

## Geographical Indications as a Local Development and Differentiation Strategy Tool: The Case of Poland

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**Abstract** After the industrial revolution, and especially in the last hundred years, the increase in the number of factories helped to make standardized mass productions in many areas and to experience production abundance. Presently, this situation, which allows individuals to obtain many products, especially food materials, quickly and cheaply, is considered as a positive situation in terms of economy and society. Today, it is expressed by some circles that standardized mass productions have some disadvantages, but also great advantages. Some of these can be listed as the concentration of production at certain points of the country, the danger of chemicals used in production to health and the environment, ignoring the ancient techniques adopted in the production process for centuries and leading to a deterioration in justice of income distribution. An important concept that stands out at the point of eliminating all these counted and uncounted negative externalities is geographical indications. These signs, which establish a link between the characteristic features of the products and their geographical area, have recently increased their popularity in many countries, especially under the leadership of countries such as France and Italy. From this point of view, this study aimed to examine the geographical indication products of Poland, which is a member of the European Union and whose historical ties are quite old, in the context of the importance and its effect on local development. The data to be used in the study is obtained from national institutions and the European Union commission. The findings show that Poland, which has a long history of culture and many traditional products, underutilizes its potential in the area of geographical indicators.

**Key words:** Economic Development, Sustainable Development, Regional Economic Activity: Growth, Development, Environmental Issues, and Changes

**JEL:** O1, Q01, R11

### Introduction

With the help of the technological changes that have emerged in the last century, the circulation of people, money, ideas and goods in today's globalizing world has accelerated more than ever before in history. Although all this mobility is considered to be an opportunity in some respects; in some ways, it can have negative consequences.

One of these negative results is the possibility of decreasing the product quality by increasing the competition of the goods produced in different parts of the world in a cheaper and mass manner. This possibility primarily risks the disappearance of the goods produced with ancient traditions, the income of the people who earn their living with the production of the related products, and the health of the people who consume these products with the perception that they are of the same quality. At the same time, this risk is not only about economy or health; it can lead to consequences that may indirectly cause damage to products historical and cultural ties.

At this point, the necessity of legal protection of local products, the producers producing these products and the consumers consuming them emerges. One of the most important initiatives in this field is the application known as "Geographical indications". Geographical indications (GI) are defined in the Article 22.1 of the TRIPS Agreement as:

*"Indications which identify a good as originating in the territory of a Member, or a regional locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin".*

### **Advantages of Geographical Indications to the Parties**

Today, competition is experienced not only between products or businesses, but also between countries and regions. From this point of view, regions that want to gain competitive advantage should determine the features that will enable them to become a brand and take advantage of them (Özdemir ve Karaca, 2009:114). At this point, one of the concepts that will provide a significant advantage to parties is geographical indications.

In Article 22.2 of the TRIPS Agreement, the statements regarding the legal instruments that Geographical Indications will provide to the relevant parties are as follows:

"a) the use of any means in the designation or presentation of a good that indicates or suggests that the good in question originates in a geographical area other than the true place of origin in a manner which misleads the public as to the geographical origin of the good;

(b) any use which constitutes an act of unfair competition within the meaning of Article 10bis of the Paris Convention (1967)."

A wide market offers forces buyers to make conscious choices, taking into account not only the price of goods, but also their origin, including geographic origin. The geographical indications of origin inform about the geographical origin of the goods (Lipińska, 2008). They are an important carrier of information for consumers about a specific place, region or country where the goods were manufactured. They not only indicate the type of goods purchased, but sometimes also determine their quality or taste. For this reason, goods distinguished by a specific geographical origin enjoy great recognition among buyers (Widawski, 2011) (examples are wines, cheeses, mineral waters, etc., the origin of which from a specific geographical location is important for consumers).

If the geographic origin of the goods is of great importance to consumers, then for obvious reasons it also has a significant value for producers. Typically, origin labeled goods are easier to sell and have higher prices than goods of the same type that do not come from a given geographic area (Agnowski, 2008). For example, Antigua Coffee Bean grown in Guatemala rose from 0.5\$ to 1.5\$, Italian Parma Ham from 39 lire to 42 lire, and Jamao Coffee produced in the Dominican Republic from 67\$ to 107\$. The price of the agave plant, the raw material of tequila, has increased by 5,000% in seven years (Passeri, 2006, as cited in Doğan, 2015). Indication of origin increases the market position of goods whose economic value is constantly growing. As a consequence, producers are more and more willing to use designations in the course of trade, which make it possible to distinguish the geographical origin of their goods.

The economic importance of geographical indications of origin cannot be overestimated. Therefore, it became necessary to provide them with a specific legal framework (Skubisz, 2017). It started with appropriate solutions contained in multilateral international agreements, then supplemented by bilateral agreements. Undoubtedly, the protection initiated by the provisions of the Paris Convention and specific agreements issued on the basis of it, as well as the provisions of national legislation that began to provide adequate protection, initially with the regulations on combating unfair competition, and then with the provisions on industrial property law, were of fundamental importance. Furthermore, both international and national legal acts continued this process. It has not yet been completed, as evidenced by the constant practice of signing agreements

by the European Union with third countries on the protection of geographical indications and wine designations of origin (O'Connor, 2004).

Geographical indications of origin (geographical indications) are indications (symbols) that identify a specific place on Earth (town, region, country, etc.) (Bowen, S., 2010). Used to mark goods, they indicate the origin of the goods in a specific geographic location. Geographical indications are intangible goods. Their immaterial nature arises at the moment of creating a conceptual relationship with the commodity in the recipient's consciousness (Skubisz, Gała & Całka, 2017). The relationship between the sign and the product includes the image of the product as a whole because of its origin in a specific geographical area (Skubisz, 2018).

The recipient, when linking the mark with the product, assigns it a specific geographical origin (judgement from TSUE 6.7.2017r., C-139/16). It should be noted that, according to the jurisprudence of the Court of Justice, a sign which is the name of luxury city districts in Spain (Marbella and Madrid) and is also used as a trademark for wines, does not constitute a geographical indication of origin and does not refer to geographical origin, but to a feature of a luxury good or a service consisting in the possibility of finding such good or service in large quantities in one place. According to the Court, the contested sign could fulfil the function of a geographical indication if, for example, it was accompanied by a name describing a specific geographical area, so that it was possible to identify a given physical place associated with a high concentration of a product or service of high value and quality. An image of an individualized commodity appears in the mind of the recipient, which makes it possible to distinguish this commodity from other commodities of the same type produced elsewhere (e.g. the geographical indication "Feta" indicates a Greek sheep cheese made in brine, which due to its geographical origin differs from other cheeses of the same type produced outside Greece).

Geographical indications of origin become a specific phenomenon in human consciousness when they are preserved in material form and become the object of perception of even only one person (Skubisz, 2018). This is the case when designations are applied to goods, used in commercial documents, advertising, etc. It is therefore necessary to distinguish between geographical indications, which are a phenomenon in human consciousness, and their material carriers. Material carriers of geographical

indications are specific copies of goods and indications (Walczak, 2011) (e.g. geographical names, photos, drawings, ornaments referring to geographical places, etc.) placed on these goods or their packaging, in advertising leaflets, commercial documents, etc. The dual nature of geographical indications of origin lies in the fact that, on the one hand, they are a kind of phenomenon registered in the recipient's consciousness, and on the other hand, that they are sensually perceived markings (e.g. words, drawings, etc.) that actually exist in the outside world, which are found on goods, their packaging, in advertising, commercial documents, etc. Geographical indications are thus sensually perceived symbols with a geographical content that distinguish goods (Skubisz, Gała & Całka, 2017).

The goods and their labels are separate elements. Geographical indications of origin link these elements together by assigning, in the minds of recipients, specific indications to given goods (Bramley, Biénabe & Kirsten, 2009). The purpose of such classification is to individualize the goods on the market according to their geographical origin (Skubisz, 2018). The recipients' perceptions of the goods (their characteristics, quality, etc.) are related to the origin of the indicated geographical area. Geographical indications carry these ideas (Sacha, 2017). It follows from the above that the information and ideas conveyed by geographical indications are of two types. First, through their material carriers, the signs create an image of personalized goods (they distinguish goods from other goods of the same type). Second, they reflect opinions about the goods. These opinions, shaped by recipients' associations (usually positive), are of significant economic importance. They can stimulate the growth of sales of goods with geographical indications, increase the price of these goods, introduce them to prestigious distribution networks, etc. (Skubisz, 2012).

In trade, geographical indications of origin perform functions (Barjolle, 2017) such as: information, distinction, advertising (Calboli, 2015) and warranty(quality) (Le Goffic & Zappalaglio, 2017). The informative and distinctive functions together constitute the origin marking function (Skubisz, Gała & Całka, 2017), of which they relate in particular to:

- information function - related to the transmission of information on the geographical area in which the goods were produced. This information is especially important for recipients who are looking for goods with an identifiable geographical origin;

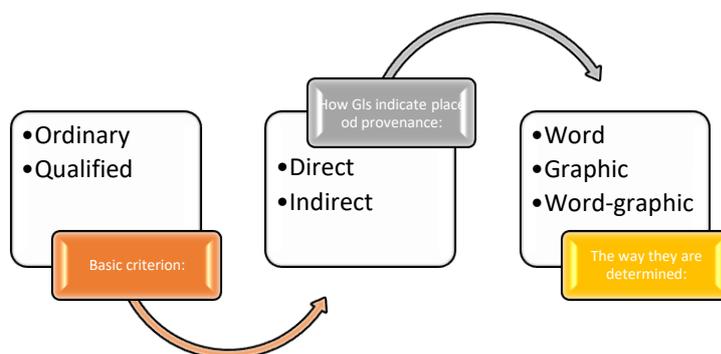
- distinguishing function - this function is performed by distinguishing goods produced in a specific geographic location from other goods of the same type originating from other geographic areas. The criterion for distinguishing is the geographical origin of the goods. It is secondary to the information function. Geographical indications, informing about the origin of goods, at the same time distinguish them from other goods characterized by a different geographical origin - a distinctive function;
- advertising function - plays a secondary role in relation to the origin marking function and consists in encouraging recipients to purchase goods marked with geographical origin. The implementation of this function evokes positive opinions about goods from the indicated geographical area in the minds of recipients (Shimp, Samiee & Madden, 1993). The advertising function, unlike that of origin marking, does not follow from the very nature of geographical indications, but is realized only once positive ideas about the goods are formed;
- warranty function - unlike the other functions, it only applies to Qualified Geographical Indications. These markings inform recipients about the characteristics, quality or reputation of the goods (Rangnekar, 2004). They perform the guarantee function by ensuring (guaranteeing) that goods bearing a geographical indication have specific quality features or a reputation resulting from the specificity of the geographical environment of the production area.

According to the basic division of geographical indications, a distinction is made between ordinary (simple) and qualified indications (Dangjee, 2012). Ordinary indications convey only simple, non-qualitative information about the origin of the goods in a given geographical area. Qualified indications are additionally a carrier of information about the quality features of goods resulting from their geographical origin (Schwagele, 2005). These are qualitative features that are due to the geographical environment, which include natural factors (e.g. climate, topography, soil, water, etc.) and human factors (e.g. work organization, knowledge and experience of local producers in the field of handicrafts, folk art, etc.).

Due to the way in which geographical indications indicate the place of origin of goods, they can be divided into direct and indirect indications (Rangnekar, 2002). Geographical names, e.g. names of places, regions, countries, etc., are direct signs. These names straightforwardly inform about the place of origin of the goods. Indirect geographical indications do not explicitly indicate a specific geographical origin. However, they consist of elements that allow the average recipient - on the basis of many years of use and tradition - to connect certain goods to a specific geographic place.

There is also a division of geographical indications into word, word-graphic and graphic indications. For a better illustration, it was considered justified to present the below in a graphic form.

**Figure 1: Division of Geographical Indications**



The current system of protection of names and geographical indications significantly influences the diversification of the development of areas both in Poland, as well as in Europe and around the world, which certainly translates into a common policy in this area between countries (Goldberg, 2001). Therefore, it influences the increase of income, which is especially valuable. Thus, the increased funds obtained from the sale of regional products affect not only the stabilization of family farms, but also prevent the migration of young people from rural to urban areas and prevent depopulation of rural areas.

Often, producers of regional products transform typical farms into agritourism farms, expand them and create new jobs related to guest service. They also cooperate with neighbouring farmers, buying fresh vegetables, fruit, dairy products, poultry, eggs, honey and many other traditional rural products. In this way, a local market is created on the spot, in a specific village and commune, new jobs are created and employment increases.

## Geographical Indications in Poland from Past to Present

In Poland, the procedure of assigning geographical indications is governed by the Act of 30 June 2000 - Industrial Property Law (Journal of Laws 2001 No. 49 item 508). The Act covers the registration procedure for geographical indications used to mark industrial products. The competent authority for registration of geographical indications for industrial products is the Patent Office of the Republic of Poland. However, the authority competent at the national level for the registration of geographical indications for agri-food products is the Minister of Agriculture and Rural Development.

Geographical indications are divided into ordinary and qualified indications. Qualified indications are marks which identify the origin of a product and indicate the specific features of the product resulting from the place of its origin or manufacture. Qualified designations are those protected under the Industrial Property Law and Council Regulation No. 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Ordinary designations are identifiers that mainly indicate the place of origin of goods, without exposing the quality of the goods (<https://eur-lex.europa.eu/legal>, accessed 25.03.2022)

The Industrial Property Law Act identifies the following types of geographical indications:

**Verbal designations** - it is therefore impossible to register spatial and graphic designations (e.g. Koziółki poznańskie) or sound designations (e.g. hejnał mariacki).

**Designations referring directly or indirectly to a specific area.** Directly, i.e. these are just adequate geographical names (e.g. Porcelana from Ćmielów, lace from Koniaków) or indirectly, i.e. the area described by this word can be identified in an obvious way (e.g. kierzpcie, oscypek).

**Signs**, which are able to identify a product as coming from a particular area, where area is understood very broadly as a distinguishable area, be it legal (e.g. a commune's area), historical (e.g. Sandomierz land), geographical (e.g. Beskid Żywiecki), purely factual or even conventional, as long as a sign allows to identify a particular area.

**The features of the goods, such as quality or good reputation, are attributed to the geographical origin of the goods.** Such goods have some special characteristic (feature) that distinguishes them from other, similar goods. This feature is associated in the public's mind with a specific geographical location and it is the dominant feature. The Act further indicates that we are also dealing with a geographical indication when:

- A. indication is intended to designate goods if they are prepared under special conditions and there is a system for controlling compliance with those conditions, and the raw materials or semi raw materials from which the goods are produced come from a designated area larger than the area of production or processing of the foods,
- B. the indication is intended to designate goods prepared under special conditions and there is a system of control of those conditions, and the goods in question are manufactured or processed in an area larger than that which would result from the geographical indication used to designate their origin or where the goods are not manufactured or processed in the indicated area but are traditionally associated with it through the indication (<https://eur-lex.europa.eu/legal>, accessed 25.03.2022).

The provisions of the Act include a division of geographical indications into regional names and designations of origin. Both groups are used to indicate the place of production or processing of goods. However, regional designations give the goods unique and specific properties, mainly related to the impact of the geographical environment. The geographical environment is understood here as a cohesive effect of the human factor and natural environmental factors. In contrast, designations of origin merely indicate the special qualities of products attributed to them because of their place of origin, without taking into account the influence of the human factor.

Unlike the other aspects of industrial property in question, geographical indications of industrial products are characterized by the fact that:

- a) their protection is unlimited in time and runs from the date of entry in the register;

- b) the designation highlights the region in which the product was created, not the name of the producer;
- c) they are reserved for a single good;
- d) protection is provided irrespective of the risk of confusion;
- e) transfer of the right from the register to another organization or body by "agreement";
- f) geographical indications cannot be licensed;
- g) geographical indications can only be verbal.

Agricultural products entered by the European Commission in the Register of Protected Designations of Origin, Protected Geographical Indications and the Register of Traditional Specialties Guaranteed are protected against:

- the direct or indirect commercial use of a reserved and registered name for products not covered by the registration in cases where the non-registered products are comparable to the products registered under that name or where the use of the name damages the reputation of the protected name;
- false or misleading indications relating to the provenance, nature or essential qualities of the product on the inner or outer packaging, advertising material or documents relating to the product which give a false impression as to its origin;
- unlawful appropriation, imitation or allusion, if even the true origin of the product is indicated on the packaging and the protected name is translated and accompanied by the expression "in the style", "of the kind", "using the method", "as produced in", "imitation" or "similar" (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32019R0787>, accessed 25.03.2022):

Regulation (EU) No 1151/2012 of the European Parliament and of the Council distinguishes three categories of protected names:

1. Protected Geographical Indications
2. Protected Designation of Origin
3. Traditional Speciality Guaranteed.

**Figure 2.** Graphic symbols of Protected Geographical Indication (PGI), Protected Designation of Origin (PDO) and Traditional Specialty Guaranteed (TSG)



*Source: European Commission (2022).*

These categories differ in the degree of association with a specific geographic area. Protected Geographical Indications (PGI) specify the name of a region, specific place or country that is used to designate an agricultural product or foodstuff that:

- a) comes from a specific place, region or country,
- b) has at least one stage of production take place in the geographical area indicated,
- c) has quality, reputation or other characteristic that is associated with the region from which the product comes.

The emblem in the middle of Figure 2 shows "Protected designation of origin (PDO)".

A Name of Origin is a name that identifies a product:

- a) a) originating in a particular place, region or, in exceptional cases, country,
- b) b) the quality or characteristics of which are essentially attributable to particular conditions in the geographical environment, consisting of factors of the natural environment and human activity,
- c) c) produced exclusively in the designated geographical area specified in the application for registration.

The emblem on the right in Figure 2 shows "Traditional Specialty Guaranteed (TSG)". Traditional Specialty Guaranteed is a designation granted to products that have a "specific character", i.e. a set of features that clearly distinguish it from other, from the indigenous group of products. It must be characterized by a traditional way of production, be made

with traditional raw materials or have a traditional composition. It is not necessary to indicate the connection of a specific product for which the mark of Traditional Specialty Guaranteed is granted with a specific geographical area.

The European Union has created a clothed register of products manufactured with the guarantee of traditional specialty. This is a separate, self-contained inventory of a group of goods produced according to long-standing traditions. This register (as well as the register of EU products with geographical indications and designations of origin) is available on the website at:

<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/tsg>.

The number of products registered by Polish producers in the international register of products with certified geographical indications is 37, including 35 food products and 2 spirit products. The Polish register, kept by the Ministry of Agriculture and Rural Development, includes not only products with geographical indications and designations of origin, but also products made in accordance with a guaranteed traditional specialty. The register indicates 44 commodity items, of which:

- a) 35 products are food products with geographical indications or designation of origin,
- b) 10 products are with traditional speciality guaranteed, namely: traditional rydzowy oil, traditional Polish krakowska dry sausage, traditional Polish kabanosy, traditional Polish hunting sausage, traditional Polish jalowcowa sausage, pieriekaczewnik, traditional Polish półtorak, traditional Polish dwójniak, traditional Polish trójniak, traditional Polish czwórniak (www.gov.pl/web/rolnictwo/produkty-zarejestrowane-jako-chronione-nazwy-pochodzenia-chronione-oznaczenia-geograficzne-oraz-gwarantowane-tradycyjne-specjalnosci accessed 13.03.2022)

In order to illustrate the spatial distribution of products with geographical indications, provinces were used. The region of Poland which has the largest number of products with geographical indications is Małopolskie Voivodship. This region boasts 12 products that have been entered into the national register of products registered as protected designations of origin and protected geographical indications, kept by the Ministry of Agriculture and Rural Development. Among 12 products from Małopolska, 4

products have a protected designation of origin: oscypek, carp Zaorski, beautiful Jas beans from the Dunajec Valley, and honeydew honey from the Beskid Wyspowy. There are 8 products with a certified Geographical Indication: suska sechłońska, lisiecka sausage, obwarzanek, prądnicki bread, Podhale lamb, piszczńska sausage, galician garlic, and Łącko apples.

Silesian Voivodeship is the second most abundant region in terms of registered certified products. There are 5 products with geographical indication from this region: oscypek, bryndza podhalańska, redykołka, jagnięcina podhalańska, krupnioki śląskie. In third place is Wielkopolskie Voivodeship, which has 4 registered products. These are: rogale świętomarcińskie, smażony ser wielkopolski, andruty kaliskie, kiełbasa biała parzona wielkopolska. The voivodships in which three types of products bearing the designation of origin or geographical indication are produced are:

1. Mazowieckie Voivodeship, from which come:

- a) jabłka góreckie (góreckie apples), miód kurpiowski (kurpiowski honey) - have a geographical indication mark,
- b) wiśnia nadwiślańska - have the designation of origin,

2. Świętokrzyskie Voivodeship, in which the following are grown:

- a) wiśnia nadwiślańska,
- b) fasola korczyńska and śliwka szydłowska - which bear the GI mark,

3. Podlaskie voivodeship can strengthen its competitive advantage by promoting three products originating from this region, i.e:

- a) miód kurpiowski, ser koryciński swojski - with a geographical indication,
- b) miód z Sejneńszczyzny, which stands out from other products in the group by its designation of origin.

The remaining regions of our country have even smaller quantities of products with geographical indications. Podkarpackie Voivodeship has two such products: fasola wrzawska and podkarpacki miód spadziowy, both of which have a certified designation of origin; Opolskie Voivodeship: kołacz and kurpioki śląskie (geographical indication); Lubelskie Voivodeship produces lubelski cebularz and grows wiśnia nadwiślańska. Cebularz has a geographical indication and, similarly to Mazowieckie Voivodeship, wiśnia nadwiślańska has a designation of origin. Zachodniopomorskie Voivodeship has Drahim honey on its list

of certified products protected by a designation of origin or geographical indication, Łódzkie Voivodeship has góreckie jabłka, Pomorskie Voivodeship has Kaszubskie truskawki and Dolnośląskie Voivodeship has heather honey from Bory Dolnośląskie. Kujawsko-Pomorskie Voivodeship can be proud of kujawski podpiwek.

Apart from food products, a separate group of products that are granted a certified geographical indication or designation of origin are spirits and wines. Registration of spirit beverages on the list of products with geographical indications in the Polish legislation is regulated by the Act of 18 October 2006. Journal of Laws from 2006 No. 208, item 1539, on production of spirit beverages and registration and protection of geographical designations of spirit beverages (Dz. U. 2006 No 208, item 1539). Detailed requirements to be met by products bearing the abovementioned names are defined in technical specifications available at the website of the Ministry of Agriculture and Rural Development (<https://www.gov.pl/web/rolnictwo/specyfikacje-techniczne-oznaczen-geograficznych-napojow-spiirtusowych>). Protection at the national and EU level covers two Polish spirit products, i.e.: "Polska Wódka " and Wódka Ziołowa z Niziny Północnopodlaskiej aromatyzowana ekstraktem z trawy żubrowej.

The list of products that have the protected geographical indication of origin, protected designation of origin and guarantee of manufacturing tradition is enriched with much more numerous group of regional products. The List of Traditional Products serves the purpose of gathering and disseminating information on the production of traditional products. (<https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych>, accessed 25.03.2022). The registration of a product on the list does not entail any protection of the name and does not require any control of the production compliance with the declared method of manufacturing. The producers who have the products entered in the List of Traditional Products can apply for the derogation from sanitary requirements if such a necessity arises from the traditional recipe.

The list of Traditional Products is maintained by the Minister of Agriculture and Rural Development. The relevant application is submitted to the locally competent Marshal of the Voivodeship. The list of traditional products can include products whose quality, tradition, unique features and properties result from the application of traditional production methods, i.e. methods used for at least 25 years that are an element of the cultural heritage

of the region where they are manufactured and are an element of local community identity. There are 1969 products registered in the List of Traditional Products.

**Table 1.** List of Traditional Products in Poland

Voivodship	Dairy Products	Meat Products	Fishery Products	Fruits and vegetables	Bakery and Confectionery Products	Oils and Fats	Honeys	Prepared Meals and Dishes	Drinks	Total Products
Dolnośląskie	2	9	3	4	9	1	6	8	6	48
Kujawsko-pomorskie	6	8	1	9	19	2	1	18	14	78
Lubelskie	12	36	6	21	54	7	10	54	38	238
Łódzkie	8	40	2	20	31	3	5	25	19	153
Lubuskie	6	19	4	8	13	2	6	9	14	81
Małopolskie	13	70	8	15	44	1	8	50	18	227
Mazowieckie	8	39	5	14	16	5	10	37	25	159
Opolskie	3	10	3	10	16	3	3	19	4	71
Podkarpackie	15	81	3	13	61	4	6	49	16	248
Podlaskie	11	12	3	7	16	3	3	7	7	69
Pomorskie	4	27	19	16	30	5	3	52	7	163
Śląskie	12	12	5	12	33	2	5	56	7	144
Świętokrzyskie	4	25	6	17	17	4	7	8	4	92
Warmińsko-mazurskie	3	15	1	2	8	0	5	10	3	47
Wielkopolskie	6	33	1	8	6	6	2	24	10	96
Zachodniopomorskie	1	4	6	7	10	1	12	5	9	55
<b>Total</b>	<b>114</b>	<b>440</b>	<b>76</b>	<b>183</b>	<b>383</b>	<b>49</b>	<b>92</b>	<b>431</b>	<b>201</b>	<b>1969</b>

*Source:* <https://www.gov.pl/web/rolnictwo/lista-produktow-tradycyjnych>

The list is divided into 9 groups, i.e. dairy products, meat products, fishery products, vegetables and fruits, bakery and confectionery products, oils and fats, honey, ready-made meals and dishes, beverages. The largest number of products entered in the List of Traditional Products can be found in Podkarpackie Voivodship (248), Lubelskie Voivodship (238), Małopolskie Voivodship (227), Pomorskie Voivodship (163), Łódzkie Voivodship (153), Śląskie Voivodship (144). Other voivodships have less than 100 traditional products on their territory. The analysis of individual assortment groups shows that the most numerous group are meat products, with 440 items listed nationwide. The highest number of meat products is in Podkarpackie Voivodship (81), Małopolskie Voivodship (70) and in Łódzkie Voivodship (40). In second place are ready-made products and dishes, 431 products. The third group includes bakery and confectionery products. In this group, 383 bakery products were registered on the list of traditional products in the whole country.

At the Union level, the provision governing the notification of a geographical indication of a spirit drink to the Union list is Regulation (EU) 2019/787 of the European Parliament and of the Council of 17 April 2019 on the definition, description, presentation, labelling of spirit drinks, the use of names of spirit drinks in the presentation and labelling of foodstuffs, the protection of geographical indications of spirit drinks, the use of ethyl alcohol and distillates of agricultural origin, and repealing Council Regulation (EC) No 110/2008 (Official Journal of the EU L 130 of 17.05.2019, p. 1).

Granting of certified geographical indications for wines in Poland is regulated by the Act on geographical indications of wines and aromatized wine products of 12 May 2011 (<https://www.prawo.pl/akty/dz-u-2020-1891-t-j,17712020.html>, accessed 20.03.2022).

The competent authority for receiving and assessing applications for geographical indications is the minister competent for the agricultural market, i.e. the Minister of Agriculture and Rural Development. At present, the Polish producers of wines and aromatized wine beverages have not filed any applications for the registration of their products with an intent to assign a geographical indication or a designation of origin.

In comparison with European countries, which promote their regions on both national and international markets with the use of goods, agricultural products, wines and spirits having original place of origin or original traditional manufacturing recipe, Poland takes the 17th place, which means that it does not belong to the leaders in this field.

The table below presents a quantitative summary of the registered products of the EU member states on the EU and international list of trademarks and industrial designs. The registered products are divided into three groups: food products, wines, and spirits.

**Table 2.** Geographical Indications with Numbers in the Member States of the European Union

	<b>Country</b>	<b>Summary</b>	<b>Agricultural products</b>	<b>Wine</b>	<b>Spirit drinks</b>
1.	Italy	884	320	529	35
2.	France	763	268	442	53
3.	Spain	383	217	147	19
4.	Grecee	283	121	147	15
5.	Portugal	213	153	44	16
6.	Germany	180	98	46	36
7.	Hungary	89	31	43	15
8.	Romania	71	12	53	9
9.	Croatia	71	47	16	6

10.	Bulgaria	71	5	57	12
11.	Austria	56	16	30	10
12.	Slovenia	43	23	17	3
13.	Czechia	43	30	13	0
14.	Belgium	40	20	10	10
15.	Netherland	37	11	21	5
16.	Poland	37	35	0	2
17.	Sweden	29	26	0	3
18.	Slovakia	26	16	9	1
19.	Cyprus	24	11	11	2
20.	Lithuania	15	8	0	7
21.	Denmark	13	8	5	0
22.	Finland	10	8	0	2
23.	Latvia	4	4	0	0
24.	Luxembourg	3	2	1	0
25.	Malta	3	0	3	0

*Source: Own study based on European Union Intellectual Property Network (2022).*

The ranking reveals the unquestionable leader among the European Union member states - Italy. In second place is France. In total, Italy can compete on the European and world markets with 884 registered products, while France has 763 of them. Spain, Greece, Portugal and Germany are the next group of countries, which belong to the European top right after the leaders. These countries have registered the following number of products: Spain - 383, Greece - 283, Portugal - 213 and Germany - 180. Among the Central and Eastern European countries, Hungary is the leader. They have 89 registered products. In the next place with the same number of products, i.e. 71 units, are Romania, Croatia and Bulgaria. In Romania and Bulgaria, most of the certified products are wines. Romania has 53 certified products, while Bulgaria has 57 certified products: 31 food products and 43 wines.

## **Conclusion**

Strategies of branding and differentiation own products from other products are increasing in importance day by day. Branding is no longer a concept that only big companies can achieve, and it has turned into a strategy that even local manufacturers can employ. At this point, one of the methods that come to the fore is geographical indications. Today, it is known that there is a direct relationship between geographical indications and prices. The effect of geographical indications makes a significant contribution to the income of the producers. Thus, the increased funds obtained from the sale of regional products affect not

only the stabilization of family farms, but also prevent the migration of young people from rural to urban areas and prevent depopulation of rural areas.

Often, producers of regional products transform typical farms into agritourism farms, expand them and create new jobs related to guest service. They also cooperate with neighboring farmers, buying fresh vegetables, fruit, dairy products, poultry, eggs, honey and many other traditional rural products. In this way, a local market is created on the spot, in a specific village and commune, new jobs are created and employment increases.

The analysis of products with geographical indications and designations of origin shows that Polish producers still have a lot to do in this product group. The list of products with geographical indications is only 35 items, while producers from Italy have 884 such products, France - 763, Spain - 383. The list of regional products is much longer. There are 1969 products on the regional list of products. This may mean that the EU procedures are more complicated and time-consuming, while registration on the regional list is much less complicated. It can also be concluded that domestic producers do not care about the awareness of their products among foreign customers, or they focus their attention on their promotion at the moment of direct contact, and when promoting their activities, they direct their actions towards tourists from Poland.

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