

FOOD AND NUTRITIONAL GLOBALIZATION VS. TRENDS OF PROTECTION OF TRADITIONAL FOOD PRODUCTS IN POLAND

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Abstract: *The purpose of this article is to identify trends and directions of registration of traditional products in Poland, and then – in the EU. Globalization policies have significant impact on both the food supply and demand. Global food promotion, as well as increasing development of supermarkets leads to market displacement of local food. One of the methods of protecting cultural value of regional foods is certification by PDO (Protected destination of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Specialty Guaranteed). The relevant data for this paper will be retrieved from the Ministry of Agriculture and Rural Development in Poland. We will demonstrate that the number of such certificates differs dependent upon the region. However, the number of certificates in the region does not indicate their acceptance in the EU.*

Key words: *traditional products, foodstuffs, globalization, nutrition, PDO, PGI, TSG*

1. INTRODUCTION

The term “globalization” is understood differently by various authors. In general context, it can be defined as “a process that encompasses the causes, course and consequences of transnational and transcultural integration of human and non-human activities” [1]. Globalization is mostly associated with economic processes. This article perceives globalization as the context influencing trends in food production and consumption and opposes global foods to specific local and regional differences. It should be emphasized that globalization changes both

the food demand and supply. On the demand side, it is observed that the nutrition transition caused by globalization is through its effects on income, urbanization and employment. They influence income level and lead to different lifestyles altering food demand [2]. However, these factors also influence food supply, changing the food resources available in the society by altering the nature of food systems. These changes include availability, accessibility, price and desirability of food products. Table 1, prepared based on extensive literature studies by [3], shows how particular globalization processes affect the food systems and lead to nutrition transition.

Globalization process	Nutritional implication following the conceptual framework
Growth of transnational food trade	Increases availability of processed foods (fast foods, snacks, soft drinks) through growth of fast food outlets, supermarkets and food advertising / promotion; driven by trade and FDI
Liberalization of international food trade	Imports change availability of foods and/or their price
Global food advertising and promotion	Shapes food preferences by affecting desirability of different foods
Development of transnational supermarkets	Changes in food availability (increases diversity of available products), accessibility, price and way food is marketed
Cultural influences	Migration, TNCs, and tourism introduce and popularize new foods (changes food availability and desirability)
Liberalization of foreign direct investment (FDI)	Changes type of food available, their price and the way they are sold and marketed
Technological developments	Affects ability to transport, store and process foods, which affects their availability, accessibility and price
Liberalization and	Changes way food is produced,

commercialization of domestic agricultural markets	type of foods available, their price and the way they are sold and marketed
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Table 1. Globalization processes linked with the nutrition transition [3]

In the context of food consumption, globalization can be perceived as the process of integration of various forms of fulfilling the needs and lifestyle leading to the unification of dietary behaviours and nutritional value of food products [4]. Traditional foods are the opposite of the global food, which is the result of the specific place of production and sale. Such foods may not be accepted in other cultures, but it can be attractive for e.g. tourists looking for local novelties. Thus, traditional and regional food products are the symbols of the regions, increasing their tourist value [5]. More importantly, the behaviour of European consumers has changed. They require not only high hygienic and dietary standards of food products, but also search for certification and assurance of products' origins and production methods [6]. The paper aims to present directions of registration of traditional agri-food products in different regions in Poland. There are four schemes of protection of traditional agri-food products in Europe under which they can be registered: PDO (protected denominations of origin), PGI (protected geographical indications), TSG (traditional specialities guaranteed) and OQT (optional quality terms) [7]. The fourth scheme: OQT is not mentioned so frequently; therefore it is not of interest of this paper. The next section will briefly outline PDO, PGI and TSG and conditions for registration of traditional products under these schemes. It will be followed by the presentation of trends of registration of traditional food products in Poland. It will also answer the question whether there is a willingness of traditional food protection in the context of food and nutritional globalization.

2. PROTECTION OF TRADITIONAL AGRICULTURAL PRODUCTS AND FOODSTUFFS IN EUROPE

Traditional products are those whose quality or specific properties and characteristics result from traditional methods of production used for at least 25 years [8]. Local conditions and variations in production methods are a significant factor as well. The initiator of protection of traditional products in Europe was France. In 1930s the protection was first provided to the French wines. The purpose was to decrease quantity, and at the same time, increase the quality of the European agri-food products [9]. On the other hand, the European consumer perceptions of food products have been undergoing gradual change. The increased consumer awareness about food quality is reflected in the demand for products with individual features resulted from specific production methods, composition and origins. Therefore, they require not only health and safety assurance, but also guarantee of the products' origins and production methods [6]. These factors has driven the introduction of a regulatory framework for wines and spirits, and in 1992 the EU introduced four quality schemes for agricultural products and foodstuffs: PDO, PGI, TSG and OQT [7]. Protected Designation of Origin (PDO) indicates region, place or (exceptionally) a country, which is closely associated with the product. There must be a very closed link between the features of the product and its geographical origin. The product must meet one of the following conditions:

- the production and processing of raw materials (up to the finished product) take place in the defined geographical area whose name the product has;
- the quality or features of the product must be essentially and exclusively associated with the particular geographical environment of the place of origin.

Protected Geographical Indications (PGI), as in case of PDO also designates products associated with the region whose name they carry, but the product has to meet two conditions:

- it has to be produced in the geographical area whose name it bears (only one stage of production is enough, unlike PDO);
- the link between the product and the geographical area which provides its name (however, this link does not have to be essential or exclusive as in PDO, so it is more flexible); this link may exist due to i.e. reputation of the product associated with geographical origin.

Thus, the most significant difference between PDO and PGI is strength of a link with geographical origin of the product. PDO is for products, which are closely linked with a given geographical area. To be able to register a product as PDO, the whole production and processing of raw materials (up to the finished product) must take place in the defined area. In case of PGI this link can be more flexible. It is sufficient that a specific quality, reputation or other characteristic is associated with the place of origin. That is why only one stage of production (i.e. production of raw materials) has to take place in the area which gives the name. Traditional Speciality Guaranteed (TSG) indicates traditional agricultural product or foodstuff of „specific character”, having features that distinguish it from other similar products. These features may include taste, aroma, or a specific ingredient used in the production process. To be registered as TSG, the product has to be manufactured using traditional ingredients, or must be distinctive for its traditional composition or production process [6]. There are following EU regulations for protection of traditional products under the above schemes:

- Council Regulation (EEC) No 2081/92 of 14 July 1992 on the protection of geographical indications and

designation of origin for agricultural products and foodstuffs;

- Council Regulation (EEC) No 2082/92 of 14 July 1992 on certificates of specific character for agricultural products and foodstuffs;
- Council Regulation (EEC) 509/2006 of 20 March 2006 on agricultural products and foodstuffs as traditional specialities guaranteed;
- Council Regulation (EEC) 509/2006 of 20 March 2006 on the protection of geographical indications and designation of origin for agricultural products and foodstuffs;
- Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs.

The product can be registered under one of the categories specified in Annex II of the Council Regulation (EC) No 510/2006, which contains classification of products for the purposes of this regulation. It involves three groups: 1) Agricultural products intended for the human consumption, 2) Foodstuffs referred to in Annex I of the Regulation, 3) Agricultural products referred to in Annex II of the Regulation. For the purposes of registration of traditional and regional products in Poland, these products have been categorized by the Polish Law under 10 classes [10]:

- Cheeses and other milk products,
- Fresh meat and meat products,
- Fishery products including fishes,
- Nuts, seeds, cereals, vegetables and fruits (processed and not processed),
- Oils and fats (butter, margarine, etc.),
- Honey,
- Meals and dishes,
- Beverages (alcoholic and non-alcoholic),
- Other products.

The system of registration of traditional products is obligatory in all the Member States. There are different bodies appointed

to collect the applications for registration across the EU countries. For example, in Poland it is the Ministry of Agriculture and Rural Development. In Estonia, this role is played by a governmental agency, Veterinary and Food Board located in Tallin. Graphical form of the logos are the same across Europe (Figure 1), they only differ between countries in respect of the language. The names: „Protected Designations of Origins”, „Protected Geographical Indications” and „Traditional Specialities Guaranteed” are made in the language of a Member State. For example, a British product uses the name „Protected Designations of Origins”, while Italian product "Denominazione d'Origine Protetta”.



Figure 1. PDO, PGI and TSG logos in English

3. TRENDS IN REGISTRATION OF TRADITIONAL AND REGIONAL FOOD PRODUCTS IN POLAND

Poland has a long history of traditional products. An example of Polish traditional product is “obwarzanek krakowski” (bagel-like bread from Krakow). The history of baking bagels in Kraków is very long. It is said to be as long as Kraków itself and is perceived to be one of the city’s symbols. The location document of Kraków, issued by the king Bolesław Wstydlivy in 1257, contains the first information about Cracovian bakers, granting them the privilege of selling their products on the Main Market Square. In 1496, Polish king Jan Olbracht confirmed that bagels may be baked and sold only by the Cracovian bakers. Baking bagel-like breads was also mentioned in the Resolution of the Krakow Town Council of April 22, 1529 [11]. The Kraków bagel has been registered in the EU as PGI at 30 October 2010 under the

original name “obwarzanek krakowski” with EC No: PL-PGI-005-0674 [12]. However, it was registered on the Polish List of Traditional Products four years earlier, in 2006, under the category of Bakery Products and Confectionery. Before the product is registered in the European Union, it has to be registered on the List of Traditional Products by the Ministry of Agriculture and Rural Development. Yet the registration at this List does not protect products, but only informs that some special requirements are fulfilled [5]. At present, there are 1050 Polish traditional products registered at the List of the Ministry of Agriculture and Rural Development [13], while only 36 are registered in the EU, including 9 as PDO, 18 products as PGI and 9 products as TSG [14]. The first Polish traditional product registered by the EU was “bryndza podhalańska” certified as PDO in 2007 [14] under the EC No: PL/PDO/005/0450/18.02.2005. It is the soft, creamy white cheese, with a strong salty taste, sometimes with slightly sour. It is produced from the milk of Polish Mountain Sheep or Polish Red Cow [15]. The next Polish traditional product registered in the EU in 2008 was also cheese, called “oscypek”. It is the smoked cheese produced in the mountain regions of Poland (Małopolskie and Śląskie voivodships), made of the Polish Mountain Sheep’s milk (or, if cow’s milk is used it has to come from the Polish Red Cow). It has the characteristic shape of double cone or spindle. “Oscypek” was registered as PDO under the EC No: PL/0451/21.02.2005 in 2008 [16]. In the same year, 6 other products were registered in the EU: “miód wrzosowy z Borów Dolnośląskich” (heather honey from Lower Silesia Forests), “rogal świętomarciński” (crescent-shaped bun from the Wielkopolska region), and Old Polish meads (“staropolskie miody pitne” – półtoroak, dwójniak, trójniak, czwórniak) [14]. Table 2 presents the list of the Polish traditional products registered as PDO, PGI

or TSG in the years 2007-2012, using original names and English description.

Year	Original name	English description	Scheme	
2007	bryndza podhalańska	white soft creamy salty cheese from Podhale	PDO	
2008	oscypek	smoked cheese produced in the mountain regions, shaped as double cone	PDO	
	miód wrzosowy z Borów Dolnośląskich	heather honey from Lower Silesia Forests	PGI	
	rogal świętomarciński	crescent-shaped bun from the Wielkopolska region	PGI	
	staropolski miód pitny (półtorak, dwójniak, trójniak, czwórniak)	Old Polish meads (półtorak, dwójniak, trójniak, czwórniak)	TSG	
	2009	redykołka	cheese from Podhale region, similar to oscypek, shaped as hearts, animals etc.	PDO
	wiśnia nadwiślanka	cherry variety	PDO	
2010	wielkopolski ser smażony	fried cheese from the Wielkopolska region	PGI	
	andruty kaliskie	wafers from Kalisz	PGI	
	truskawka kaszubska	strawberry variety from the Kashubia region	PGI	
	olej rydzowy	camelina oil	TSG	
	piekaczewnik	cake baked of pasta with fillings, resembling a snail shell, from Belarus region	TSG	
	podkarpacki miód spadziowy	honeydew honey from the Podkarpacie region	PDO	
	fasola korczyńska	bean variety from the Nowy Korczyn area	PGI	
	miód kurpiowski	honey from the Kurpie region	PGI	
2011	suska sechłońska	dried plum from the Małopolska region	PGI	
	kielbasa lisiecka	sausage from the Małopolska region	PGI	
	śliwka szydlowska	dried plum from Szydłów	PGI	

2011	obwarzanek krakowski	bagel-like bread from Cracow	PGI
	jabłka łąckie	apple variety from the Małopolska region	PGI
	karp zatorski	carp from the Zator region	PDO
	chleb prądnicki	bread variety from Prądnik, Małopolska region	PGI
	kielbasa myśliwska	hunter's sausage	TSG
	kielbasa jałowcowa	smoked sausage with juniper berries	TSG
	miód drahimski	honey from northwestern Poland	PGI
	Fasola Piękny Jaś z Doliny Dunajca	bean variety from the Dunajec River Valley	PDO
	kołacz/kołocz śląski	raised cake from Silesia	PGI
	jabłka grójeckie	apple variety from Grójec, Mazovia region	PGI
2012	kabanosy	pork sausage with caraway seeds	TSG
	fasola wrzawska	bean variety from the Podkarpacie region	PDO
	miód z Sejneńszczyzny /z Łódzkiej	honey from the Sejny area in Poland and from Lazdijai in Lithuania	PDO
	ser koryciński swojski	cheese from Podlasie region	PGI
	jagnięcina podhalańska	lamb meat from the Podhale region	PGI

Table 2. Polish traditional products registered as PDO, PGI or TSG in 2007-2012 [14, 17, 18, 19]

The procedure of registration of traditional or regional product in Poland costs 300 PLN (approx. 70 euro), and it takes about 1-2 years to be registered by the European Union [20]. According to the Polish Law (Dz.U. 2005 No 10, position 68), Ministry of Agriculture and Rural Development is responsible in Poland for collecting application for registration of traditional and regional products and sending them to the EU. At present, over 1000 applications have been registered on the Polish List of Traditional Products, but only 36 of them have been already registered in the EU.

The applications can be submitted to the respective authorities of the region (marshalls of voivodships) by producer groups, associations, and even by schools. As shown in Table 3, the number of traditional and regional products in Poland has doubled between July 2008 till March 2013, but it vary across regions (voivodships).

Region (voivodship)	Number of products		Increase rate
	14.07.2008	14.03.2013	
dolnośląskie	14	36	2,57
kujawsko-pomorskie	16	42	2,63
lubelskie	43	104	2,42
lubuskie	6	13	2,17
łódzkie	21	68	3,24
małopolskie	27	71	2,63
mazowieckie	10	50	5,00
opolskie	43	52	1,21
podkarpackie	69	115	1,67
podlaskie	36	46	1,28
pomorskie	76	136	1,79
śląskie	81	131	1,62
świętokrzyskie	17	58	3,41
warmińsko-mazurskie	17	24	1,41
wielkopolskie	45	86	1,91
zachodniopomorskie	7	18	2,57
Total	528	1050	1,99

Table 3. Number of traditional and regional products in Poland registered on the List of Traditional Products [13]

After 4 years following the EU accession, in 2008, Poland has 528 traditional and regional products registered on the List. The highest number of products was registered in Śląskie (Silesia) and Pomorskie regions (81 and 76, respectively), while the lowest number of products was registered in Lubuskie (6) and Zachodniopomorskie (7). These regions still record the lowest number of traditional products, in 2013 it was only 13 (in Lubuskie) and 18 (in Zachodniopomorskie) traditional and regional products registered on the Polish Ministry of Agriculture List. The highest increase rate was observed in Mazowieckie (Mazovia) region (5,00), Świętokrzyskie (3,41) and Łódzkie region (3,24). This rate was the lowest in Opolskie (1,21), the

region in which within several years 2008-2013 only 9 new products have been registered. At present, the largest number of traditional products can be observed in the following regions: Pomorskie (136), Śląskie (131) and Lubelskie (134).

4. CONCLUSION

The paper attempted to present trends of registration of traditional food products in Poland and answer the question whether there is a willingness of traditional food protection in the context of food and nutritional globalization. The statistical data regarding the number of traditional and regional products registered over the period 2004-2013 on the List of Traditional Products in Poland indicates the increasing interest of consumers and agri-food producers in promoting the Polish products associated with good quality and regional cultures. Such products cannot contain food additives which are currently in use (the Polish pre-accession law did not allow many of these additives). Costs of registration of traditional and regional products are relatively low in Poland and registration does not require undertaking any extra procedures. The PDO, PGI and TSG certificates reassure the consumer that the food is manufactured under good practices of traditional production methods in accordance with the EU law and the relevant food safety regulations. During special agri-food regional fairs the consumer has an opportunity to meet traditional agri-food producers, taste the products and see the equipment used in manufacturing of traditional and regional foods. Despite relatively high prices of such products, there is an increasing number of places offering them. The EU accession of Poland in 2004 allowed identification of such products through proper labelling and promotion. At the beginning, they were sold only in selected shops located usually in the city centers. Now, these products are available in almost every large hyper- and supermarket, which

have always been associated with global, “international” food. This trend allows to formulate a prediction that in the future, traditional food may become “global”, at least at the EU market.

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