

AGRICULTURE, FOOD AND PROCESSING INDUSTRY





Photo archive of the Marshal's Office of the Malopolska Region

Power up Your Business in Małopolska 2

Małopolska Regional Development Agency, Małopolska Region and Krakow Technology Park jointly implement the project entitled **„Power up Your Business in Małopolska 2”**, co-financed by the European Union under the Regional Operational Program of the Małopolska Region for the years 2014-2020.

The project is a reference to the experience of projects from 2008 - 2017 implemented under the slogan „Business in Małopolska”. The project „Power up Your Business in Małopolska 2” provides for activities in the area of promoting the Małopolska business offer, supporting the exports of Małopolska enterprises and improving the investment process in the region. It is addressed to entrepreneurs from the SME sector and potential external investors.

The project assumes, among others, organization of information meetings and forums for entrepreneurs from Małopolska, training for representatives of local government units, as well as economic missions of foreign entrepreneurs to Małopolska and participation in foreign fairs.

The project is co-created by the institutions

Małopolska Regional Development Agency

The largest regional business environment institution. MARR focuses on tasks important for positive change in the regional environment: restructuring of the economy, land development, servicing European programs, cooperation with local government, servicing investments, supporting entrepreneurship, as well as international cooperation and building the image of Małopolska in Europe and the world.

www.marr.pl

Małopolska Region

The Małopolska Region as a local government unit creates directions of economic policy by acting for the region's economic development. The Department of Ownership Supervision and Economy plays a special role within this area of region competence. The Małopolska Region actively supports the service of domestic and foreign investors interested in starting a business in the region, coordinates activities in the field of internationalization of the regional economy, with particular emphasis on the development of exports, it also conducts activities in the field of economic promotion of Małopolska.

www.malopolska.pl/en



Krakow Technology Park

Technological development of Małopolska, development of entrepreneurship, promotion of innovation and new technologies, creation of a positive business climate, and finally support for academic projects - these are just some of the main activities of the Krakow Technology Park, which significantly contributes to strengthening the socio-economic potential of the entire region.

www.kpt.krakow.pl/en

Project implementation period:
March 2019 - February 2022





I. MAŁOPOLSKA

between tradition and modernity

The Małopolska Region, together with the historical capital of Poland - Krakow, is one of the most recognizable regions in Europe. Unusual landscapes, unique nature, an impressive number of monuments, including 14 inscribed on the UNESCO World Heritage List and a unique atmosphere - all this means that every year our region is visited by several million tourists from Poland and around the world.

In addition, Małopolska Region is undoubtedly one of the most dynamically developing regions on the economic map of Poland and Europe. The strong position of our Region is demonstrated by the dynamically operating companies in our region, recognized not only in the country but also abroad. It is not without reason that Małopolska is one of the leading destinations chosen for the organization of business and economic meetings, which only confirms the thesis that it is a perfect place for business development.

Małopolska Region is also characterized by the large scientific and research potential of Małopolska universities and research centres. Every year, about 150,000 young people study at universities in Małopolska; research works are carried out in several hundred research and development institutions, in domestic and foreign enterprises.

We invite you to read and contact the Business in Małopolska Centre.

- the number of apartments completed,
- entities of the national economy,
- GDP per capita.



can be found at
krakow.stat.gov.pl/en

I.2. Trends and growth of export in Małopolska Region

Export is a very important element of the Małopolska Region economy, and its volume and significance is increasing year on year. This is evidenced by a significant increase in the value of exports in 2017 as compared to 2016 by 8.2%, which constitutes 4.7% of the value of exports of the whole country. According to data for 2017, the value of goods and services exported from the region amounted to EUR 9.56 billion (6th place in the country). The total number of enterprises actively engaged in exporting from Małopolska Region in 2017 exceeded 3.8 thousand (an increase by 6.8% compared to 2016 and the 4th place in Poland). The most important areas of economic activity in the region according to PKD, in terms of export value in 2017, are: industrial processing - EUR 7.68 billion; wholesale and retail trade, repair of motor vehicles, including motorcycles - EUR 1.46 billion; information and communication - EUR 131.50 million. In terms of the structure of the value of export products according to the Combined Nomenclature (CN - Combined Nomenclature), the most important sections are: machinery and equipment, electrical and electronic equipment - EUR 2.52 billion (26.4%), base metals and products - EUR 1.44 billion (15%), transport equipment - EUR 1.35 billion (14.2%), and plastics and products - EUR 1.09 billion (11.4%).

I.1 The potential of Małopolska Region and Krakow

Current statistics on

- the state of the population,
- unemployment rates,
- average monthly gross salary in the enterprise sector,
- average employment in the enterprise sector,



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II. MAŁOPOLSKA

Agricultural and food industry

II.1. Characteristics of the agrifood market

In 2018, there were over 143.8 thousand farms in the Małopolska Region with the total area of cultivable land of almost 557.1 thousand ha, which constituted 3.8% of the total agricultural cultivable land in agricultural holdings in Poland. The average area of cultivable land per farm is 3.7 ha, whereas the average for Poland is 9.5 ha. In 2016, the gross value added worked out in Małopolska Region in section A according to PKD (agriculture with fisheries, hunting and forestry) amounted to PLN 1 702 million. What stands out are the products connected with the region „specialization centres”, i.e. vegetable and fruit production, which have been known for years. A relatively new, fast-growing and appreciated branch of the Małopolska Region agriculture is vine growing and home wine production.

In Małopolska Region, there are 934 organic farms (8. place in Poland). In recent years, the average size of an organic farm has increased from 7.5 ha in 2009 to 11.45 ha in 2017. The rate of business operated in the countryside of Małopolska Region is above the national average, but it is very diversified locally. The highest entrepreneurship rate is observed in the poviats of Krakow and the Tatras. The major sector of industry in the Małopolska countryside is traditional crafts and folk art, which are very well-developed. One of the most important forms of diversification of income of the rural population are agritourism services, as the region has very favourable conditions for the development of tourism and agritourism on the national and European scale.

Agricultural and food processing industry based on small, local, often family businesses is growing quickly in the Małopolska Region. The production and distribution of traditional and regional products is also developing effectively. By the end of July 2019, the List of Traditional Products included 220 special regional products from the Małopolska Region.

In addition, 12 regional products are listed in the Register of Protected Designations of Origin and Protected Geographical Indication.

Regional Products

The European Union has a system of protection, identification and differentiation of agricultural products and food products representing high quality and special values. These products owe their uniqueness to a specific geographic origin or a traditional method of production. Manufacturers of regional and traditional products, apart from the right to protect the names of their products, may also place symbols testifying to product uniqueness on the packaging.

Production of regional and traditional products supports development of rural areas by allowing the farmers to earn money in their own regions. It also enables diversification of agricultural activity and prevents depopulation of rural areas.

Protected Geographical Indication means the name of the region or a specific location which is used to mark an agricultural or a food product whose quality, renown or other characteristic features may be ascribed to such geographic origin.

Protected Designation of Origin is used to designate an agricultural product or a food product whose quality or characteristic features are, to a significant or exclusive degree, the merit of the geographic environment, consisting of natural and human factors; the production, processing and preparation of such products take place in a specific geographic area.

Traditional Products are agricultural products, food products and spirits assigned for human consumption, whose quality or exceptional features and properties result from application of traditional methods of production, constituting an element of cultural heritage of the region in which they are produced. Traditional products, thanks to production recipes which have not changed for years, and which guarantee unique features and characteristics, may be included in the List of Traditional Products.

In Małopolska, products marked with the **Protected Geographic Indication** certificate include:

- Suska sechłońska plum (dried plum, Iwkowa, Łososina Dolna, Laskowa and Żegocina municipalities);
- Lisiecka sausage (Kraków region);
- Kraków pretzel;
- Łącko apples (Łącko municipality area, juices, apple preserves);
- Prądnik bread (Kraków region);
- Podhale lamb (lamb breeding in the Podhale region);
- Piaszczańska sausage;
- Galicia garlic.

In Małopolska, products provided with the **Protected Designation of Origin** certificate include:

- Podhale bryndza (products from sheep's milk, Podhale);
- Oscypek (cheese made of sheep's and cow's milk, Podhale);
- Redykołka (cheese snack made of sheep's milk, Podhale);
- Zator carp (carp farming and processing, Dolina Karpia, Zator municipality area);
- "Piękny Jaś" beans (beans from the Dunajec Valley region).

Traditional gourmet specialty guaranteed

- Old Polish Krakowska dry sausage



II.2. Agricultural and food in Małopolska Region

• FRESH FRUIT

Spółdzielnia Ogrodnicza "GÓR-SAD" - was established in 2009 as the Group of Fruit Producers. It associates 6 fruit growers from the communes of Raciechowice and Jodłownik. The members of the Group have been in the business of fruit growing, and have been passing down the valuable experience from generation to generation.

www.gorsad.pl

Grupa Producentów Owoców ZELSAD (2007) - currently associates 11 fruit growers, whose utilised agricultural area covers about 150 hectares of fruit-growing land. The Group's offer includes apples in a wide selection of varieties. The top varieties most commonly grown are: Champion, Jonagold, Idared and Elise. Decosta, Gala and Golden capture a smaller, yet still important share of apple production. Jonice, Ligol, Gloster and Rubin constitute less than 5% of the total cultivated area. The offer also includes apples of the Fiesta, Boskop and Elshof varieties.

www.zelsad.pl

Owoc Łacki - the Group owns an apple sorting line with water unloading system for preliminary fruit sorting, which enables us to sort large quantities of goods in terms of quality, colour and caliber in a short period of time, and a line for packing apples in foil bags.

The Group has 39 cooling, controlled atmosphere storage chambers which allow the fruits to stay fresh and retain their nutritional properties and flavour. The chambers capacity is 7000 tons of fruit. Capacity of each of the chambers is approximately 180 tonnes.

www.owoclacki.pl

Spółdzielnia Ogrodnicza GRODZISKO - the Gardeners Cooperative was established in 1995 and it started its business operation in 1998, after signing the first commercial agreements. In 2000, when rigorous criteria set for manufacturing groups were met, the Gardeners Cooperative Grodzisko was the first to be registered

with the Małopolska Region entrepreneurs register in the Małopolska Region.

The Cooperative has 10 members who participate in the Integrated Production - IP. Grodzisko also holds certificates that are necessary to cooperate with hypermarkets and other stores. There is increasing interest of purchasers, both domestic and foreign, in the apples from the Grodzisk area. Apples from the Raciechowice commune are healthy, because the group members always attempt to follow the IP guidelines, and also intensify their efforts to develop organic apple orchards.

www.grodzisko.raciechowice.pl



Photo archive of the Marshal's Office of the Małopolska Region

Spółdzielnia Ogrodnicza Ziemi Sądeckiej - it has existed for more than 100 years. It has 178 members and employs nearly 150 people. The cooperative is managed by a 2-person Management Board and supervised by a 21-person Supervisory Board. It is a modern, professional, resilient and dynamic business initiative, and one of the few cooperatives that deals with the problems of fruit and vegetable farming.

www.sozs.d2.pl

Agro Grupa Bonako - production of seasonal and all-year-round vegetables: onion, white cabbage, red, Chinese and savoy cabbage, lettuce, beetroot, potatoes, carrots, parsley, cauliflower and many others. HACCP and GLOBAL-GAP systems are in place.

www.agrogrupa.com



Amplus - today it incorporates over 1600 producers from all over the world, uses expanded logistic, technological and storage facilities and handles about 1000 deliveries per month. Amplus and its affiliated company - Amplus Producers Group Sp. z o.o. - use a space of approximately 40,000 m², of which 28,000 m² is in the Prandocin facility and 12,000 m² - in the parent, modernised facility in Niegard facility, which has been renovated to the best European standards.

www.amplusfoods.com

ZAMVINEX - was established as a result of transformation of the existing Fruit and Vegetable Processing Plant. For over a quarter of a century it has been a renowned manufacturer of frozen fruits and vegetables. In addition, based on its processing capacity and cold rooms, it provides services in the field of freezing, storage, laser sorting and packaging of frozen food. Frozen fruit and vegetables produced by „ZAMVINEX” are sold mainly on the domestic market. A large part of the production is also intended for foreign markets, especially in the countries of the European Union.

www.zamvinex.pl

- **PRESERVED FOODS
- FRUIT AND VEGETABLES
PROCESSED PRODUCTS**

AGRO-SERWIS - is a manufacturer of processed fruit and vegetable products of the well-known brand RAJDIMPEX, respected both in Poland and abroad for the highest quality. The primary motto of the business is to produce healthy food using the highest quality raw materials which come from domestic crops, or are imported.

www.rajdimpex.pl

Greek Trade - it is a manufacturer of food products marketed under the company's own brands, or under the private labels of its customers. Products from the Greek Trade production line can be found on the shelves of many retail chains, in wholesalers from the HORECA area, as well as in confectioneries and bakeries. In addition to standard products, Greek Trade's offer also includes natural products - preservative-free and containing no artificial

colourings, as well as organic products - certified by Organic Farming Association.

www.greektrade.com.pl

Grupa Maspex - the company is an unquestionable leader in the market of juices, nectars and beverages in Poland, the Czech Republic, Slovakia, Romania, a leading manufacturer in Hungary, Bulgaria, Lithuania and Latvia, and also a leading manufacturer of instant products (cappuccino coffee, cocoa, coffee powder whiteners, soluble teas) in Central and Eastern Europe. Maspex is also a leader on the pasta market in Poland, and has a strong position on the market of pasta in Romania. It also dominates the market of jam, ketchup and sauce and is a leading producer in the segment of ready meals and vegetable preserves in Poland. The company is also a leading player on the bottled water market in Romania.

www.maspex.com

Polan - provides its customers with products identical to home-made products, while maintaining the industrial scale of production. Thanks to the use of carefully selected and verified raw materials, and the use of state-of-the-art technology, the company managed to work out food whose taste, smell and nutritional values have been found only in good, home-made products so far. All the company's efforts have been appreciated not only by customers, but also by independent experts who have awarded Polan and its management with many prestigious prizes and recognition.

www.polan.pl



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Photo archive of the Marshal's Office of the Małopolska Region

Prospoma - the beginning of the company dates back to 1988, when Waław Naumczyk, a technologist from Janczowa near Nowy Sącz, started to produce fruit and vegetable preserved food. A breakthrough for the dynamically developing company was the purchase of production facilities in Nowy Sącz, where the company's seat was established and has remained there ever since. Over the years, PROSPONA has transformed from a family business operated by a few people into a modern enterprise with more than 200 headcount. Many years of experience and broad-based knowledge of the market have allowed us to become a leader among Polish companies specializing in the production of fruit additives for the food industry. The evidence of the company's success is the presence of PROSPONA products on the markets of over 30 countries around the world, including the USA, Canada, Australia, Great Britain and Korea.

www.prospoma.pl

Przedsiębiorstwo Przemysłu

Chłodniczego FRITAR - has over 30 years of experience in the production of frozen food. It was established in 1972, and until 1991 it was a part of the Agricultural and Food Combinat Igloopol. In the years 1991-2001, it was operated as an independent, state-owned enterprise. Privatised in August 2001, FRITAR was transformed into a joint stock, exclusively

Polish-owned company, and has retained this status until today. The majority shareholder is Regional Refrigeration Industry Company IGLOKRAK Sp. z o.o. in Cracow. Currently FRITAR S.A. is the largest Polish producer of potato chips, and one of the main domestic producers of frozen fruit and vegetable products.

Tarsmak - is a Polish family company founded in 1991 and managed for almost 20 years by the spouses, Teresa and Józef Gondek. All products are manufactured in the picturesque Małopolska region of Poland - in Radgoszcz near Tarnów. Tarsmak specializes in the production of various mayonnaise and tomato sauces, mayonnaise, ketchups, mustards and dressings. The offer includes a range of over 200 products, also available in catering packaging.

www.tarsmak.pl/en

U Jędrusia - currently U Jędrusia is one of the largest and best known producers of chilled ready meals and vegetable salads in Poland. It cooperates on a nationwide scale with the majority of retail chains. It successfully expands the business into new markets in Poland and abroad. It employs about 800 people. It has two modern production plants with a total area of about 10 000 m², and special-purpose transport vehicles with its own logistics system. In the nearest future, the company will start the construction of the second production plant in Morawica with an area of approx. 18 000m², and the extension of the production plant in Wieliczka by approx. 12 000m² of usable area.

„U Jędrusia” constantly invests in modern, automatic production lines, technologies, machines, computer systems and highly-qualified personnel, and always seeks new development opportunities.

www.u-jedrusia.pl/en

• **INDUSTRY OF FOOD ADDITIVES, SPICES AND SNACKS**

Aksam – has always been, and still is a fully Polish- and family-owned company. The business story began from the production of Paluszki Beskidzkie, which has strengthened their position on the traditional market in Poland year after year. Today, Beskidzkie is one of the largest Polish brands on the salty snack

market, offering, among others: sticks, crackers, crisps, nuts, popcorn.

www.aksam.pl

FoodCare (1984) - offer of products: powdered cakes, toppings, creams, baking additives and spices, gelling additives and other loose products; since 2007 also breakfast cereals. The company owns, among others, Gellwe and Fitella brands. It is the largest manufacturer of items within the dessert category marketed under the company's own brands in Central Europe. It exports goods to the markets of Europe, Asia and North America.

www.foodcare.pl

Intersnack Poland - belongs to the Intersnack Group, a leading manufacturer of salty snacks, nuts and walnut-based products, for example peanut butter. Intersnack factories are spread all over Europe. Intersnack Group was established in 2008 as a result of the merger of Intersnack and The Nut Company. Intersnack Poland offers a wide range of salty snacks, nuts and peanut butter. Their products are marketed under the brands such as Felix, Crispers or Przynacki, as well as under private labels of retail chains. In addition, Intersnack Poland supplies a wide range of semi-finished products to a large group of manufacturers operating in the food industry.

www.intersnack.pl

REGIS - the company was established in 1993. For many years it has successfully provided technological support for the food industry. The company's portfolio includes both B2B and B2C brands. REGIS Sp. z o.o. is licensed to produce and distribute Activlab and Smakovita brands.

www.regis.com.pl

Roleski (1972) - Is a family business with 100% Polish capital, for over 40 years connected with food production. It designs and manufactures premium products including ketchups, mayonnaises, mustards, sauces, dressings, broths, marinades and vinegars. Recently, the company's portfolio has been extended by the highest quality organic product series, which include bio mustard, bio ketchups and bio tomato concentrate.

www.roleski.pl

• BEVERAGES, JUICES

Appol - the company produces NFC juices from apples, currants and cherries. APPOL's success lies in its energetic and highly-qualified staff, effective management and technical equipment at the highest world level. In addition, Appol is a leader in investment, a dynamic company open to development, which is always close to customers and suppliers.

www.appol.pl

Grupa FoodCare - is a family business founded by Wiesław Włodarski in 1984. Constant development of the product portfolio made the company now one of the leaders in the FMCG industry in Poland. FoodCare products are exported to more than 50 countries, the company is the owner of two factories and the employer of about 900 people.

www.foodcare.pl



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Grana - is the world's largest manufacturer of decaffeinated cereal-based and chicory-based beverages. Every year it sells thousands of tons of blends, customised and made according to the individual specifications of customers from all over the world. It constantly invests in employee development, research and development and machinery to expand its soluble beverage portfolio, and to achieve business strategic objectives to the greatest extent possible.

www.grana.pl

Grupa Maspex - manufacturer of juices, nectars and beverages in Poland, the Czech Republic, Slovakia, Hungary, Romania, Bulgaria and Lithuania. The unquestionable leader on the food market, not only in Małopolska, but also in the whole country. Turnover in 2016 approx. 1 billion EUR (3rd place in Poland among food industry companies), its products are sold in more than 50 countries around the world.

www.maspex.com



Photo archive of the Marshal's Office of the Małopolska Region

OSHEE - is the leader of the functional beverages market in Poland. Its policy is to inspire and motivate to act, to be physically active and to lead a healthy lifestyle. It focuses on product top quality that meets the expectations of the most demanding customers. OSHEE is one of the most recognizable brands in Poland. Its products conquer the world - it is present on 32 foreign markets on 3 continents.

www.oshee.eu

Sok z gór – the highest quality fruit and fruit-vegetable juices are produced in a small family pressing plant. The company's primary objective is caring about authenticity. The company does not improve the nature and this is why the appearance and taste of batches of the juices sometimes may noticeably differ.

www.sokzgor.pl/en

Tłocznia owoców Pawłowski - natural fruit and vegetable juices, containing no added sugar or sweetening agents, no added colouring agents, preservatives or water, not obtained from concentrate.

www.sokipawlowski.pl

Tymbark - is an expert offering the highest quality juices, nectars, drinks and fruit snacks. The products in the brand portfolio contain no artificial sweeteners, artificial colourings or preservatives. They taste exceptionally because of selected, ripe fruits delivered by the best and reliable suppliers, who are approved only if they meet rigorous quality requirements. In Tymbark's wide offer, consumers will find 100% fruit and vegetable juices, 100% juices for children, a World Fruits exotic line (Owoce Świata), as well as nectars and drinks with flavour compositions most popular among consumers, with the flagship apple-mint at the top. The brand portfolio is perfectly complemented by refreshing, fruit-drinking beverage offers - Tymbark Gazzzowany and Tymbark NEXT IceTea - a combination of juicy fruit and a unique tea flavour. A perfect solution for consumers who are looking for a light and valuable fruit snack is Tymbark Fruktajl - a unique proposal in the snack category.

www.tymbark.com/en

Fruit processing (natural pressed juices) is developing in the Małopolska Region. This market segment is dominated by medium and small enterprises, whose offer is addressed to customers looking for high quality products. Production of juices is based on advanced technology, contains no additives and is based on pressing juice directly from the fruit (without the use of thickeners). The pressed juice manufacturers are: Słoneczna Tłocznia www.slonecznatlocznia.pl, Maurer www.maurer.com.pl, Tłocznia Owoców Pawłowski www.sokipawlowski.pl, and many others.

• MINERAL WATERS

GFT Goldfruct - the manufacturer of Kinga Pienińska mineral water. Kinga Pienińska is a Premium class natural mineral water with over 100 years of tradition. It is taken from springs situated around the Pieniny National Park, one of the cleanest mountains in Europe, whose geological structure acts as a natural filter. Kinga Pienińska goes directly from deep water sources to the bottle, preserving all the qualities created by nature.

www.kingapieninska.pl

Muszynianka - naturally highly mineralized water. Rich in magnesium, called by doctors the „king of life”. This water is recommended by the National Institute of Public Health. It is exported to almost all continents.

www.muszynianka.pl

Piwniczanka - is a natural mineral water taken from the springs in the heart of the Poprad Landscape Park in Piwniczna-Zdrój. The unique mineral composition of the water which contains calcium and magnesium allows for excellent absorption of these minerals in the body. Try „Piwniczanka” and let it take care of your health.

www.piwniczanka.pl

WOSANA - is a Polish producer of beverages. The beginnings of the company date back to 1991, and its seat is located in Andrychów. The production of juices, beverages, spring waters and mineral waters takes place in three production plants: in Andrychów, Turów near Częstochowa and Damnica near Słupsk. The company also offers a wide range of beverages in various packaging and capacities. The core Wosana product is spring water „Mama i ja”, intended for pregnant women, young nursing mothers, and above all for children from the first moments of life.

www.wosana.pl

Jurajska - is a crystal clear mineral water with a balanced and stable mineral composition. It belongs to the medium-mineralised, low-sodium waters, and thus is recommended to everyone for everyday consumption. It was



Photo archive of the Marshal's Office of the Malopolska Region

positively reviewed by the Institute of Mother and Child has, which confirms its excellent quality.

www.jurajska.pl

Małopolanka - mineral water manufactured by Tier, it stands out on the Polish market due to its natural, low sodium content.

www.malopolankazdroj.pl

Cechini Muszyna - mineral water containing high quantity of magnesium. Cechini Muszyna is a top product in terms of its composition and quality, a perfect supplement to the daily diet with magnesium and calcium. Natural and unique - it is one of the greatest riches of Muszyna.

www.cechini-muszyna.pl

• MEAT AND MEAT PREPARATIONS

Chrzanowska Manufaktura Wędlin - is famous for the high, guaranteed quality of its cold meat products. Food marketed with the logo of Chrzanowska Manufaktura Wędlin (Chrzanów Sliced Meat Factory) are excellent products manufactured according to original recipes. Their characteristic feature is their high percentage of meat and unique, original taste and flavour.

www.chrzanowskamanufaktura.pl

Grupa Konspol - is the most technologically advanced chicken producer and processor in Poland, and one of the European leaders in this industry sector. The Group consists of four integrated companies: Pasz Konspol is a modern, fully computerized feed factory with a capacity of 16 tons of feed per hour, and a manufacturer of chickens fed with cereal-based feed and grain legumes, with no antibiotics and powdered meat-and-bone meal additives. Konspol Bis is one of the most modern chicken slaughterhouses in Europe, with poultry carcass air chilling system and a capacity of 12 thousand chickens per hour. The plant has international quality certificates, including BRC and Halal. Konspol Bis has also implemented advanced production lines for convenience food. Konspol Holding - a chicken processing plant which was the first business in Poland to introduce products based on a unique technology of manufacturing 100% chicken meat products. Today, the company's portfolio includes over 100 different products in all varieties, including fresh chicken meat, cold sliced meat, pâtés and sausages.

www.konspol.com.pl

Kabanos - offers traditional sliced meat whose high quality is assured through the control of the entire process, from slaughter to manufacturing and delivery of meat products. The company also offers high quality lamb meat (halal).

www.kabanos.biz.pl/en

Unimięś - polish cold meat factory combining the Polish tradition of manufacturing cold meats with state-of-the-art technology of manufacturing. Precisely selected spices, unique recipes and open-mindedness to new ideas make the products an excellent choice for all those looking for products with exceptional taste and aroma, at an affordable price.

www.unimies.com.pl

Wędliny Jaskółka - is a company dominating on the Polish market of traditional and ecological products, which is gaining increasing reputation not only among consumers, but also among domestic cold meat producers, in particular in the field of manufacturing traditional and ecological sausages and sliced meat. It is a winner of many prestigious awards in the food industry, it is also a certified organic farm.

Zakłady Mięsne Szubryt - this manufacturer is distinguished for the meat curing system applied in the factory - fully automatic, with no human or machine support, and by traditional methods of preparation: smoking in chambers traditionally fired with deciduous wood (beech).

www.szubryt.pl

The region hosts many small producers of cold cuts and meat products, specialising in high quality traditional products. They deliver their products mainly to local markets.

• FISH PRODUCTION

Rybacki Zakład Doświadczalny - the most famous fish product - protected by EU certificates - is the Zator carp manufactured by Rybacki Zakład Doświadczalny.

Its taste qualities are associated with the careful cross-breeding of some carp varieties and the clean waters of the Karp Valley (the common name of the Zator commune and the neighbouring communes). The delicate taste, thick flesh of the fish, and high nutrient content are strongly influenced by the food the fish are fed. Carps receive mainly wheat, barley and corn, but are not fed with rye. All cereal grains come from areas adjacent to the breeding plants. Each year in December, Rybacki Zakład Doświadczalny of Zator delivers about 200 tonnes of carp to its customers.

• BEEKEEPING

Sądecki Bartnik - there are many companies offering honey and beekeeping products in Małopolska, among which „Sądecki Bartnik”, founded in 1973 in Stróże - a town located on the border of the Beskid Sądecki and Pogórze Ciężkowickie, is one of the most renowned. These ecologically clean areas, as they are far from industrial centres, have become an ideal place for the farm founders who dreamt of obtaining the highest quality bee products. Both delicate spring honeys, extremely valuable linden blossom honey and honeydew, the highest quality variety honeys and other bee products including flower pollen, wax, propolis,

royal jelly and beebread are obtained here. Cleanliness of the surrounding forests, meadows and fields combined with perfect care for the condition of bee colonies, and high honey production capacity of bees is the foundation on which the brand and undisputed reputation of „Sądecki Bartnik” is based.

www.bartnik.pl

Przedsiębiorstwo Pszczelarskie ŁYSON - was established as a response to the needs of beekeeping farms in the region. Since 1995 it has specialised in the production of beekeeping equipment for which it is known in Europe and worldwide.

www.lyson.com.pl

• SWEETS

Bioania - the company specializes in healthy taste cookies which are baked without fat, from the best natural ingredients, improver-free, conditioners-free and preservative-free. Hardened by baking at high temperature and low water content, they are nutritious and rich in wholesome nutrients, add energy and vitality.

www.bioania.pl

Koral - is the largest ice cream manufacturer in Poland, the owner of Koral and Koral - Lody Jak Dawniej brands. The offer includes impulse ice cream on a stick, in a cone, in cups, and a wide selection of ice cream in family packaging. PPL Koral was established in 1979 in Limanowa. It was founded by brothers Marian and Józef Koral. The seat of the Management Board is Nowy Sącz. Koral ice cream is sold through its own distribution network and wholesale outlets throughout Poland and in the EU countries.

www.koral.com.pl/en

Urbańscy - the company is a manufacturer of cookies, cakes and wafers filled with kaymak. It is located in the south of Poland. The company was founded in 1988 by Anna and Bolesław Urbański - a married couple and experienced confectionery masters. Over the last 30 years the company has developed from a small home-based business into a modern factory, which was built from scratch in 2004 in Sucha Beskidzka.

www.urbanscy.pl

Wawel - is the beloved brand of Poles and one of the oldest companies producing sweets in Poland. Since 1898, it has successfully combined the power of tradition with a sense of contemporary taste.

www.wawel.com.pl/en



Photo archive of the Marshal's Office of the Małopolska Region



The examples described in this study do not exhaust the full range of the industry. The information contained herein is an invitation to contact the employees of the Business in Małopolska Centre, who have a full database of companies from Małopolska Region and provide assistance in establishing business relations.

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Main sources of information:

- *company websites*
- *information received from the companies*
- *own information of the Business in Małopolska Centre*
- *Voivodeship Development Strategy „Małopolska 2030”. A draft to be consulted by the public, dated 29.08.2019*
- *the photographs used in this publication are taken from the the Marshal's office of the Małopolska Region (UMWM) photo database and a free photo stock*

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