

Polska



Regional Brand

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The Kujawsko-Pomorskie Voivodeship has joined the European Network of Regional Culinary Heritage to promote local and regional food products and to draw the attention of consumers to high-quality food.

The aim of this initiative is to preserve and develop culinary traditions characteristic of particular regions of the Old Continent, and also to foster culinary tourism. The network has its own logo: a white chef's hat with a knife and fork on the sides and an inscription reading *Culinary Heritage* above, below which there is the name of the member region, all appearing on a blue background. Products with such a mark are food of local origin and contribute to creating a positive image for the region.

Certificates and the right to use the logo "Dziedzictwo Kulinarne - Kujawy i Pomorze" (Culinary Heritage - Kuyavia and Pomerania) are awarded by the Marshal of the Voivodeship; and the Agriculture Department of the Marshal's Office of the Kujawsko-Pomorskie Voivodeship is responsible for the coordination of the related activities. Food producers and distributors (including agricultural holdings, agro-tourism farms, fisheries undertakings, restaurants and other catering points) as well as wholesalers and retailers who promote the culinary traditions of the region, can join the regional network. Thanks to the logo of the network their products are becoming more recognisable for consumers and tourists looking for places with regional menus. The network currently consists of over thirty small and medium-sized companies from the agri-food sector (their list is available on http://www.kujawsko-pomorskie.pl/pliki/wiadomosci/20140925_kulinaria/Lista.pdf).

The local authorities of the Kujawsko-Pomorskie Voivodeship are also preparing to introduce their own regional brand. Such a plan can be found in the document entitled "*Development Strategy of the Voivodeship of Kujawsko-Pomorskie until 2020*" - *The Modernisation Agenda 2020+*, which was officially accepted by the Voivodeship Assembly in October 2013. This document defines the potential of the Voivodeship and the fundamental directions of the Voivodeship's development. Among the strategic development priorities we can find actions to build a modern agri-food sector. The aim of the region is not only to strengthen its position as a leading food producer in Poland, but also to create the brand of the Voivodeship in the field of food manufacturing.

The regional authorities predict that a trade mark for food from the Kujawsko-Pomorskie Voivodeship will be developed and implemented - the local manufacturers of food products will be able to mark their products with a special logotype stating that the marked item was produced in the region. A promotional campaign is to be carried out to make the brand of the region recognisable not only by the residents of the Voivodeship but also across the whole country.

Local authorities will also seek to establish the Product Certification Office in the Voivodeship. It will be assessing the conformity of local products with European standards in order to facilitate their sales on international markets. There are also plans to establish the Regional Export Centre of Safe and Branded Food. The production of branded regional food products, which, due to the uniqueness and highest quality of such products, are awarded with appropriate certificates, is also a great opportunity for development.

The creation of a regional brand, and hence identifying the shared heritage for the public and the whole region, and also using it to create a regional identity, are intended to contribute to the integration of the Voivodeship's community and strengthen their sense of belonging to the region. To this end, not only food products will be developed but also branded tourism products, including so-called "health tourism."



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