

STRENGTHENING THE COMPETITIVENESS OF THE AGRI-FOOD SECTOR THROUGH INTEGRATION ACTIVITIES ON THE EXAMPLE OF ANCIENT GRAIN, GARDENA AND NOVA GRASS PROJECTS

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Abstract: A considerable problem of many entities of the entire agri-food sector in Poland is their low competitiveness on the international market. It results, inter alia, from the lack of access to up-to-date knowledge, advice and information (both market and technological). The answer to these problems may be integration (horizontal and vertical) and stimulation of innovation processes throughout the agribusiness sector.

A good example of activities integrating the agri-food sector is the Cooperation measure implemented under the Rural Development Program 2014-2020. It supports the creation of the so-called “Operational Groups” which include, among others, farmers and entrepreneurs, as well as advisory, self-government and scientific institutions. Such cooperation accelerates the transfer of innovative solutions increasing the market competitiveness of the entities involved. A good example of such cooperation are three operational groups: “Ancient Grain”, “Gardena” and “Nova Grass”.

The leader of all three operational groups is the UTP University of Science and Technology in Bydgoszcz (Poland). Their members are farmers, entrepreneurs, local government units, advisory and scientific institutions. This type of cooperation allows for achieving synergy effects which rely on networking and the mutual use of knowledge, information and competences held by individual entities involved in such a cooperation.