

POLAND

Farm's performance, restructuring & modernisation

Location
Koryciny

Programming period
2014 – 2020

Priority
P2 – Competitiveness

Measure
M04 – Investments in
physical assets

Funding
Total budget 5 359 476
(PLN)
RDP contr. 2 679 738 (PLN)
Private 2 679 738 (PLN)

Project duration
2016 – 2020

Project promoter
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A herbal products company used CAP funds to modernise its production infrastructure and create new organic fruit and vegetable products.

Summary

"Dary Natury" was established in 1990 in the small village of Koryciny, in the Podlaskie Voivodeship. The company produces high-quality products from herbs, and CAP support enabled them to set up a new production line for organic fruit and vegetable processing and successfully introduce new product lines.



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Project Results

Production capacity has increased, along with an improvement in product quality and deduction in raw materials losses.

Revenue growth has been substantial, averaging 16% over 2018 to 2020 and estimated at 20% in 2021.

Employment has increased 35% in 2020 compared to 2019.

The modernisation of the plant has enabled the company to launch a new range of products.

Lessons & Recommendations

- ❑ For a business development project combining highly diversified productivity with high environmental and quality standards to be successful, solid experience in the relevant sector is a key success factor.

Context

"Dary Naturity" is a company that produces "Eko Guarantee" certified herbal products from local raw materials. It was established in 1990 in the small village of Koryciny, in the Podlaskie Voivodeship, and has around 130 employees. What started as a one-man operation has transformed into a thriving business whose products are known throughout Poland.

The company wanted to expand its activities in processing organic fruit and vegetables. However, the plant did not have a large enough processing capacity to support such development as most of the work was done manually or on manually operated equipment.

Objectives

The investment aimed to increase the competitiveness of the company and enhance its market share in the health food sector, while maintaining low manufacturing costs and creating new jobs.

Activities

The company used finance from the Rural Development Programme 2014-2020 to set up and equip a new production line for processing fruit and vegetables in a newly constructed building. The investment also included new equipment, new IT systems and the installation of a heat pump.

The investments were then used to improve the production processes and allowed the development of new product lines. For example, a fruit jelly made from powdered organic fruit juice and several new fruit juices (such as kamchatka berry juice and lemon juice), and fruit mousses made of pumpkin, apple, etc.

Main results

The investment has increased production capacity and improved product quality. The specialised equipment also ensures minimal losses of raw materials. Employment has increased by 35% in 2020 compared to 2019, with additional jobs created in production and sales a& marketing.

The modernisation of the plant has allowed the introduction of new products to the market.

Annual revenue growth averaged 16% from 2018 to 2020 and is estimated to have been about 20% in 2021 after the completion of the new production line. At the time of writing (2022) the company was in the process of commissioning two new production buildings with additional funds from RDP 2014-2020 and further development is anticipated.

Key lessons

While this is an easily replicable business development project, it should be noted that solid industry experience is a key success factor when combining highly diversified productivity with high environmental and quality standards.

Additional sources of information

<https://www.facebook.com/DaryNaturityKoryciny/>

<https://produkty.podlaskie.eu/darynaturity>

<https://www.instagram.com/darynaturity.pl/?hl=pl>

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