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The Role of Outdoor Markets in the Food Supply Chain of Regional Food in Poland

Summary

The article focuses on the importance of all-year and seasonal outdoor markets in the supply chain of regional food marked Protected Designation of Origin and Protected Geographical Indication. The author has elaborated on changes undergoing in the sales level and structure of outdoor markets in Poland between 2004 and 2013. Attention was paid to the role which is contemporary played by the concept of sustainability in the supply chain, especially the advantages of direct sales in case of regional products, in particular honey. The author used primary information sources originating from research done in the period 2012-2015 among all 35 honey producers of 5 types of regional honey marked with PDO and PGI, as well as the data from Central Statistical Office. The article ends with thoughts on the possibility of developing direct sales of quality food of animal and plant origin through outdoor markets in Poland.

Key words: domestic trade, direct sales, bazaars, regional products (PDO, PGI), honey.

JEL codes: D4

Introduction

According to experts, only few retailers are trading partners to 13.4 million farmers and 310 thousand of food industry enterprises across the EU. The consequences of such developments on the market can be felt by the consumer as there is a very strong pressure to cut on the prices paid to farmers for their goods and the noticeable increases in trade margins (Duczowska-Piasecka 2005; Janoś-Kreslo, Mróz 2006). The relatively low prices, also in real terms offered to the farmer by an intermediary (wholesaler, or retailer) at the initial stage of the food chain (e.g.: at produce collection centres, especially those buying in raw materials, or unprocessed agricultural products) make it hardly possible for farmers (particularly from small farm holdings of up to 5 ha) to independently cover the annual production costs, or provide sufficient funding, be it for capital investments or working capital. In many cases this contributes to the reduction of income from work at the farm, which leads on the one hand to a search for alternative sources of income outside the farm, or the discontinuance of production activities altogether. Therefore, it is extremely important to make sure that the direct relationship between the producer and the consumer could be maintained and or reconstructed, if it has been lost. Moreover, the links in the food chain should be reduced or

shortened as manifested by multidirectional measures and various activities aimed at preservation of marketplaces across the country.

The Aim of This Paper, the Source Material and Research Methods

The purpose of this article is to present the role of permanent and seasonal marketplaces in Poland in 2004-2013 as they provide a good example of the shortening of the supply chain, especially for agricultural producers, and include special character produce, i.e. regional products with the EU geographical indications PDO and PGI. This paper has been prepared under the project NSC No. N N112 374540 and uses primary sources of information obtained in a study conducted in 2012 amongst the producers of five regional honeys with the EU indications including: the honey from the region of Kurpie (miód kurpiowski), the heather honey from the forests of Dolny Śląsk (miód wrzosowy z Borów Dolnośląskich), the honeydew honey from the Podkarpackie region (Podkarpacki miód spadziowy), the honey from the county of Sejny (miód z Sejneńszczyzny) and the Drahim honey (miód drahimski). The study was conducted using a questionnaire addressed to all producers (35) using the PDO or PGI logo for their honey in the years 2011-15. The research output includes the opinions presented by total 35 beekeepers. The issues presented in this paper are representative and account for only a small part of the empirical research. Secondary sources of information include the CSO (Central Statistical Office) databases of local information. The analysis of the research problem has been performed using a descriptive comparative method supplemented by tables and graphs along with a trend analysis.

The Role of Marketplaces in Direct Sale and Delivery Demonstrating the Sustainability in the Food Supply Chain

Being present in all regions across the country, marketplaces testify to the need for this type of trade in everyday life of Polish people. They are an alternative form of purchasing fresh, natural produce traceable to the source of origin in the country or in a given region, that is often offered straight from the farm holding. The goods on offer include all kinds of agricultural produce and foodstuffs (raw - vegetables, fruits, cereals, meat, eggs, honey, and processed products of plant and animal origin such as cheeses, confectionery and bakery goods etc.), and non-food products (including handicraft e.g. wickerwork, cooperage, blacksmithing, hand-made laces etc.). Marketplaces are embedded in local ambience and shopping tradition in both, large regional cities as well as small towns with a population of several or dozen thousands of people and they act in counterpoint to retail sales in supermarkets and hypermarkets, discount stores or delicatessen shops.

The marketplaces enrich the assortment of the goods on offer, and often people used to travel for some kilometres be able shop there. For the consumer, the fact and awareness that they purchase products at the permanent or seasonal marketplace directly from a local farmer, a fruit grower, a gardener, a beekeeper or other producer, make the product and the

producer not anonymous (Cyrek, Cyran 2006; Cyrek 2012). The farmers and their goods can be verified and the middlemen are eliminated, so the sale and purchase take place at much lower prices (Sławińska 2002). The time is considerably reduced from the moment the fruit or vegetables are harvested in fields or orchards during the harvest season to the moment they are offered for sale to the final consumer on the market – including also a marketplace. The products do not lose their properties, whether in storage, transport or because of the rules of the so-called cold chain. Viewed from a perspective sustainable development, there are important aspects of economic, social and environmental responsibility associated with the food supply chain at each stage of distribution. This is manifested in the currently promulgated idea of harmoniously combining in practise a process to minimise the adverse impact on the environment as well as to maximize the positive one, without overlooking the concern for the efficiency and profitability of the whole process, from production through to consumption. ¹Of course, this form of contact with the consumer or the client requires additional mobility from the farmer, as well as additional work to be done, and at certain sale hours, too, but it also allows the the farmer to get the so-called processing and commercial margins, thus improving the profitability and so on. However, small farmers can still face organisational and legal barriers, but this does not hold valid for produce of plant or animal origin if cultivated or otherwise obtained on the farm and kept unprocessed (natural) because no special permits are required in such cases. The concept of small-scale production, where the scale limits are imposed by the Minister of Agriculture narrows down the scope of activities and income brackets, which is reflected in the forms of tax liabilities declared by agricultural producers (be it in line with e.g. provisions of the Act on a tax on goods and services, in the category of a lump-sum tax for the farmer, or when VAT is settled according to general principles).

In addition to the benefits listed above, the marketplaces bring significant annual revenues from toll to the local government budgets and create jobs for local residents such as sellers, ushers, government employees and others. They also generate higher income for producers as they eliminate the intermediate links in the food chain. The environmental aspect is not without significance as there is less carbon footprint, the production process is less energy-intensive, greenhouse gas emissions are reduced, and fuel consumption is lower thanks to targeting the local outlet market of the product, i.e. the marketplace. The presence of marketplaces, both for seasonal and permanent sales of produce and products brings benefits at the micro and macro-economic levels as it promotes the cultivation of traditional, labour-intensive methods of production, the growing of old varieties of plants and the breeding of animal species and breeds well adapted to specific natural conditions (environmental, climate, soil, etc.). It also epitomises the preservation of cultural heritage of the region, which plays an important role in restoring its public significance amongst the members of the local community.

¹ Sustainable chain of supply. CSR. A Team for Corporate Social Responsibility CSR, Ministry of Economy, Warsaw, <http://www.csr.gov.pl>

Even though the proceeds from market fees for the operation of permanent and seasonal markets in Poland have fallen by PLN 50 million (nearly 18%) since 2005 to about PLN 230.8 million in 2013, they continue to provide an important source of additional income from toll in the budget of the local government. The decline by more than 1/3 of the earlier revenue occurred in the following voivodships: Kujawsko-Pomorskie, Lubuskie, Łódzkie and Pomorskie, whereas the increase of revenue was recorded only in the Małopolska and the Świętokrzyskie regions, by 15% and 11% respectively. On the average, the toll revenues per a marketplace in Poland totalled PLN 26.6 thousand in 2013 with PLN 95.3 thousand paid in the Świętokrzyskie voivodship, PLN 74.9 thousand in Lubuskie, PLN 63.3 thousand in the Śląskie voivodship compared to PLN 6.9 thousand in the Zachodniopomorskie, and PLN 8.7 thousand in the Opolskie region. The revenues from retail sales conducted via stalls and marketplaces in the country totalled PLN 5133.4 million with the sales margin of PLN 1264.3 million. The highest level of marketplace toll charges are recorded in Mazowieckie with the total of PLN 36.7 million (15.9% share in the total toll in in the country), whereas the lowest toll worth was charged over the years in typically agricultural voivodships – Podlasie (around 3.2 million in 1998. 4.6 million in 2004.), Warmia and Mazury, the Pomorskie and Podkarpackie regions. This state of affairs follows from several factors, including among others: the attractiveness of a given marketplace and the number of locals buyers, the toll paid on the marketplace, the number of vendors/producers present with their goods there, or frequency of sales by the a given entity (daily, weekly / monthly) and others. Until the late 90s, municipalities collected about 3/4 of all toll charges in the country, but in the next decade this share has declined to around 65% in favour of urban-rural administrative units (an increase of approx. 20% to 28%), with approximately 5.5-7% share of rural units.

The number of marketplaces and the standards of their workmanship have improved, leading to greater safety and comfort of workers and shoppers. Aesthetics of the stalls workmanship and their exposition (e.g. wood, metal, under a roofing or in the open air) has also evolved. Local government in charge of these business establishments are familiar with locally specific conditions and are at liberty to make decisions about the size of the market, the timing of business hours and other terms and conditions customized to meet the needs of the local community. These days marketplaces feature mostly hard surface paving and parking spaces. They are equipped with installations such lighting, water supply and sewerage system or electricity. The stalls or stands are under a roof and they are equipped with sanitary facilities, so the service standards are higher, and they provide better conditions for business operations (including direct sales).

Besides, some dedicated institutional forms of support to maintain such facilities have been provided, especially in rural areas or towns with population of up to 50 thousand people. Financial aid offered under the RDP for the years 2007-2013 (JoL. no 142, item 883) was offered to municipalities or their associations under measure 321 'basic services for the economy and rural population', and earmarked for the development of new marketplaces, or the refurbishment of the existing ones, including their reconstruction, extension, the add-

ing of a superstructure, renovation or the purchase of equipment². Funds allocated for that purpose (they could not exceed PLN 1 million per an administrative unit) provided the basis for the development of approximately 300 marketplaces all over the country (including nearly 80 brand new facilities, and the upgrading of the others). Until 2013, the investments brought about the growth of the retail area of permanent marketplaces, which increased by approximately 81.5 thousand m² (including 35.3 thousand m² of space in the newly built facilities and 46.1 thousand m² of modernised retail area), as well as enhanced their attractiveness in terms of infrastructure, visual aspects, offered more space or more convenient location. Despite the measures implemented in the years 2004-2013, the retail sales area in permanent marketplaces decreased in 10 provinces with the most notable decline of 22% (or 57 thousand m²) recorded in the Pomorskie voivodship, followed by a drop of approximately 19% in the Łódzkie province (197 thousand m²) and 17% in the Zachodniopomorskie (37 thousand m²). On the other hand, the area for retail sales increased in the Podkarpackie voivodship (21% or 62 thousand m²) and a growth of approx. 13% (or 75 thousand m²) was recorded in the Śląskie voivodeship. What is interesting, the rural areas where farmers come into close contact with the local community witnessed the most pronounced decline in the retail sales area at marketplaces as it went down from 2495 thousand m² to 2323 thousand m², a drop of 172 thousand m², which is compensated by a larger area used for retail sales in the mixed – rural urban municipalities, where it increased by 5,6%, or 176 thousand m². Considering the 2004-2013 period, two trends can be noticed regarding the total number of marketplaces in Poland. The first one covers the period up to 2008, when the total number of marketplaces increased to over 10.5 thousand to drop by 17% to 8.6 thousand over the next five year period. Majority of markets operate in the Małopolska province, followed by the Mazowieckie, Dolnośląskie and Zachodniopomorskie voivodships with their joint share of 55.5% in the total market structure. The popularity of local markets in these regions can be attributed among others to some specific socio-demographic features of the population in those provinces, their trade traditions, the relations between buyers and sellers, the number of farm holdings producing commercially for the market, the location of marketplaces, the increased business activities when they are seasonally in operation, particularly in localities packed with tourists (e.g. at the seaside or in the mountains). As for the structure of marketplaces in the country in 2013, the facilities operating seasonally are the prevailing group with the majority of small retail sales, whereas the permanent marketplaces are found only in five typically agricultural voivodships, such as the Lubelskie, Podkarpackie, Podlaskie, Świętokrzyskie Warmińsko-Mazurskie (Tab. 1). In the year discussed here, there were over 6.4 thousand (i.e. nearly 1.3 thousand more than in 2000) seasonal marketplaces and other locations designated for trade in the streets and squares all over Poland, with the highest number, or 1410 such places to be found in Zachodniopomorskie having a 22% share in the total number (they were located mainly in holiday resorts and health spa localities), and 18% of all such facilities were open in the region of Małopolska (1147). As for the

² As part of eligible costs, the aid is granted for the construction, reconstruction, renovation of a building or a structure; for demolition works and the disposal of hazardous materials after the demolition if necessary; for the purchase and installation of machinery, equipment and installations if needed; the purchase of containers for waste segregation, the purchase of materials and services indispensable for operations; and general costs directly related to preparatory work and implementation.

number of permanent small retail outlets at marketplaces operating daily, they include kiosks (e.g. those selling vegetables, fruit, fruit and vegetables, the 'greengrocer's' shops) and stalls (constructed as movable structures used for displaying and selling goods at a permanent points of retail sale). The number of such small retail outlets totalled 58.7 thousand, i.e. 58% of the total number at permanent marketplaces.

Referring to the last two decades, the highest number of permanent marketplaces operated in 1996 since there were as many as 2418 of them. However, a steady decline in their number was observed in subsequent years due to the strong expansion of organized retail outlets, the reorganization of wholesale operations (e.g. the emergence of wholesale markets and commodity exchanges), farmers were organised into agricultural producer groups and commodity marketing became more formal etc. The opposite trend can be identified in rural administrative units and in (rural areas. Particularly until 2004, the number of newly established permanent marketplaces or those reopened (if they used to operate earlier) would rise systematically (from 486 in 1995 to 583 in 2004). However, the total retail sales area at marketplaces has been reduced as well since Poland joined the EU. In general, the total area in the country fell by about 10%, to 14.4 million m², mainly at the expense of reduced sales area at permanent marketplaces (a decline of about 5%, or approx. 194 thousand m²), as well as at locations designated for seasonal retail sales on streets and squares. From time immemorial, the marketplaces have played an important role in exchanging not only goods, but also current information, developing strong social bonds between generations, or founding commercial (business) partnerships as well as helped build the sense of identity among local residents, who often expect from local government to have areas or structures designated (e.g. squares or streets, market halls) as regular, or seasonal retail sales outlets or facilities so that trading and business could be carried out there every day or on specific days of the week, and the public could purchase foodstuffs and non-food goods directly from the manufacturer. The average number of residents served per an operating marketplace has increased since the mid-90s, as it has gone up 11% in municipalities and 20% in urban areas (Tab. 1).

In Poland, the average number of visitors at a marketplace was 17.5 thousand in 2013, although there is a notable disparity in this respect between the urban and rural areas with 24.8 thousand and 14.4 thousand visitors respectively. Similar differences were noticeable in urban and mixed urban-rural administrative units. Taking into account some specific features recorded at the level of provinces, the number of visitors dropped almost by half at the marketplaces in the provinces such as Lubelskie, Lubuskie and Łódzkie (about 11.5-13.5 thousand), while the largest number of shoppers was recorded in the Śląskie, Pomorskie and Małopolskie voivodships (25.3, 24.7 and 22.2 thousand respectively). There are still many challenges in Poland with regard to the creation and development of local food systems and short supply chains, including direct sales and direct supply both, 'at the farm gate' or on the farm, as well as in places specifically dedicated to this type of trading such as e.g. marketplaces. Support from local government, as well as the green light for the establishment of various types of public-private partnerships are conducive to the development of such initiatives to provide regionally produced goods to local population and tourists visiting a given region.

Table 1**The number and area of permanent and seasonal marketplaces in Poland in 2013
(by voivodships)**

Voivodship	Permanent marketplaces						Seasonal marketplaces (in a year)	Total number of marketplaces
	Number of marketplaces	Including those with a majority of small retail outlets	Area in m ²		Number of permanent small retail outlets			
			Total	Including: sales area	Total	Including those operating at marketplaces opened daily		
Poland Total	2 207	2 105	14 483 937	8 734 261	100 586	5 8713	6 460	8 667
Dolnośląskie	142	140	825 510	387 807	6 245	4 349	850	992
Kujawsko-Pomorskie	135	127	647 122	378 614	5 759	4 056	175	310
Lubelskie	188	182	1 073 860	717 660	4 552	2 694	102	290
Lubuskie	74	73	408 678	206 755	5 599	3 988	87	161
Łódzkie	177	165	1 441 323	834 530	6 888	2 998	160	337
Małopolskie	146	137	881 023	650 907	5 648	2 927	1 147	1 293
Mazowieckie	317	295	3 096 337	1 920 727	17 650	8 343	701	1 018
Opolskie	51	50	166 747	95 074	2 111	1 570	494	545
Podkarpackie	131	119	650 245	388 731	4 008	3 008	118	249
Podlaskie	81	78	866 462	517 483	4 866	2 950	72	153
Pomorskie	88	86	367 178	189 317	3 780	1 841	234	322
Śląskie	183	181	1 108 729	570 520	11 906	6 697	316	499
Świętokrzyskie	82	79	793 052	657 094	3 839	1 131	59	141
Warmińsko-mazurskie	80	77	390 433	212 425	2 835	2 290	56	136
Wielkopolskie	233	222	1 292 204	837 601	10 452	6 088	479	712
Zachodniopomorskie	99	94	475 034	169 016	4 448	3 783	1 410	1 509

Source: own calculations based on the Database of Local Data at: www.stat.gov.pl (as of 25.04.2015).

Direct Sales and Direct Delivery of Regional Food

In the national legislation, there is a significant difference in the definitions of ‘direct sale’, ‘direct delivery’ or ‘marginal, localized and limited business activities’. Even though each of them refers actually to the direct flow of a product from the producer to the end (final) consumer, the main difference among them consists in the nature of the product being the subject of the delivery. And so, direct sales denotes the delivery of unprocessed

products of animal origin coming from farming or breeding activities by a farmer, breeder or beekeeper, which are produced on their own farm holdings, or any small quantities of raw material obtained from hunting, which are delivered to the consumer or local retail establishments (a retail store, local restaurant, but are not intended for further reselling to other businesses) that directly deliver them to the final consumer. As for direct delivery, it concerns the primary production produce of plant origin (remaining mainly in natural state, or in the sour or dried form) delivered by producers directly to the end consumer. These products are not re-processed by other business entities and originate from the farmer's own cultivation or breeding activities, whereas marginal, localized and limited activity refers to the production and sale of processed products of animal origin to the final consumer and the delivery (sale) of products to retail establishments selling them to the final consumer.

Regional honeys are sold directly to the consumer, or more often on the neighbouring markets, fairs, bazaars and other locations designated for such sales; what is more, they are an important factor to promote the beekeeper and his apiary at some events of cultural nature (fairs, days of the product, culinary fairs, regional events, etc.) [Borowska 2010, 2012]. However, the experience of regional producers shows that a farmer who decides to participate in a short food supply chain, apart from his own search for a client, considers also joining operations of a group, or taking up collective efforts to increase chances for success in a larger area and scale of production. Teamwork enables farmers to reduce the costs related to promotion, supply and sale of products, increase their competitive advantage, reduces the level of exposure in the supply chain, possible delays, etc. by increasing their flexibility so that continuity of supply is not disrupted, thus ensuring the availability of products on the market. Short supply chains involve a continuous search for final consumers, especially amongst the local population, tourists and people in some way related to the specific region [Borowska 2012], who could be both, individuals and groups of clients in private or public sector (e.g. schools, kindergartens, sanatoriums, nursing homes, etc.). There is still a lot of room for further development in many areas, but it is up to producers to take decisions about diversification or specialization. It is worth mentioning at this point the regional honeys in order to discuss current situation and specific nature of product distribution. The beekeepers delivering 5 regional honeys labelled with the EU marking Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) – i.e. the honey from the region of Kurpie (miód kurpiowski), the heather honey from the forests of Dolny Śląsk (miód wrzosowy z Borów Dolnośląskich), the honeydew honey from the Podkarpackie region (podkarpacki miód spadziowy), the multifloral honey from the county of Sejny (miód z Sejneńszczyzny) and the Drahim honey (miód drahimski), distribute their honey mostly through direct sales, although the proportions for each of the honey product have slightly changed towards a growth in direct sales to the final consumer over the last five years, except for the Drahim honey (Graph 1). In this latter case, the share of indirect sales of the Drahim honey has increased gradually and systematically along with the size of area where the product is available in the country, and its output totalled 189 831 kg in 2011-2014. The honey from the Sejny area or the heather honey from the Forests of Dolny Śląsk are typical regional products given recent scale of production, which was 3100 kg (in

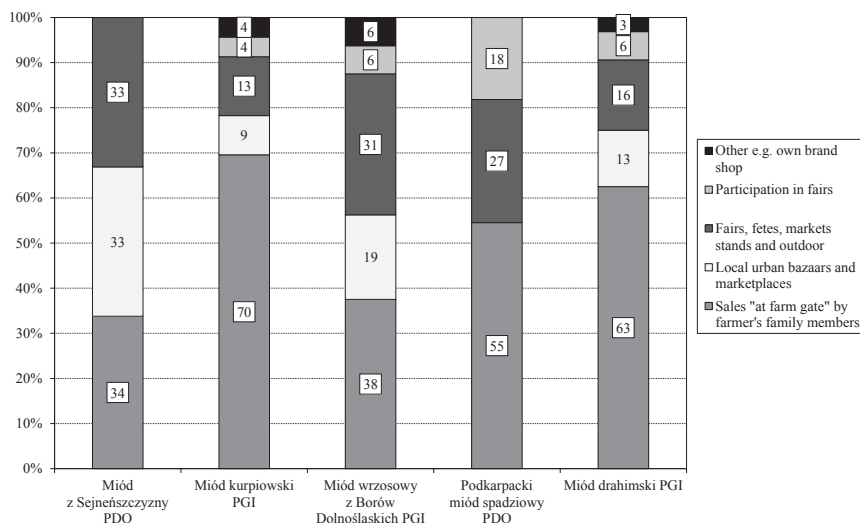
the years 2008-2014) and 7169 kg (in 2012-2014) respectively. The earlier research of the author in the years 2008-2014 as well as the scale of certified production, and, of course, given that the harvest is good and the beekeepers are active in the groups involved in the production in their respective areas, lead to an expectation that the honey production will grow and the scale of supply on the market can increase in the near-future time perspective. The honeydew honey from the Podkarpackie region and the Drahim honey can be considered commodity products. Regarding the other three honeys – those from the Kurpie and Sejny areas along with the heather honey from the e Forests of Dolny Śląsk (Lower Silesia), it is believed that, because of their niche product nature, they will remain just typically local small-scale products with the production volume depending on specific climate conditions, the quantities of honey harvested and the variability of some random factors.

When determining the price of honey offered to the consumer, beekeepers operating apiaries of subsistence (extensive) nature try to eliminate intermediaries in the supply chain, as confirmed by some experts [Semkiw 2012]. Their strategy is to reach customers directly, although there are also some who, like the producers of the Drahim honey, do not exclude indirect sales channels such as specialty stores selling health foods, shops with organic or herbal products, or small local retailers and others. Besides, they sell the product themselves (individually) if they have the time, or get the support of their family members and sell honey at permanent and seasonal markets, or at various trade fairs, beekeepers festivities, fairs, bazaars and numerous local events (not always with big attendance) (Graph 1). They sell both at home and abroad, if beekeepers participate in international trade fairs as invited guests/exhibitor displaying their premium quality products, but in the case of heather honey from the Forest of Dolny Śląsk and the Drahim honey, the buyers often come from Germany to purchase it in those areas in Poland, where the honey is harvested (e.g. approximately 5% of the total production output of the Drahim honey).

When pricing honey, beekeepers determine their profit taking into account the cost incurred during the honey production as well as that of their own labour. Honey production is diversified geographically and seasonally. Reduced supply results in the price increase at the level of wholesale and retail purchases. Prices of honey obtainable by a beekeeper in direct sales are lower than in retail (the latter includes also the of involvement of intermediaries such as the companies that buy-in, fill up honey packages and distribute the product), but they are slightly higher than those offered at annual buying-in centres. Therefore, direct sale is the main sale channel for the group of regional honeys subject to analysis in this article (Graph 1). What is more, beekeepers running their apiaries for years have developed strong relationships with customers and built trust in their products. This is why, knowing the high quality of the honey offered by a given beekeeper and the excellent reputation of the beekeeping farm, loyal customers return there so the beekeepers participating in the study discussed here have had no problems with selling their honey. The beekeepers have also underlined in the survey that the prices offered at the buying-in centres are not advantageous. They are about two times lower than the price set in direct sales. The study also confirms the average situation in the country, but after all the discussion here does not concern just ordinary honeys, but those with a high position on the market; they represent the heritage

of the region of their origin along with the history and tradition of beekeeping. Considering the above it is not surprising that, given the specific features of Polish beekeeping production with the prevalence of small apiaries and non-commercial beekeeping farms where the yields of honey per one trunk are relatively low, beekeepers are bound to search for solutions to eliminate the trading margins and retain the whole of the generated profit.

Graph 1
Structure of direct sales of regional honey in Poland in 2014 (%)



Source: own calculations.

In Poland, about 80% of the honey output is sold directly to the consumer (Semkiw 2012). Additionally, the price of honey is greatly affected by its variety and the location of the beekeeping farm, the harvest (migratory hives involve high costs of transport) and the point of sale (in urban agglomerations, marketplaces in towns/cities or the sites frequently visited by tourists etc.) (Kuźniar 2010). For years, regional multifloral honeys and those obtained from rapeseed flowers, also the regional honeys discussed here are cheaper than the most expensive heather and coniferous honeydew type of honey. Moreover, the honey sold in towns and cities (including marketplaces) or at frequented hiking trails cost a few or a dozen percent more than if sold in other places or apiaries. The regional food producers, including beekeepers, who have geographical indications PDO, PGI or TSG still face a lot of challenges., also particularly because the market for this kind of premium quality products has been growing rapidly in Poland for about a decade. The following are most important challenges to be considered: first of all, the integration of the producers and getting them organised into groups capable on their own, or with the help of public-private partnerships, of

promoting these products among consumers, creating a portal for communication between certified producers and potential buyers, creating a positive image of the products and getting access to professional institutions engaged in marketing activities, ensuring more of targeted institutional support to create a positive image of brand products, as well as the issues such as simplification of some legal requirements for the processed products of animal and plant origin in the course of marginal, localized and limited activities or the development of closer cooperation with the widely perceived HoReCa sector to increase the chance of having these products available on the market and so on.

Summary

Based on own research and the analysis of local data regarding the marketplaces in Poland in the years 2004-2014, the following conclusions can be drawn about the sustainability of the regional food supply chain in Poland as demonstrated by the example of markets with respect to honey with the EU indication marks PDO, PGI:

1. despite the decline in the total number of permanent marketplaces at the national level, this gap is filled by a growing number of marketplaces or locations designated on streets and squares as seasonal points of sale.
2. the sales of all regional honeys are dominated by direct sales of the product, be it at apiary or on the local markets, but as the honey production business keeps growing, honey producers of some brands, like e.g. the Drahim honey do not exclude indirect sales, but on the contrary, they wish that indirect sales could prevail as sales channels for their product, especially by eliminating other links or directing sales through specialty stores with health food, shops selling organic or herbal products or small local retailers and others.
3. The research has confirmed that beekeepers are interested in participating in various trade fairs, celebrating the beekeeper's days, fairs, small bazaars and numerous local events organized mainly in the country because they know they provide the opportunity to promote and sell their products as well as educate the consumer.
4. marketplaces constitute an important element in the distribution chain as they complement for producers the range of possibilities to diversify their operations on the local market. The role of marketplaces, especially at the early stages of getting the traditionally made products to the final consumer, is dominant in this respect, if not the only one.
5. Given the increasing assortment of products and the growing interest of producers delivering premium quality food of animal and plant origin of regional and traditional nature, as well as the development of subsequent links within the chain through to the final consumer, the market of regional honeys should be considered to have a lot of potential in terms of economic, social and environmental growth.

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Znaczenie targowisk w łańcuchach dostaw żywności regionalnej w Polsce

Streszczenie

Celem artykułu jest ukazanie znaczenia targowisk stałych i sezonowych w łańcuchu dostaw żywności regionalnej posiadającej unijne oznaczenia geograficzne: ChNP, ChOG. Omówiono przemiany zachodzące w poziomie i strukturze sprzedaży, w tym miodów, na przykładzie targowisk w latach 2004-2013. Zwrócono uwagę na rolę, jaką spełnia koncepcja zrównowżenia w łańcuchu dostaw, a zwłaszcza korzyści płynące ze sprzedaży bezpośredniej w przypadku produktów regionalnych, w tym miodów. W opracowaniu wykorzystano pierwotne źródła informacji pochodzące z badań przeprowadzonych w latach 2012-2015 wśród wszystkich 35 producentów 5 miodów regionalnych posiadających oznaczenia ChNP i ChOG oraz wtórne bazy danych GUS.

Słowa kluczowe: handel wewnętrzny, sprzedaż bezpośrednia, targowiska, produkty regionalne (ChNP, ChOG), miód.

Kody JEL: D4

Значение базаров в цепочках поставок региональных продуктов питания в Польше

Резюме

Цель статьи – указать значение постоянных и сезонных базаров в цепочке поставок региональных продуктов питания, имеющих географические обозначения ЕС: ООП [охраняемое обозначение происхождения] и ОГУ [охраняемое географическое указание]. Обсудили изменения, происходящие в уровне и структуре продажи, в том числе видов меда, на примере базаров в 2004-2013 гг. Обратили внимание на роль, какую играет концепция устойчивости в цепочке поставок, в особенности же выгоды, вытекающие из непосредственной продажи в случае региональных продуктов, в том числе меда. В разработке использовали первоисточники информации, происходящие из исследований, проведенных в 2012-2015 гг. среди всех 35 производителей 5 региональных видов меда, имеющих обозначения ООП и ОГУ, а также вторичные базы данных ЦСУ.

Ключевые слова: внутренняя торговля, непосредственная продажа, базары, региональные продукты (ООП, ОГУ), мед.

Коды JEL: D4

Artykuł nadesłany do redakcji w lutym 2016 roku

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