultural producers of applications for area subsidies in electronic form.



**More information on the website:**  
<http://sir.oodr.pl/precyzyjne-opolskie-rolnictwo/>



# Garden therapy

– innovative use of decorative plants

Operation was carried out by the Podlaski Agricultural Advisory Centre in Szepietowo  
Szepietowo-Wawrzyńce 64, 18-210 Szepietowo  
[www.odr.pl](http://www.odr.pl)

Operation was carried out in the form of a two-day study trip to the Warmińsko-Mazurskie Voivodeship. The trip included theoretical classes conducted by employees of the Warmińsko - Mazurski University, as well as practical classes in an agritourism farm with a stunning showcase garden.

The aim of the project was to familiarize farmers, inhabitants of rural areas and PAAC specialists dealing with agritourism with the idea of garden therapy (hortithera-py). On the first day the scientific researchers presented what hortithera-py is as well as its history, what ornamental plants are used in therapeutic gardens, what are the rules for designing such a garden, and how to use herbs and vegetables in hortithera-py.

Participants spent another day in an agritourism farm which extended its offer and accepts children with illnesses. Participants learned how to use hortithera-py as a form of supporting therapy in the countryside, how to use the surrounding nature so that it could perform therapeutic functions and discussed the ways of designing and adding plantings also in the context of using them in various types of garden therapy - active or passive for people diagnosed with disabilities and illnesses as well as for healthy people.



More information on the website:  
<http://odr.pl/sir-2/hortiterapia-nowe-mozliwosci-w-agroturystyce/>



# Stimulating the development of the regional products

market through Świętokrzyska Kuźnia Smaków brand

The operation was carried out by the Świętokrzyski Agricultural Advisory Centre in Modliszewice  
Modliszewice, ul. Piotrkowska 30, 26-200 Końskie  
[www.sodr.pl](http://www.sodr.pl)

The aim of the operation was to present innovative forms of creating and marketing selected traditional products through a network of culinary curiosities of the region, increasing knowledge among rural residents about the role of local and traditional products in rural development, an innovative approach to building the “Świętokrzyska Kuźnia Smaków” brand, presenting innovative ways to support traditional food processing at farm level and forms of its sale.

The implementation of the operation consisted of trainings, external seminar, certification of entities and an update of the ŚKS route website. The participants of the training “Kuchnia regionalna i produkt tradycyjny czynnikiem rozwoju regionu” (Regional cuisine and traditional product as a factor in the development of the region) were farmers, producers, processors and owners of restaurants and agritourism farms. During the lectures the following topics were discussed: what is local product and possibilities of its sale, the significance of brand on the market, how it affects product differentiation and how to convince the consumer to regional cuisine. During the program also discussed were issues related to local development based on traditional food and regional cuisine supported by good examples from Europe and the world, as well as elements of modern marketing in the promotion of the “Świętokrzyska Kuźnia Smaków” brand. Also discussed were the procedures related to obtaining the status of a traditional product and the conditions to be met in order to obtain a certificate of belonging to the ŚKS route.

During the seminar trip “Kuchnia regionalna i produkt tradycyjny turystycznym produktem regionu” (Regional cuisine and a traditional product as a tourist

product of the region) a places connected with a traditional products and regional cuisine were visited in the Małopolskie voivodship - inter alia a bee farm, a vineyard located on the “Małopolski Szlak Winny” (Małopolska Wine Route), an educational farm that is a reconstruction of traditional Lemko architecture, carp breeding farm, Local Product Centre dealing with, among others, sale of organic products with delivery to the recipient, so-called “Parcel from a farmer”. During the event promoting Świętokrzyska Kuźnia Smaków ceremonial handing of certificates to 20 new entities from Busko, Pińczów, Staszów and Starachowice poviats took place.

Thanks to the operation the offer of Świętokrzyska Kuźnia Smaków has been enriched with further products and dishes that are unique to this region, already covering eight poviats and undoubtedly is a culinary showcase of the Świętokrzyskie region.



**More information on the website:**

<https://www.sodr.pl/main/aktualnosci/Czym-Swietokrzy-ska-Kuznia-Smakow-bogata/idn:49>

# From field to fork

– organic production,  
processing and sales

The operation was carried out by the Warmińsko-Mazurski Agricultural Advisory Centre in Olsztyn  
ul. Jagiellońska 91, 10-356 Olsztyn

The main objective of the operation was to present to the participants the benefits of building a network of permanent business contacts and establishing cooperation in the field of organic farming enabling the transfer of innovative technologies and solutions translating into an increase in the benefits of this production system.

Transfer of knowledge and exchange of experience between participants of the operation gave the opportunity to establish partnerships between each other and to create operational groups to subsequently apply, as part of the “Współpraca” (Cooperation action, for funds for innovative technological solutions applied in organic farms especially in the field of crop production, as well as for innovative organizational process or marketing solutions for the creation and development of short supply chains and product promotion based on organic raw materials.

As part of the operation a two-day study trip was organized, document and press articles were published in the “Bieżące Informacje” monthly published by the Warmińsko-Mazurski Agricultural Advisory Centre, as well as information posted on websites and in social media.

[www.w-modr.pl](http://www.w-modr.pl)



# Innovation in agriculture in the field of ICT

The operation was carried out by the Wielkopolski  
Agricultural Advisory Centre in Poznań  
ul. Sieradzka 29, 60-163 Poznań

The focal point implemented under this operation was organisation, during the XXV Wielkopolskich Targów Rolniczych (Agricultural Fair) in Sielinek near Opalenica, of four exhibition stands promoting among farmers and rural communities the latest solutions in the field of information and telecommunications technology (ICT) used in agriculture. The thematic scope of stands included decision support systems in plant protection, the use of drones in agriculture, and two applications dedicated to farmers and rural residents, i.e. VESPA application which serves to record plant protection treatments and allows to easily keep their register, and AGREGO application thanks to which running a farm is easier and management better. This application simplifies bureaucracy.

The stands were located near the crop plots and the agrometeorological station which made it possible to present the solutions exhibited at the stands. Practical demonstrations of the presented technologies were carried out as well. In total, during the two days of the fair 16 shows (4 on each subject) were shown).

The operation also included preparation of articles and instructional film. The film deals with the practical use of software in decision support in potato protection against potato blight. A film popularizing the use of meteorological information from the network of agro-meteorological stations and decision support systems in plant protection will also be produced.



[www.wodr.poznan.pl](http://www.wodr.poznan.pl)



# Innovative solutions

in organic farming and animal production implemented in

organic demonstration farms

The operation was carried out by the Agricultural Advisory Centre in Brwinów  
ul. Pszczelińska 99, 05-840 Brwinów

Agricultural Advisory Centre in Brwinów, Branch in Radom as part of the Network for innovation in agriculture and rural areas organized a study trip for public and private advisers, institutions involved in the development of organic farming and farmers involved in organic farming.

The purpose of the trip was to familiarize the participants with the method of management and introduction of new techniques and technologies into organic farms being laureates of the National Competitions for the Best Organic Farm and establishing direct contacts between persons and entities interested in implementing innovative solutions in the field of organic farming. During the trip 6 farms located in the Mazowieckie and Podlaskie voivodship were visited, including a farm producing goat cheeses, farm growing vegetables, two herbal farms, dairy farm, farm cultivating rapeseed being processed into biofuel.

[www.cdr.gov.pl](http://www.cdr.gov.pl)



# EKOGALA

international trade fair for high quality products and food

The operation was carried out by the NRN Regional Unit of Podkarpackie Voivodeship  
Al. Ł. Ciepłińskiego 4, 35-010 Rzeszów

International fair of food and high-quality products – EKOGALA are organized by the Self-government of the Podkarpackie Voivodeship since 2006. The purpose of EKOGALA is to promote high-quality products and food, i.e. organic products and entered on the list of the Minister of Agriculture and Rural Development. EKOGALA fair is an opportunity to gain knowledge about the highest quality food, find contractors and recipients, a chance to promote one's own products, but also the opportunity to learn from the chefs and improve culinary art, since all of this constitute the basis for the continuous development of organic farming and thus development of rural areas.

Approximately 100 exhibitors participate in the fair every year. In 2017 the fair was attended by 110 exhibitors from Poland and abroad (16 exhibitors representing Ukraine, Hungary, and China). The fair included the presentation of organic and traditional food, promotion of agritourism, conferences and business meetings, as well as numerous competitions for exhibitors and visitors. Visitors and participants of EKOGALA fair could get to know the offer of Polish and foreign producers of organic food, and for several years now, also the offer of traditional products from Podkarpackie region entered on the list kept by the Minister of Agriculture and Rural Development, agritourism farms and educational animal farms.

During the fair a “theme island” was organized where health food and traditions of making of Christmas decorations were presented. The winners of “Polski Smak” (Polish Taste) competition were selected, also organised was European Culinary Contest with the participation of catering schools from Poland, Slovakia, and Ukraine.



**More information on the website:**

[www.ekogala.eu](http://www.ekogala.eu) i <https://www.podkarpackie.pl/index.php/rolnictwo/5730-video-podkarpackie-promuje-ekologie-ekogala-2017>



# Workshops

## for members of the Opolskie Culinary Heritage network

The operation was carried out by the NRN Regional Unit of Opolskie Voivodeship  
ul. Piastowska 14, 45-082 Opole

The operation was aimed at broadening the knowledge in the field of innovative solutions in food processing and production based on knowledge passed by lecturers who are also owners of companies and possessing knowledge and experience in a given subject area. The participants of the operation were agricultural producers, entrepreneurs performing direct supplies, direct sales, and marginal local and limited activities, farmers conducting retail trade, agritourism farms, and offering traditional products, members of the Opolskie Culinary Heritage Network, Culinary Heritage Team. The operation was carried out through participation in workshops and a study trip to Dolnośląskie voivodeship. Workshop participants received support in the field of entrepreneurship development in rural areas for agricultural producers and entrepreneurs performing direct supplies, direct sales, marginal, local and limited activities, agritourism farms and those offering traditional products, as well as those performing hotel and catering services.

The participation of network members in the workshop made it possible to obtain information on the production of regional and traditional products, as well as culinary tourism conducted as part of the participation in the international association the European Network of Regional Culinary Heritage. Organized workshops have allowed to transfer relevant knowledge based on the experience of the Dolnośląskie voivodeship which will allow to increase innovativeness and participation in the implementation of one's own initiatives and their innovativeness in building culinary tourism positively influencing the development of rural areas of the Opolskie Voivodeship.

A study trip to facilities promoting culinary heritage has become an excellent opportunity to exchange knowledge and experiences as part of the network membership and cooperation between affiliated entities. Creating a culinary route based on culinary tourism, in this case on the basis of the Dziedzictwo Kulinarne Dolny Śląsk, is one of the innovations that fit in the business conducted in the mill, vineyard, hotel and restaurant complex or organic farm. Network members cooperating with each other have a greater chance to expand than when acting alone. Opole region workshop participants gained knowledge in the above-mentioned subject which has influenced the expansion of existing and implementation of new initiatives for rural development.



# Science for practice, practice for science

Operation carried out by the NRN Partner – Wrocław University of Environmental and Life Sciences submitted to Dolnośląski Agricultural Advisory Centre in Wrocław

Improving the competitiveness of the agri-food sector in particular processing, and adapting it to the growing market demands requires quick innovative actions. The implementation of the project addressed to 160 representatives of four industries, i.e. potato, wine, fruit and vegetable, and plant breeders, i.e. those that are present on a smaller scale in Dolnośląskie Voivodship, but have significant potential, good development conditions in the region, and big needs in terms of support for innovativeness. As part of the operation four two-day seminars were organized to create a cooperation network in the agri-food sector. Each of the training groups included representatives of science, entrepreneurs, farmers and advisers which contributed to increasing the level of knowledge in the areas of cooperation and innovation networks in particular sectors covered by the operation, innovative solutions and the creation of business plans. Through meetings of various groups of beneficiaries within one seminar the exchange of theoretical and practical knowledge in the field of innovation in agriculture and in rural areas was made possible.

During the seminars both the developed innovative solutions for agriculture and the agri-food sector, as well as good practices were presented, that with the participation of entrepreneurs, scientists and producers can be implemented in particular sectors.

As part of the operation, in addition to the seminars, an information brochure was also published. Both the seminars and the brochure were aimed at providing knowledge about creating teams to cooperate within science-business environment, particular on the role of

the university in creating innovations, as well as formal and legal aspects in establishing cooperation. During the seminars agricultural producers were shown the opportunity to use the scientific achievements of the Wrocław University of Environmental and Life Sciences which may contribute to increasing the efficiency and improving the quality of the agri-food sector.



**More information on the website:**  
<http://www.cku.up.wroc.pl/projekty/>

# Warmińsko- Mazurskie Forum Innowacji (Innovation forum)

in agriculture and in rural areas

Operation carried out by the NRN Partner

- Warmińsko-Mazurska Chamber of Agriculture submitted to the Warmińsko-Mazurskie Agricultural Advisory Centre in Olsztyn

The main goal of the operation was to create an open platform among a diverse group of recipients, i.e. farmers, agricultural advisors, representatives of the world of science (institutes or scientific units universities), representatives of entrepreneurs and institutions working for agriculture, enabling knowledge transfer and presenting good practices on innovative solutions in agriculture and in rural areas especially in the following fields:

- Precision agriculture and low-emission technologies in agricultural production;
- Comprehensive production of piglets on the farm;
- Innovations in the production of feed and feeding of dairy cattle, optimization of milk production costs;
- Innovative methods of managing animal manure in the context of requirements for the protection of surface waters and soils;
- Food production on the farm.

The operation was also aimed at raising the awareness of its participants about the principles of the

Network for innovation in agriculture and in rural areas, and to activate them to organize themselves into partnerships and establish operational groups that could become beneficiaries of the Cooperation action.

As part of the operation a two-day seminar was organized divided into 5 thematic blocks during which discussion sessions were held, a document was published and a series of press articles in "Bieżące Informacji" monthly were published (issued by Warmińsko-Mazurski Agricultural Advisory Centre).

More information on the following websites:

<http://wmirol.org.pl>

<http://www.w-modr.pl>



# My countryside by pen

The operation was carried out by the NRN Partner – Local Sp. z o.o. submitted to the NRN Regional Unit of the Opolskie Voivodeship

The aim of the operation was to raise awareness of the importance of issues related to safe and organic agriculture, as well as the need to cultivate traditions specific to a given region by organizing journalistic workshops for primary school students and a competition crowned with the publication of the most interesting stories.

The need for the implementation of operation was the result of consultations with teachers working in schools from the rural area. As a result of current trends related to spending free time among school students which include virtual friendships, social networks, computer games etc. the problem of social exclusion has surfaced. It is directly related to the lack of a sense of the need to spend time in a different form, but indirectly causes, that the process of creative thinking and proficiency in the written text disappears among children. Young people forget what the tradition is about, they cannot name the customs, plays or legends that are key to the region. Everything that is proposed by cultural units operating in a given town is in their opinion bad, unnecessary or boring. It should be strongly taken into account that over the course of time the phenomenon of “passing down from generation to generation” disappears. The actions taken contributed to the general increase of interest in implementing rural development initiatives.

As part of the operation journalistic workshops were organized with the correctness of story writing in mind,

a publication was issued, a performance was presented (in the form of a short story) performed by actors and related to the ecology / countryside / tradition, a competition was held to encourage to explore the subject of the countryside, tradition, ecology and then the entire undertaking was summarized and the winners awarded. Participants were primary school pupils from IV-VII class bracket, from three selected educational units from the Bierawa Gmina area.



More information on the website:  
[www.lokalna24.pl](http://www.lokalna24.pl)



# From idea to business

– a conference of local products

Operation was carried out by the NRN Partner – Uniejów Gmina submitted to the NRN Regional Unit of the Łódź Voivodeship

Local products and culinary tourism are important elements for the development of Uniejów. Uniejów gmina is working on quality products based on local geothermal water resources. On the basis of the Uniejów brine a local product – Ogórek Termalny z Uniejowa (Thermal cucumber from Uniejów) was developed. Hence the idea of organizing a training with a culinary show entitled “Od pomysłu do biznesu” (From an idea to a business), and a conference “Budowa marki i promocja produktu lokalnego” (Building a brand and promoting a local product) was launched aimed at promoting local products and regional cuisine and related traditions. The activities were aimed at farmers, small local food processors, residents of rural areas of the Uniejów gmina, including restaurateurs, hoteliers and chefs. The organization of the venture was based on the experience and possibilities associated with the Uniejowski Festiwal Smaków (Uniejów Festival of Tastes).

The training organized as part of the operation included issues related to agricultural retail trade and business operations by farmers, food quality systems, certification of high quality food products, and promotion of local, traditional and regional products. The training was conducted by experts from Poland and the partner cities of Uniejów, i.e. Mórahalom in Hungary and Alatri in Italy. Visitors from abroad shared their knowledge and experience, presented local products from their regions and presented ideas on how to promote them. The training participants learned how to produce high-quality food and thanks to the exchange of experience, learned also that it is worth to conduct such production and to enter into cooperation with local chiefs, hoteliers, restaura-

teurs by creating a short supply chain. The training culminated in a culinary demonstration during which dishes based on local products were prepared, i.e. Ogórek Termalny (Thermal cucumber) from Uniejów and bee honey from local apiaries.

As part of the operation a conference entitled “Budowa marki i promocja produktu lokalnego” (Building a brand and promoting a local product) was organized, and which was dominated by topics related to culinary tourism in close connection with local products. Representatives of restaurants, hotels and local government units took part in it. The conference created the opportunity to exchange knowledge and experiences between participants from Poland, Italy, and Hungary.

As part of the operation a document containing materials from the training and conferences was also published, as well as information on local products from Uniejów, and hotel and catering facilities whose menu is based on regional products.



More information on the website: [www.uniejow.pl](http://www.uniejow.pl)

# The development

of entrepreneurship using  
alternative forms of non-  
agricultural activities

Operation carried out by the NRN Partner – AKTYWNI RAZEM (ACTIVE TOGETHER) Local Action Group, submitted to the NRN Regional Unit of the Mazowieckie Voivodship

The main objective of the operation was to stimulate the residents of the AKTYWNI RAZEM (ACTIVE TOGETHER) LAG area for the sake of searching for and implementing alternative forms of non-agricultural activity of rural residents including solutions supporting the development of entrepreneurship in the area of small local processing, care farms and social economy.

As part of the operation a training in the field of social economy – forms of economic activation and social inclusion of disadvantaged groups (social cooperatives) was conducted. The target group of the training were private individuals, representatives of non-governmental organizations, farmer housewives' associations, LAG members. A study visit was organized "Innowacyjne formy przedsiębiorczości lokalnej warunkiem rozwoju lokalnego obszarów wiejskich Pojezierza Gostynińskiego" (Innovative local entrepreneurship forms as a condition for the development of local rural areas of the Pojezierze Gostynińskie), (including small local food processing, care farms, social economy, grant funds) targeting farmers, private individuals, owners of agritourism farms, representatives of non-governmental organizations, farmer housewives' associations, LAG members. Activities promoting small local food processing and local products and crafts were carried out (exhibition stands, leaflet promoting products and local crafts, and short advertising spot).



**More information on the website:**

<http://aktywnirazem.pl/3886/wsparcie-aktywnosci-mieszkancow-lgd-w-zakresie-alternatywnych-form-dzialalnoscipozarolniczej/>

# Kujawsko - Pomorska Academy of Young Leaders

Operation carried out by the NRN Partner  
– Stowarzyszenie Rozwoju Rozwoju Gminy Płużnica,  
submitted to the NRN Regional Unit of the  
Kujawsko-Pomorskie Voivodship

The project consisted of three trainings in the form of workshops dedicated to team work, project planning and methods of raising funds (156 hours in total), and 90 hours of interactive support for the individual development process (coaching) for young leaders (2 hours per person). The project enjoyed great interest and was realized with great success. It was attended by 45 young people who wanted to acquire new knowledge and skills.

In the area of the Kujawsko – Pomorskie Voivodeship the deepening problem of the lack of young people operating in non-governmental organizations and in informal groups has surfaced. Current leaders in rural areas lack successors. The aim of the operation was to increase the activity of 45 young people in the implementation of Local Initiatives and increase the number of implemented partnership projects including innovative projects with better use of resources.

Thanks to implemented operation the participants could:

- Acquire skills and competences useful to play the role of a leader;

- Acquire skills in planning and implementing activities that activate residents;
- Acquire knowledge on the possibilities of implementing partner projects with the use of funds from RDP, CLLD and other programs;
- Learn good examples of local community activation using funds from RDP, CLLD and other programs;
- Acquire skills in terms of using new technologies in the work of leader.

As a result of the operation a group of socially engaged people and young inhabitants of the Kujawsko-Pomorskie Voivodship increased by 45 people who by acting as a leader will contribute to counteracting social exclusion and sustainable development of rural areas with the use of local potentials.



More information on the website:  
<http://www.trgp.org.pl/>

# Active through @

– intergenerational  
enhancement of digital  
competences

The operation was carried out by the NRN Partner  
– Municipal Centre of Culture, Sport and Recreation  
in Chmielno, submitted to the NRN Regional Unit  
of Pomorskie Voivodship

The aim of the operation was to activate rural residents to take initiatives in the field of rural development through the development of digital and social skills of the project addressees: a group of seniors and young people. As part of the operation 12 seniors were trained and youth digital voluntary service (12 people) was created. Thanks to the project, older people have raised the level of knowledge in digital skills, gained practical skills in using computer hardware and using information technology in everyday life. Whereas young people started to spend time talking and working together with seniors. The project turned out to be an initiative activating two generations, created a platform for joint dialogue to reduce the distance between these two social groups.

The operation proved to be a good practice that could be implemented in further groups of recipients. The 12-person digital voluntary service being the result of the implementation of the operation makes it possible to implement similar projects without the participation of significant financial expenditures.

The operation assumed the organization of training and workshop classes for seniors with the participation of young residents of the Chmielno Gmina as tutors in order to raise the social and digital competence of the project participants. The classes consisted of familiarizing seniors with the technical possibilities offered by the Internet, gaining practical skills in using computer

hardware and software, collecting, selecting, interpreting and using various types of information and preparing seniors to use information technology in everyday life.





## List of abbreviations used:

- GPS** – satellite navigation system
- ICT** – Information and communication technologies
- KSOW** – National Rural Network
- LGD** – Local Action Group
- MLO** – marginal, local, restricted activity
- PROW** – Rural Development Program
- RLKS** – Community-led Local Development
- RHD** – agricultural retail trade
- SIR** – Network for Innovation in Agriculture and Rural Areas