



### Vertical and horizontal networking of stakeholders in development of sustainable potato market in Poland

CN Nidzica is a Polish potato company. Its activity covers all stages of potato value chain beginning from plant breeding and ending with numerous potato-related products. Sustainable material and energy use is of the highest importance. The company develops close interlinks with national and foreign potato market actors by its activity in Polish Potato Federation (FPP). The company initiated the process of networking of the potato

market actors in order to generate benefits from cooperation and increasing market power and mitigate potential drawbacks such as reduction in flexibility or decreasing competitiveness. It was assumed that efficient networking could result in a win-win situation, which would enable all stakeholders in the value chain to benefit. Currently, 98 entities are registered in FPP, including plant breeders (4), farmers (63), local action groups (1), suppliers of equipment (8) and chemical means (3), intermediary entity (2), processors (7), gastronomy (3), RDI (6) and NGO (1).

The activities of PPF are coordinated by 10 committees: agricultural producers, agrotechnology, potato and storage technology, plant breeding and seed production, potato packaging, processing and feed industry, science, innovation and implementation, food promotion and healthy nutrition, foreign trade, a code of rules and practices in the European potato industry (RUCIP). In 2018, FPP developed the Program for the Polish Potato adopted by the Ministry of Agriculture and Rural Development.

The average annual income of PPF from various sources, such as Polish and European rural development programs, dedicated support from local and national governments, membership fees, and fees of exhibitors at the fair amount to approx. 450 thousand euro and are allocated to the organization of potato fairs and festivals, conferences, workshops, culinary shows, training, research and international cooperation. Those activities are increasing visibility that a single operator could not achieve, improving the best practices of operations for all sustainability aspects through specific training events and other aspects.



#### KEY WORDS

Potato company, value chain, networking, Polish Potato Federation

#### COUNTRY

Poland

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## ADDITIONAL INFORMATION

The focal points of networking activity were oriented on sustainable use of natural resources and considerations on trade-offs between economic, social, and environmental aspects. The following economic issues were considered: a variety of suppliers and the business size; reliability of deliveries; level of suppliers' dependence; contract and payment terms - hedging against risk and purchase price guarantee. In the context of social aspects, the following issues were taken into account: no discrimination in employment; declaration of fundamental worker rights; working and social conditions; fair remuneration; positive impact on the local social environment, including technological support, training and promotion. The main environmental aspects were as follows: minimization of GHG emission and no environmental pollution; rational use of natural resources (production means: land, water, fertilizers, energy) and no impact on biodiversity and waste management.



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## ABOUT BRANCHES

**BRANCHES** is a H2020 "Coordination Support Action" project, that brings together 12 partners from 5 different countries. The overall objective of **BRANCHES** is to foster knowledge transfer and innovation in rural areas (agriculture and forestry), enhancing the viability and competitiveness of biomass supply chains and promoting innovative technologies, rural bioeconomy solutions and sustainable agricultural and forest management.



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## THE PARTNERSHIP

