

## POLAND

# Local development

### Location

Woźniki

### Programming period

2014 – 2020

### Priority

P6 – Social inclusion & local development

### Measure

M19 – LEADER/CLLD

### Funding

Total budget 217 415,71 (PLN)

EAFRD 100 446,06 (PLN)

National/Regional 51 744,94 (PLN)

Private 65 224,71 (PLN)

### Project duration

2019 to 2022

### Project promoter

Pliczko Gospodarstwo Rolne

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### Website

<https://pliczko.pl/>

Agri-food incubator helps diversify rural economy and add value to farm products.

## Summary

Establishing the Local Processing Incubator allows agri-food firms to process raw materials using the project's CAP-funded infrastructure, machinery, equipment, and advisory service. The incubator offers affordable start-up opportunities in product processing and related skills development as well as compliance with statutory standards.



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## Project Results

- The incubator offers ongoing support for innovation within the local farming community, supporting the development of unique products from raw materials.
- At least 30 different farmers and rural entrepreneurs have been using the incubator annually to benefit from its services.

## Lessons & Recommendations

- ❑ A key success factor for public funded projects that support such incubators and entrepreneurship is to ensure that the beneficiary and operator of such services is experienced, connected, and knowledgeable about the industry in which the incubator will operate.

## Context

Gaps in access to infrastructure, equipment, and advice about adding value to agri-food products and related processing facilities were a rural development barrier for local farmers in the project area. Opportunities existed for improving rural economic prospects, diversifying farm business-bases and supporting local employment through filling such gaps.

## Objectives

The Local Processing Incubator at Pliczko Farm was established to provide farmers with access to the necessary infrastructure and equipment for producing traditional regional products (cold-pressed oils from flax, sunflower, rapeseed, thistle, flaxseed, oil hemp, nigella, evening primrose, apricot kernel, coconut). In addition, it makes natural nut pastes as well as flours, flakes, groats, and porridges. The Pliczko company planned to operate this business incubator with the spirit of zero waste and use traditional processes and machinery as much as possible. It would sell its products, as well as those of other local farmers (cheese, milk, preserves, honey, meat preserves, etc.) in a traditional barn that would be converted into a farm shop.

## Activities

CAP funds were used to set up a Local Processing Incubator at the Pliczko Farm in Wozniki. The investment covered the purchase of machinery and equipment for food processing as well as the provision of technical advisory services.

## Main results

- This project created a service that enables farmers to produce added-value regional products based on local raw materials and traditions.
- The incubator provides opportunities to use equipment that would otherwise not be affordable for smaller farmers.
- It creates long-term opportunities not only for the development of the beneficiary's farm, but also for the maintenance of local traditions, and innovation in the local farming community.
- The incubator also supports farms to develop and market unique products from their own raw materials.
- More than 30 different rural entrepreneurs are using the incubator annually and benefitting from its services. The project's estimated annual performance target was 15 users.

## Key lessons

A key success factor in this case, is that the incubator and its advisory service is operated by staff who know the industry well and who play an active role in the local community.

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## Additional sources of information

n/a