

SUPPORT OF QUALITY SYSTEMS FOR AGRICULTURAL PRODUCTS AND FOODSTUFFS FROM EUROPEAN FUNDS

Monika Wojcieszak¹, Elżbieta Goryńska-Goldmann²

University of Life Science in Poznan^{1,2}

Faculty of Economic and Social Sciences Department of Economics and
Economics Policy in Agribusiness

ul. Wojska Polskiego 28, 60-637 Poznan,
Poland, Poznan

e-mail^{1,2}: mwoj@up.poznan.pl; gorynska-goldmann@up.poznan.pl

Abstract

The paper's objective is to characterize the selected programs supporting the creation of quality systems and to analyze the use of such programs by agricultural and food enterprises. The key aspect of the operation of the activity "Quality Systems for Agricultural Products and Food Products" is to reduce the manufacturers' shortcomings and the risk of threats to human life and health. The participation of an agricultural producer in a specific quality system increases the added value of the basic agricultural product. The community and domestic food quality systems used in Poland were considered in detail. The paper notes the support for the EU and domestic quality systems as a part of subsidies from EU funds. The desk research method was used. The results were supplemented by the author's own knowledge and experience. The empirical data come from, among else, reports, public statistics documents and the unpublished data from ARMA, a government agency. The market of high quality products was observed to grow, increasingly dynamically, in Poland and in EU states. Organic farming, protected designation of origin and protected geographical indication were found to be the most popular systems within the EU food quality systems. Integrated plant production dominates among the domestic food quality support systems. The presented literature review indicates that competition among food producers has moved to a qualitative sphere. Competing for the consumer based on guaranteed quality of products requires additional financial investment and is much more difficult than just using simple cost-price advantages. Polish producers have to face increasing competition from the foreign producers. Information on food quality systems cause positive development in the food market and enlarge the share of high quality products market.

Keywords: *food quality systems, competitiveness, support, EU funds*

JEL Classification: *R19, D20, O10, G28*

1 Introduction

The social-economic and market conditions under which organizations succeed in the domestic and international markets (EC 2010, EU 2014) are changing dramatically and evolving. Organizations that manufacture, process and trade in agricultural and food products within the increasingly competitive farming and food sector are forced to continue searching for ways of improving their own competitiveness. Pioneering and innovations resulting from the implementation of, among else, process innovations, products innovations, technological innovations or organizational innovations strongly affect the rate and direction of the growth of food production. The market of high quality products, referred to as the market of above-standard products, with confirmed quality, has been developing in Poland and EU states, for several years, in the opposition to the market of mass, conventional products.

The development of food quality systems, where the issue of the quality and safety of food, agricultural products and foodstuffs should be ensured throughout the entire food chain is a challenge that global and EU economies are now facing (Becker & Staus, 2008). To ensure the products are of proper quality, the EU uses extensive and rich legislature to determine the objectives, tasks, systems and conditions for maintaining such quality. Pursuant to the EU directives⁴, the main objective of the EU policy is to improve the safety of foodstuffs, to develop uniform legal regulations, to unify the system of food supervision bodies and to improve the efficiency of the supervision system across the entire food chain⁵. The European Food Safety Authority emphasizes that the protection of human health, plants and animals at each stage of the production of food remains a priority for the protection of public health and economy⁶. Among else, the protection should prevent contaminating food, promote food protected with certificates and ensure hygiene during production.

⁴ Council Regulation (EC) No. 1698/2005 dated September 20, 2005 on support for rural development by the European Agricultural Fund for Rural Development (Official Journal EU L 277 dated 21.10.2005, p. 1-40, as later amended).

⁵ Council Regulation (EC) No. 1234/2007 dated October 22, 2007 establishing a common organization of agricultural markets and on specific provisions for certain agricultural products (Official Journal UE L 299 dated 16.11.2007).

⁶ <http://www.efsa.europa.eu/> (accessed on: 12.05.2017).

Regardless of the novelty of the product or the service, the manufacturers should focus on features that are decisive for consumers choosing products. The consumers seek rare, unique values and non-substitutes, care about authenticity and production methods (Goryńska-Goldmann & Gazdecki 2017, Karipidis P., Tselempis D., Tsironis L. K., 2017). Facing the broadly understood needs of the consumers and calling upon cultural heritage, traditions and specificity of various countries, regions and technologies that respect environmental protection, rational use of resources, the well-being of animals and landscape protection within agriculture support programs in individual EU states, the EU emphasizes the importance and essence of food bases on high quality. The clients' requirements constitute an important stimulus for implementing various quality systems that constitute a chance of growth for agricultural producers wishing to reinforce cooperation within the food chain and win their clients' satisfaction and loyalty. Krieger and Schiefer (2004) analyzed the data and concluded that there are over 400 quality systems. The interest in such systems is growing continuously and the producers, processors and distributors are aware of the needs and benefits they enjoy from having them (Kühne et al., 2010, Guerrero et al., 2012, Goryńska-Goldmann & Wojcieszak, 2013, Tarcza, 2015, Svitová & Mrázíková, 2016, Dragan 2006). Urbaniak (2012) points that this is an important element among institutional clients (especially international companies who expect their suppliers to provide tools for guaranteeing quality, both from the perspective of the process and the product), and also from the perspective of legal requirements (related to EU directives and regulations) and image effects. Products that have quality card, co-create the areas image in international scale, thus increasing the competitiveness of regions. The connection between the type of the food offered in a region and the development of tourism within this region is also observed (Sznajder, 2017).

The clients' quality requirements are reflected in the product's or service's price (Huber, Bakker, Dijk, Prins, Wiegant, 2012). The purpose of a quality management system is to build trust, so that quality requirements are satisfied and to improve quality through actions aiming to increase the organization's predispositions with regard to fulfilling quality-related expectations. The questions that arises is - what interest do the agricultural and food producers have in food quality systems in Poland? In our domestic reality, the chance for these actions has been opened by the Rural Development Programme perspective 2007-2013 and 2014-2020, within which the available European funds constitute valuable complement to the funding of activities aiming to raise the quality of agricultural products and foodstuffs. The key institution managing the execution of programs providing support for the food economy in Poland, among else the agriculture, agricultural

and food processing and the development of rural areas, stimulating entrepreneurship and the activity of businesses is a government agency, the Agency for Restructuring and Modernization of Agriculture, ARMA, founded in 1994. Being an accredited payment agency, it is responsible for paying out European funds. The paper's objective is to characterize the selected programs supporting the creation of quality systems and to analyze the use of such programs by agricultural and food enterprises.

2 Data and Methods

The paper was written using the desk research method. The authors used the classic analysis of existing and strategic documents which served to establish facts, as well as for verification and presentation. The selection of methods was determined by the availability of source materials, of which some were original in nature and some were secondary (reports, public statistics documents, literature related to food quality systems and the issues of funding entities within the analyzed period). The non-published data made available by ARMA were related to the issues of EU subsidies for food quality systems in Poland, as a part of the Rural Development Programme 2007-2013 and 2014-2020. The presented numerical data come from ARMA's regional branch in Wielkopolska, as per the first six months of 2017, counting from the beginning of budgeting this activity by EU. It is an important aspect that the "Participation of farmers in food quality systems" was aimed at raising the quality of food in the financial perspective 2007-2013 as a part of the Rural Development Program. In the new funding period, namely the Rural Development Programme 2014-2020, it still continues, only with an altered name "Quality Systems for Agricultural Products and Foodstuffs". The subject of the research is the analysis of activity and utilization of EU funds by Polish agricultural producers within the context of food quality systems.

3 Results and Discussion

Speaking of the food quality systems, the EU nomenclature differentiates the so-called community systems operating in all member states and systems that only operate in a given country. The objective of both the community and domestic (national) quality systems is, first of all, to improve the food supply chain, including the processing and introducing to the market of agricultural products and to promote the well-being of animals and to manage the risk in farming. In Poland, the agricultural producers could obtain financial support, as a part of the Rural Development Program 2007-2013, to increase the quality of their agricultural

products and foodstuffs (Goryńska-Goldmann & Wojcieszak, 2013). The range of systems available to farmers within the Rural Development Programme 2014-2020 was expanded (Table 1). The system of "Protected designation of origin and protected geographical indication of wine products" was added to the EU food quality system. The range of domestic quality systems was expanded with the "Quality Assurance for Food Products" (QAFP) system - "Carcasses, elements and meat from chicken, turkey and young Polish oat goose" and the "Quality Assurance for Food Products" (QAFP) system - "Cold cuts".

Table 1 EU and domestic food quality systems in the Rural Development Programme 2014-2020 perspective

EU food quality systems	Domestic food quality systems
PROW 2007-2013 and PROW 2014-2020	
Protected Designation of Origin (PDO)	Integrated Plant Production (IPP)
Protected Geographical Designation (PGO)	"Traditional Quality" (TQ)
Guaranteed Traditional Specialties (GTS)	"Quality Meat Program" (QMP)
Ecological Farming System (EFS)	"Pork Quality System" (PQS)
	"Quality Assurance for Food Products" (QAFP) - "Culinary Pork"
PROW 2014-2020	
Protected designation of origin and protected geographical indication of wine products	"Quality Assurance for Food Products" (QAFP) - "Carcasses, elements and meat from chicken, turkey and young Polish oat goose"
	"Quality Assurance for Food Products" (QAFP) - "Cold cuts"

Source: Own work on the basis of <http://www.arimr.gov.pl/programy-2002-2013/prow-2007-2013/uczestnictwo-rolnikow-w-systemach-jakosci-zywnosci.html> (accessed on 16.01.2018).

The description of the discussed systems is found in the second part of the paper. The Protected Designation of Origin is granted only to products whose unique quality is derived from the place of production, where the production ingredients also come from this particular region (e.g. oscypek [smoked cheese made of salted sheep milk] and bryndza podhalańska [sheep milk cheese] which are connected to the Podhale region and to numerous other elements, among else the breed of the sheep and cows, the method and conditions of pasturing, the quality

and type of milk, cheese production methods, etc.). The Protected Geographical Designation is assigned to products for which at least one manufacturing stage takes place in a given location (e.g. heather honey from Bory Dolnośląskie, made from the pollen of heather growing in Bory Dolnośląskie). The Guaranteed Traditional Specialties is a system that covers products whose traditional character is derived from at least 30 years of history of production. Their ingredients or the production method must be traditional (e.g. old Polish meads - półtorak, dwójniak, trójniak and czworniak). These instruments protect the producers against unfair competition and allow them to promote their products. Ecological Farming (EF) - a sustainable plant and animal production farming system. The EF system should combine environmentally friendly farming practices, support high level of biological diversity, use natural processes and ensure proper well-being of animals. The integrated production system allows obtaining farm produce of the highest biological and nutrient values which are safe to humans. By participating in the IPP system, the producer is obligated to conduct agricultural production on the basis of IPP methodology approved by the Inspection Office for Plant Protection and Seed Production. "Traditional Quality" (TQ) is a renowned domestic food quality system established by the Ministry of Agriculture and Rural Development in 2007 and developed by the Polish Chamber of Regional and Local Products in cooperation with the Association of Regions of the Republic of Poland. The system's objective is to highlight, in the market, products made from natural raw materials, manufactured in a traditional way, including agricultural products, foodstuffs and spirits. The Quality Meat Program (QMP) was considered the national food quality system with the decision of the Ministry of Agriculture and Rural Development in 2008. Related to producing high quality beef. The system was developed by the Polish Association of Beef Cattle Breeders, aiming to produce high quality beef. The Quality Pork Program (QPP) was considered the national food quality system with the decision of the Ministry of Agriculture and Rural Development in 2009. Related to producing high quality pork. The system was developed by the Polish Pig Breeders and Producers Association "POLSUS" and the Polish Meat Association. The quality of pork made in the PQS system comes from the particular obligations resting on breeders, which guarantee that characteristic features are present in the production process, e.g. eliminating or minimizing the impact of stress generating factors pre-slaughter, which could cause irreversible metabolic reactions leading to meat quality defects. The Quality Assurance for Food Products system (QAFP), a domestic food quality system covering pork and poultry. Its goal is to protect Polish breeders along the entire food chain and to work towards consolidating the industry. The

QAFP system covers: (1) fresh poultry and turkey breast, carcasses and elements of young Polish oat goose, (2) fresh pork, (3) cold cuts (poultry, pork and beef). Any producer who is in the following business may apply for a domestic food quality system:

- crop cultivation consisting in minimizing the use of plant protection products so that pests do not cause losses or damage (Regulation 2015)⁷;
- manufacturing products using natural raw materials, where such raw materials come from organic farms or farms observing the Good Agricultural Practice and Good Breeding Practice, excluding GMO, and the raw materials used for production must be fully identifiable (Krzyżanowski, 2017);
- manufacturing products according to the specification and standards of the system in which a particular producer participates; for example, in relation to the QAFP system that covers pork, poultry, poultry cold cuts, pork and beef cold cuts, the meat is manufactured by breeders so as to guarantee the characteristic features in the production process, e.g. using only pigs of breeds providing high quality fresh meat that are crossed between two breeds, namely Polish Large White and Polish Landrace (Regulation, 2015);
- products which have a specific feature, or a set of features, that differentiate it from other similar products or products belonging to the same category (Regulation of the Council ... 2015)⁸.

With regard to the community quality system, in the case of protected designation of origin and protected geographical indication of wine products, Lipińska (2016) emphasized that an entity whose designation of origin or geographical indication successfully passed the registration process and was awarded a community status of such a product, is authorized to use it. This authorization applies to the entity that requested the protection, obtained it and manufactures wine as per the relevant specification.

Food quality systems are one of the tools allowing to increase the competitive edge of agricultural producers (by integrating them more closely with the farming and food chain, among else) and strategic planning objects. The participation of an agricultural producer in a specific quality system increases the added value

⁷ The Regulation of the Ministry of Agriculture and Rural Development dated August 06, 2015 on the detailed conditions and mode granting, payment and reimbursement of financial aid within the submeasure "Support for accessing quality systems" within the Rural Development program for 2014-2020 (Journal of Laws item 1195, and dated 2017 items 1331 and 1662).

⁸ The Regulation of the Ministry of Agriculture and Rural Development dated August 6, 2015 on the detailed conditions and mode granting, payment and reimbursement of financial aid within the submeasure "Support for accessing quality systems" within the Rural Development program for 2014-2020 (Journal of Laws item 1195, and dated 2017 items 1331 and 1662).

of the basic agricultural product (on the basis of specific, verified standards that guarantee the product's unique quality) allows to promote them better within a region on a local, national and international level. Producing agricultural products or foodstuffs for human consumption within a specific system is done according to the specification of the final product produced within the system. The quality systems of agricultural products and foodstuffs are of open nature to all producers and cover the binding specifications of products. The compliance with the said specifications is confirmed by public authorities or independent control bodies. The systems are transparent and guarantee full identifiability of products⁹.

Given the subject discusses in the paper, the volume of funds that were concentrated and used for activities related to the quality systems of agricultural products and foodstuffs in Poland plays a big role. Within the Rural Development Programme 2007-2013 agricultural producers could participate in measure 123 "The participation of farmers in food quality systems" (report by Agency for Restructuring and Modernization of Agriculture, 2016) in order to improve the quality within the production and agricultural products for consumption, the increase of consumption of high quality food and the support for agricultural producers producing high quality food. The applications could be submitted, on an ongoing basis, from 2009 until 2014. The support for the producers consisted in the payment of funds up to the actually incurred and documented costs for their participation in a given system.

The ARMA report (2016) discloses that 32,279 applications were submitted within the Rural Development Programme 2007-2013, during the first stage (granting the support). Ultimately, 26,752 individuals received the financial support (positive decisions on granting the support). The total pool of funds was PLN 52.1 M (of which PLN 39 M from the European Agricultural Fund for Rural Development¹⁰; the remaining were public funds from the state's treasury). The analysis of the financial envelope granted in the second stage (payment stage) it was found that over 80% of the beneficiaries received European funds. The payments covered 21,399 producers and amounted to PLN 51.3 M (of which PLN 38.5 M from the European Agricultural Fund for Rural Development). During the execution of the discussed measure, 611 checks were conducted by ARMA in locations where the operation took place. 224 and 12,068 checks and cross

⁹ <https://www.minrol.gov.pl> (accessed on: 12-02-2018).

¹⁰ the European Agricultural Fund for Rural Development supports the European policy for rural development. To this end, the fund finances programs for the development of rural areas within all EU member states and regions. The programs are developed in cooperation between the European Committee and the member states, taking into account strategic guidelines for the development of rural areas accepted by the Council and the priorities specified in national strategic plans.

controls, respectively, were conducted during the stage of application for the support and the stage of application for the payment. The conducted checks showed discrepancies with regard to the owned documentation, namely lacking certificates of the participation in the specific system, missing invoices for the sold products, missing original invoices or equivalent accounting documents and relevant accounting documents confirming the incurred costs covered with refunds within the measure, incorrectly filled forms of lists of invoices or equivalent accounting documents. The checks failed to identify double funding across all analyzed instances. The analysis of the structure of the products produced by the farmers participating in food quality systems, in increasing order, at the end of 2015, shows that the highest number of measures were done with the group "fruit, vegetables and cereal, fresh and processed" (78.6%), followed by "other foodstuffs" (7.9%), "other animal origin products (including eggs, milk products, excluding butter)" (7.9%), "fresh meat (and offal) (4.8%) and "miscellaneous"¹¹ (0.8%). In the greatest majority the payments were aimed at agricultural producers for organic production (87.6% of the completed operations) (ARMA Report, 2016). The high interest in this system may be related to the increased ecological awareness among consumers, better accessibility and selection of organic food and the popularization of the sustained consumption idea. Table 2 presents the measure and submeasures related to innovations in improving the products' quality. For the discussed measure, the support limit was determined at EUR 28 B (ARMA report, 2017) versus EUR 13.6 B that makes up the entire financial portfolio of the Rural Development Programme 2014-2020 for Poland.

Table 2 Areas and ranges of support for projects within the Rural Development Program 2014-2020 within the measure "Quality systems for agricultural products and foodstuffs"

<i>Area of support</i>	<i>Range of support</i>	<i>Limit of support [PLN]</i>
Quality systems for agricultural products and foodstuffs	Subsidies for new participants of food quality systems	91,706,983.00
	Informational and promotional activities conducted by groups of producers in the domestic market	27,674,310.00
Total		119,381,293.00

Source: On the basis of unpublished data of ARMA.

¹¹ namely oil and fat, products based on meat (pre-cooked, salted, smoked), cheese, fresh fish, molluscs and crustaceans and products made from them, drinks from plant extracts.

Within the Rural Development Programme 2014-2020, the agricultural producers who produce agricultural products within the community and domestic food quality systems remain the main beneficiaries of the measure "Quality systems of agricultural products and foodstuffs". The support is granted to applicants who produce agricultural products or foodstuffs for human consumption, who had not received this type of support for the same agricultural product or foodstuff within the measure "Participation of farmers in food quality systems" covered with the Rural Development Programme 2007-2013. The farmers benefiting from the measure may be reimbursed a part of the qualified costs of the project (the refund) within 3 years from joining the system. The second area of support applies to subsidizing projects conducted by groups of agricultural producers¹² in the domestic market. The support consists in reimbursing a part of the project's qualified costs. The main goal of this submeasure is the integration with the agricultural and food chain via quality systems, the improvement of the food delivery chain, including the processing of agricultural products and introducing them to the market, the improvement of competitiveness of agricultural products, the promotion of the well-being of animals and risk management in agriculture. As per August 2017, since the beginning of the Rural Development Program 2014-2020, 5,305 agricultural producers submitted applications in Poland within this measure, of which 98.4% received the support. 104 agricultural producers failed to satisfy the procedural requirements, by way of formal deficiencies (e.g. failing to supplement missing documentation within a deadline, outdated certificates of participation in the specific systems). The total amount of financial support granted reached PLN 6,168,448.47, so only 20.03% of the entire financial portfolio within the analyzed measure.

The analyses of the type of the agricultural product produced within the food quality system (Table 1) showed that organic farming, the protected designation of origin and the protected geographical indication were the most popular systems within the EU food quality systems. On the other hand, the integrated plant production dominates among the domestic food quality support systems.

¹² Support granted to a group of producers as understood in Art. 4 Section 1 of the Commission Delegated Regulation (EU) No. 807/2014 dated March 11, 2014 supplementing Regulation (EU) No. 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) and introducing transitional provisions (Official Journal EU L 227 dated 31.07.2014, p. 1 as amended).

Table 3 **The awarded certificates and the type of products produced by agricultural producers within the Rural Development Programme 2014-2020, broken into EU food quality systems and domestic food quality systems.**

Groups	PROW 2014-2020					
	EU food quality systems			Domestic food quality systems		
	PDO and PGO	GTS	Ecological farming (EF)	Integrated plant production	Traditional Quality	Quality Meat Program
Fresh meat (and offal)			66			3
Products produced on the basis of meat (pre-cooked, salted, smoked, etc.)			6			
Cheese					1	
Remaining products of animal origin (eggs, milk products, excluding butter, etc.)	5		105	1		
Oil and fat (butter, margarine, oils, etc.)			25	3		
Fruit, vegetables and cereal, fresh or processed	362		3,804	771		
Drinks from plant extracts			13			
Fresh fish, molluscs and crustaceans and products made from them					1	
Miscellaneous foodstuffs	6		133			
Total	373	0	4,152	775	2	3

Source: Own work on the basis of unpublished data of ARMA (as per August 14, 2017).

The data presented in Table 3 show that "Fruit, vegetables and cereal, fresh or processed" is the most often produced group among agricultural producers within the Ecological Farming system (3,804), followed by "Miscellaneous foodstuffs" (133), "Other products of animal origin" (105) and "Fresh meat and offal" (66). The Ecological Farming system has been continually enjoying the biggest popularity. The ratio of success in receiving subsidies within the EF system topped 94.7%. A similar situation took place in relation to the PDO and PGO systems, however, the scale of the number of issued certificates was over 10 times lower. In this case the fruit, vegetables and cereal, fresh or processed contains products that the producers produce most often in relation to quality systems. The ratio of success in obtaining EN subsidies was 98.02%. An observation can be made when analyzing the domestic food quality systems that the products in "fruit, vegetables and cereal, fresh and processed", within the Integrated Plant Production system are products that are also most often produced by the applicants; the ratio of success in obtaining EU funds is 96.46%. In the case of the Traditional Quality system (cheese production) and the Quality Meat System (meat production) an observation was made that it only applies to isolated cases. No agricultural products within the GTS (EU) system were produced during the analyzed period.

The participation of an agricultural producer in a specific quality system increases the added value of the basic agricultural product (on the basis of specific, verified, obligatory standards that guarantee the product's unique quality, pertaining, among else, to the production and directing the agricultural products and foodstuffs to the agricultural and food chain) allows to promote them better within a region. The ability to use quality systems significantly raises an entity's chance to compete in the local, domestic or international arena, even more so due to the fact that quality systems are identified by consumers better and better. Aware consumers, with access to high quality foodstuffs, learn about the region and the natural environment, but also about the tradition, culture and technology used for production.

Organizations related to producing, processing and trading in agricultural and food products within the increasingly competitive farming and food sector in Poland are aware of the benefits coming from quality systems. The analyzed systems feature designations that are relatively well identifiable (at domestic level) and are used by numerous meat producers. This may be explained by the five domestic quality systems dedicated to businesses operating in the meat market, which is related to the specific nature of the domestic animal breeding and processing activities and the high number of organizations active in the meat market in Poland.

4 Conclusion

The Polish and EU market of high quality products has been growing increasingly dynamically, after in Poland has become a EU state. It is easy to see the development of tools for strengthening the competitive edge of agricultural producers as the result of using community and domestic (national) quality systems where the issue of quality and safety of food and agricultural and food products should be ensured throughout the entire food chain. The key role in the execution of programs providing support for the food economy in Poland is played by the Agency for Restructuring and Modernization of Agriculture, a government agency.

The issues of community and domestic food quality systems discussed in the publication are confirmed by examples of their use in the markets of high quality food products. The analysis of the agricultural products leads to the conclusion that organic farming, protected designation of origin and protected geographical indication were the most popular systems within the EU food quality systems. However, with regard to the domestic food quality support systems, the integrated plant production system dominated. Due to the low degree of utilization of the limit of support within the Rural Development Programme 2014-2020, changes with regard to the utilization of the support from EU should be examined and monitored. The analyses allowing to identify the motives (including such of financial nature) behind the willingness to participate in the measure / obtain support from the system proved to be an intriguing direction of research.

Entrepreneurs impact the economic development by, applying and getting the subsidies focused on improving food quality. The implementation of quality systems for agricultural and food products can have an impact on the image of the products, it may guarantee their originality and high standards of production process, as well as strengthen the knowledge of the product's origin and characteristics. For these reasons, it is important on the food market to support quality schemes for agricultural products from European funds. These systems contribute to the improvement of food safety and can be used as a valuable marketing tool to increase the competitiveness of food producers and processors.

Topics related to the development of food quality were raised by many authors. Papers discussed such problems are of a general and detailed nature. The presented literature review indicates that competition among food producers has moved to a qualitative sphere. Competing for the consumer based on guaranteed quality of products requires additional financial investment and is much more difficult than just using simple cost-price advantages. Polish producers have to face increasing competition from the foreign producers. Information on food

quality systems cause positive development in the food market and enlarge the share of high quality products market.

References

1. BECKER, T., STAUS, A. (2008). European food quality policy: the importance of geographical indications, organic certification and food quality insurance schemes in European countries, EAAE Congress.
2. BIANKA, K., VANHONACKER, F., GELLYNCK, X., VERBEKE, CH. W. (2010). Innovation in traditional food products in Europe: Do sector innovation activities match consumers' acceptance?, *Food Quality and Preference* 21 (6), p. 629-638.
3. DARGAN, L. (2006). Local food production and knowledge dynamics in sustainable rural development. Scotland WP6 country report for the CORASON project. Retrieved from http://corason.hu/download/wp6/wp6_uk.pdf Accessed 31 March 2008.
4. EC (European Commission). 2010. *European Innovation Scoreboard (EIS) 2009. Comparative analysis of innovation performance*. Brussels: PRO INNO EUROPE, European Commission.
5. EU (European Union). 2014. *Research and innovation performance in the UE*. Luxembourg: European Union.
6. HUBER, M., BAKKER, MH., DIJK, W., PRINS, HA., WIEGANT, FA. (2012). The challenge of evaluating health effects of organic food; operationalisation of a dynamic concept of health. *J Sci Food Agric*. doi:10.1002/2766-2773 (2012).
7. GORYŃSKA-GOLDMANN, E., WOJCIESZAK, M., (2013). Pozyskiwanie środków unijnych przez producentów rolnych w Polsce w ramach działania 132 PROW 2007-2013. *Journal of Agribusiness and Rural Development*, z. 1(27)2013, p. 73-84.
8. GORYŃSKA-GOLDMANN, E., GAZDECKI, M. (2017). Kryteria wyboru jako podstawa innowacyjności na rynku produktów regionalnych i tradycyjnych, *Roczniki Naukowe SERiA*, t. XVIII, 6, p. 35-41.
9. LUIS, G., CLARET A., VERBEKE W., VANHONACKER, F., ENDERLI, G., SULMONT-ROSSÉ, C., HERSLETH, M., DOLORS GUÉRDIA, M. (2012). Cross-cultural conceptualization of the words Traditional and Innovation in a food context by means of sorting task and hedonic evaluation. *Food Quality and Preference*, 25 (1), p. 69-78.
10. KARIPIDIS, P., TSELEMPIS, D., TSIRONIS, L. K. (2017). Eco-Certification and Transparency in Global Food Supply Chains. Driving Agribusiness With Technology Innovations.

11. KRIEGER, ST. SCHIEFER, G. (2004). Quality management schemes in Europe and beyond. Quality assurance, risk management and environmental control in agriculture and food supply networks, *Proceedings of the 82nd European Seminar of the European Association of Agricultural Economists (EAAE)*, p. 35-48.
12. KRZYŻANOWSKI, J. (2017). Krajowe systemy zapewnienia jakości żywności w wybranych krajach Unii Europejskiej, *ZN SGGW Problemy Rolnictwa Światowego*, t. 17 (XXXII), 2, p. 136-143.
13. Rozporządzenia Rady (WE) nr 1698/2005 z dnia 20 września 2005 r. w sprawie wsparcia rozwoju obszarów wiejskich przez Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich (EFRROW) (Dz. Urz. UE L 277 z 21.10.2005, str. 1-40, z późn. zm)
14. Rozporządzenie Rady (WE) nr 834/2007 z dnia 28 czerwca 2007 r. w sprawie produkcji ekologicznej i znakowania produktów ekologicznych (Dz. Urz. UE L 189 z 20.07.2007, z późn. zm.).
15. Rozporządzenie Rady (WE) nr 834/2007 z dnia 28 czerwca 2007 r. w sprawie produkcji ekologicznej i znakowania produktów ekologicznych (Dz. Urz. UE L 189 z 20.07.2007, z późn. zm.).
16. Rozporządzenia Rady (WE) nr 1234/2007 z dnia 22 października 2007 r. ustanawiającego wspólną organizację rynków rolnych oraz przepisy szczegółowe dotyczące niektórych produktów rolnych (Dz. Urz. UE L 299 z 16.11.2007)
17. Rozporządzenia Ministra Rolnictwa i Rozwoju Wsi z dnia 6 sierpnia 2015 roku w sprawie szczegółowych warunków i trybu przyznawania, wypłaty oraz zwrotu pomocy finansowej w ramach poddziałania „Wsparcie na przystępowanie do systemów jakości” objętego Programem Rozwoju Obszarów Wiejskich na lata 2014-2020” (Dz. U. poz. 1195, oraz z 2017 r. poz. 1331 i 1662).
18. Rozporządzenia delegowanego Komisji (UE) nr 807/2014 z dnia 11 marca 2014 r. uzupełniającego rozporządzenie Parlamentu Europejskiego i Rady (UE) nr 1305/2013 w sprawie wsparcia rozwoju obszarów wiejskich przez EFRROW i wprowadzającego przepisy przejściowe (Dz. Urz. UE L 227 z 31.07.2014, str. 1, z późn. zm.)
19. Sprawozdanie z działalności Agencji Restrukturyzacji i Modernizacji Rolnictwa za 2015 rok, Warszawa 2016 (http://www.arimr.gov.pl/fileadmin/pliki/zdjecia_strony/223/Sprawozdanie_ARiMR_2015.pdf; dostęp: 12-02-2018)
20. SVITOVÁ, E., MRÁZIKOVÁ, M. K. (2016). Implementation, development and evaluation of quality management system in selected companies (<http://dx.doi.org/10.15414/isd2016.s13.09>)

21. SZNAJDER, M. (2017). Metropolitan Commuter Belt Tourism, Wydawnictwo Routledge Taylor & Francis Ltd, Oxon, ISBN 978-1-472-46486-6.
22. TARCZA, T. M., (2015). Quantitative benchmarks on traditional food products market in Romania, *Economic Science Series*, 24 (2), p. 605-614.
23. URBANIAK, M. (2012). Uwarunkowania związane z wdrażaniem systemów jakości przez przedsiębiorstwa działające w Polsce, *Problemy Zarządzania*, vol. 10, nr 2 (37), p. 28-42.
24. EUROPA 2020. (2017) <http://www.efsa.europa.eu/> (data dostępu: 12.05.2017).
25. Agencja Restrukturyzacji i Modernizacji Rolnictwa Polska. (2017) <http://www.arimr.gov.pl/programy-2002-2013/prow-2007-2013/uczestnictwo-rolnikow-w-systemach-jakosci-zywnosci.html> (data dostępu 16.01.2018)
26. Ministerstwo Rolnictwa i Rozwoju Wsi (2018) <https://www.minrol.gov.pl> (data dostępu: 12-02-2018).