GRANULAR

# LL West Pomerania

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## Living Labs: Driving change in rural areas

*„Progress of GRANULAR Living Labs"*

18 March 2025

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# LL WEST POMERANIA: IDENTITY, VISION AND STRUCTURE

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- One of 7 Living Labs in the GRANULAR project.
- It operates at the regional level, in north-western Poland.
- It is based on the SHERPA platform.

**Vision:**

-Strengthening the entrepreneurial potential of rural areas.
- Increasing the resilience of rural communities.
- Ensuring the sustainable development of foods producers.
- Creating platforms for the exchange of ideas.

**LL Composition**

- Public authority /regional level
- Agricultural organizations
- Researchers
- Business/farmers
- NGO's
- Civil society

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# WEST POMERANIA REGION: LOCATION, UNIQUE FEATURES AND CHALLENGES

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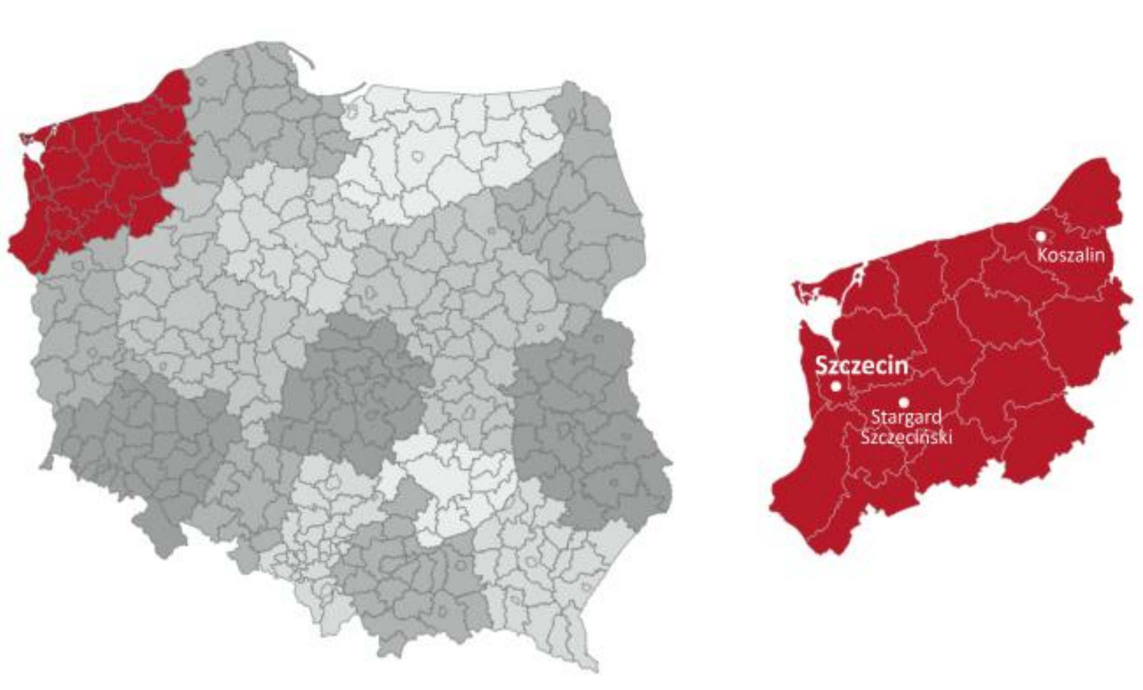


**Main characteristics**

- 22,9 km2; 1 640 600 inhabitants.
- Population density 75 people per sq. km [Poland 122].
-114 communes and 21 counties.
- Uunemployed registered in total 4817 (rural areas 1817).
- Uunemployment rate 6.8% [Poland 5.3%].
- Number of farms 28,5 thousand [Poland 1,3 mln].
- Number of organic farms 2941 [Poland 23,9 thousand].
- 48.7% of the total area is agricultural land.

**Unique features**

- Large farms; average area of arable land 32.8 ha [Poland 11.32 ha].
- 37.04% farms up to 5 ha; 29.36% farms 20 and more ha;
- Polarization of farms.
- Potential for the development of short food chains and culinary tourism.
- Potential for organic farming.
- Leader in renewable energy production.
- A lot of peripheral areas: Legacy of State Agricultural Farms.

**Challenges**

**Demographic and social**

- Depopulation.
- Ageing population.
- Lack of a succession farm.
- Unemployment, poverty and social exclusion in rural areas.

**Economic**

- Low competitiveness of small farms.
- Dependence on monocultures.
- Limited access to markets.
- Price fluctuations.
- Production costs.

**Environmental**

- Climate change.
- Soil and water degradation.

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# THEMATIC PRIORITY 1. SHORT SUPPLY CHAINS

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**Main objectives:**

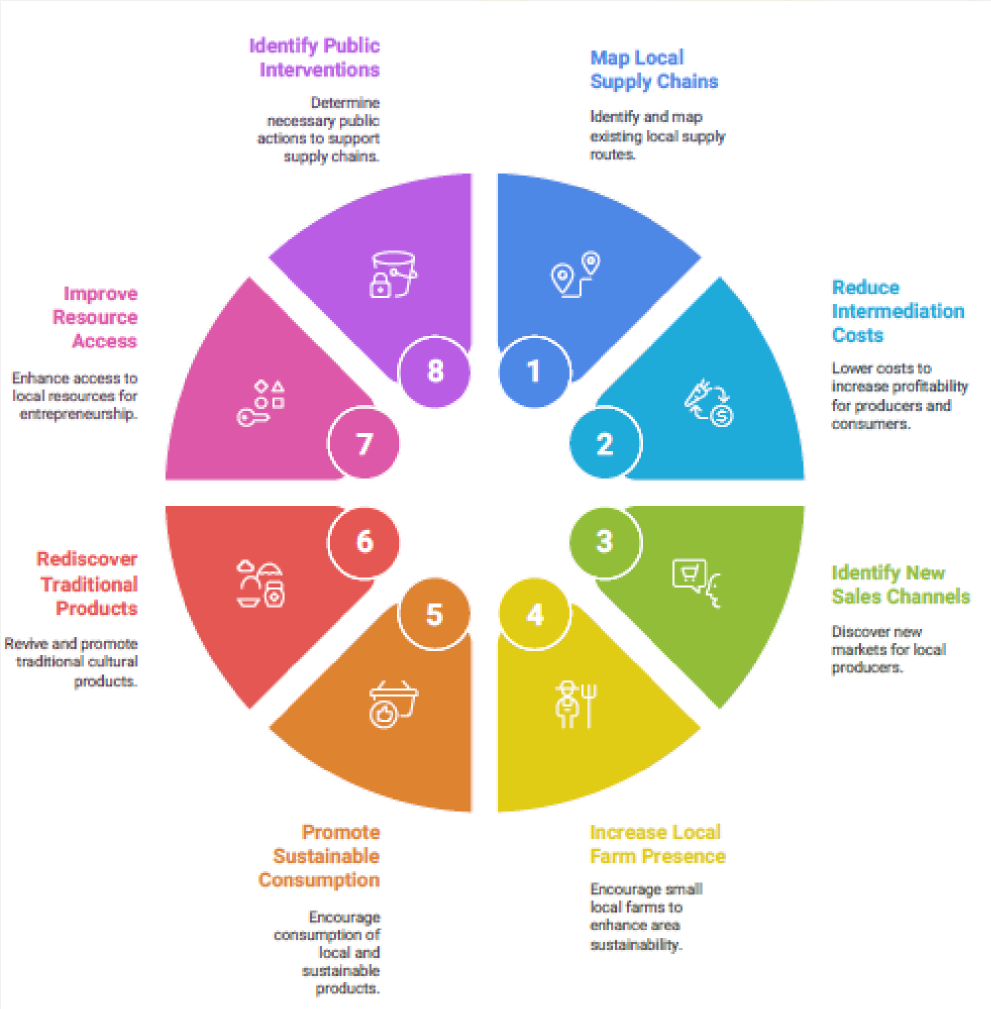
○ Strengthen agir-food short supply chains.

○ Strengthen the environmental sustainability of the area.

○ Strengthen the well-being of the community.

**Why is it important for the region?**

○ Support for the local economy.
○ Increasing the availability of fresh and local food.
○ Empowering local communities.
○ Support for small farms.

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# THEMATIC PRIORITY 2. LAND USE SYSTEM

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## Main objectives:

○ Promoting sustainable development of rural areas through land use change.

○ Identification of social, economic and environmental determinants of land use change.


## Why is it important for the region?

○ Sustainable agriculture.
○ Profitability of agricultural production, development of tourism, investments in infrastructure.
○ Agritourism and rural tourism.
○ Renewable energy production.

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# LL WEST POMERANIA: DATA, SOURCES AND METHODS

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Identification of data in public databases

Collection of data not available in public statistics

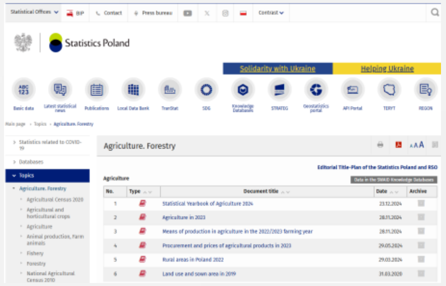
**Public statistics data**

**Data collection from public boodies**

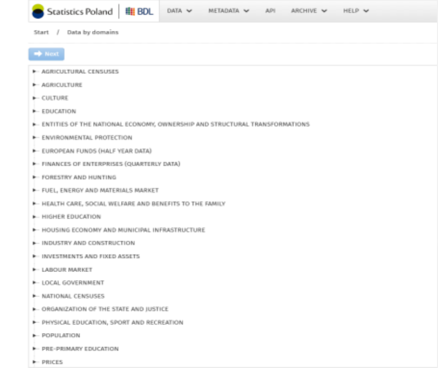
**Focus groups**

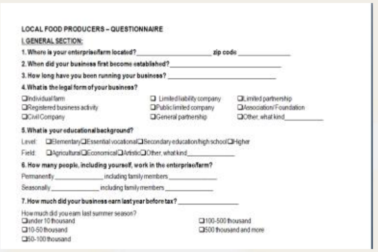
**Case study**

**Survey research**




| No. | Type | Document title | Date | Archive |
|---|---|---|---|---|
| 1 | | Statistical Yearbook of Agriculture 2024 | 23.12.2024 | |
| 2 | | Agriculture in 2023 | 28.11.2024 | |
| 3 | | Means of production in agriculture in the 2022/2023 farming year | 28.11.2024 | |
| 4 | | Procurement and prices of agricultural products in 2023 | 29.05.2024 | |
| 5 | | Rural areas in Poland 2022 | 29.03.2024 | |
| 6 | | Land use and sown area in 2019 | 31.03.2020 | |



LOCAL FOOD PRODUCERS – QUESTIONNAIRE

I. GENERAL SECTION:

1. Where is your enterprise/farm located? ____________ zip code ________
2. When did your business first become established? ____________
3. How long have you been running your business? ____________
4. What is the legal form of your business?

❑Individual farm ❑ Limited liability company ❑Limited partnership
❑Registered business activity ❑Public limited company ❑Association/Foundation
❑Civil Company ❑General partnership ❑Other, what kind________

5. What is your educational background?

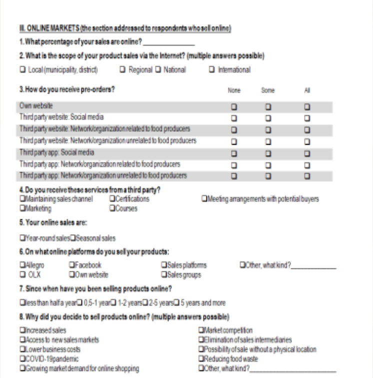
Level: ❑Elementary❑Essential vocational❑Secondary education/high school❑Higher
Field: ❑Agricultural❑Economical❑Artistic❑Other, what kind__________

6. How many people, including yourself, work in the enterprise/farm?

Permanently__________ including family members__________
Seasonally__________ including family members__________

7. How much did your business earn last year before tax? __________

How much did you earn last summer season?
❑under 10 thousand ❑100-500 thousand
❑10-50 thousand ❑500 thousand and more
❑50-100 thousand



II. ONLINE MARKETS (the section addressed to respondents who sell online)

1. What percentage of your sales are online? __________
2. What is the scope of your product sales via the Internet? (multiple answers possible)

❑ Local (municipality, district) ❑ Regional ❑ National ❑ International

3. How do you receive pre-orders?

| | None | Some | All |
|---|---|---|---|
| Own website | ❑ | ❑ | ❑ |
| Third party website: Social media | ❑ | ❑ | ❑ |
| Third party website: Network/organization related to food producers | ❑ | ❑ | ❑ |
| Third party website: Network/organization unrelated to food producers | ❑ | ❑ | ❑ |
| Third party app: Social media | ❑ | ❑ | ❑ |
| Third party app: Network/organization related to food producers | ❑ | ❑ | ❑ |
| Third party app: Network/organization unrelated to food producers | ❑ | ❑ | ❑ |

4. Do you receive these services from a third party?

❑Maintaining sales channel ❑Certifications ❑Meeting arrangements with potential buyers
❑Marketing ❑Courses

5. Your online sales are:

❑Year-round sales❑Seasonal sales

6. On what online platforms do you sell your products:

❑Allegro ❑Facebook ❑Sales platforms ❑Other, what kind?__________
❑ OLX ❑Own website ❑Sales groups

7. Since when have you been selling products online?

❑less than half a year❑ 0,5-1 year❑ 1-2 years❑ 2-5 years❑ 5 years and more

8. Why did you decide to sell products online? (multiple answers possible)

❑Increased sales ❑Market competition
❑Access to new sales markets ❑Elimination of sales intermediaries
❑Lower business costs ❑Possibility of sale without a physical location
❑COVID-19pandemic ❑Reducing food waste
❑Growing market demand for online shopping ❑Other, what kind?__________

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# THEMATIC PRIORITY 1. SHORT SUPPLY CHAINS: DATA, SOURCES AND METHODS

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| Data | Sources | Methods | Collect |
|---|---|---|---|
| **1. Mapping agir-food short supply chains at the local level** | | | |
| Number and location of farms selling their own agricultural products. | LDB (Local Data Bank) | Desk research | + |
| Number and location of producers (direct sales, agricultural retail, marginal, local and limited activities), product range. | GIV (General Veterinary Inspectorate) | Desk research | + |
| Ability to increase production and adapt to local market needs. | Survey questionnaire | Direct survey | April 2025 |
| Sales volume. (What % of sales are included in direct sales). | Survey questionnaire | Direct survey | April 2025 |
| Income. | Survey questionnaire | Direct survey | April 2025 |
| Production and sales cost data | Survey questionnaire | Direct survey | April 2025 |
| Access to resources (infrastructure, financing, human capital). | Survey questionnaire | Direct survey | April 2025 |
| **2. Distribution Channels/ Commercial Infrastructure** | | | |
| Number and location of marketplaces. | LDB (Local Data Bank) | Desk research | + |
| Number and location of fixed small retail outlets. | LDB (Local Data Bank) | Desk research | + |
| Number of stores. | LDB (Local Data Bank) | Desk research | + |
| Online sales. | Survey questionnaire | Direct survey | April 2025 |
| **3. Data on organizations and initiatives** | | | |
| Number of producer groups. | Central Statistical Office | Desk research | + |
| Number of food cooperatives. | Website review | Desk research | + |
| Opportunities and limitations of the development of food cooperatives. | Survey questionnaire<br>Focus groups. | Direct survey | April 2025 |
| **4. Innovation potential** | | | |
| Interest in and ability to introduce new products and technologies. | Survey questionnaire | Direct survey | April 2025 |
| The scale of cooperation with other food manufacturers. | Survey questionnaire | Direct survey | April 2025 |
| Willingness to cooperate with other producers and processors. | Survey questionnaire | Direct survey | April 2025 |
| **5. Technology data** | | | |
| Information about sales platforms dedicated to local producers. | Website review | Desk research | + |
| Costs and benefits of using sales platforms. | Survey questionnaire | Direct survey | April 2025 |
| Apps that facilitate direct sales, product ordering, customer communication. | Survey questionnaire | Direct survey | April 2025 |
| **6. Data on legal and administrative regulations** | | | |
| Information on applicable regulations for direct sales, agricultural retail, marginal, local and restricted activities. | Document review | Desk research | + |
| Evaluation of existing policies to support food producers. | Survey questionnaire<br>Focus groups. | Direct survey | April 2025 |

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# THEMATIC PRIORITY 2. LAND USE SYSTEM: DATA, SOURCES AND METHODS

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| Data | Source | Methods | Collect |
|---|---|---|---|
| **I. Identifying practices for sustainable land management and sustainable farmers' livelihoods** | | | |
| Changes in the structure of agricultural land. | LDB (Lokal Data Bank) | Desk research | + |
| Changes in the area structure of agricultural holdings. | LDB (Local Data Bank) | Desk research | + |
| Changes in land cover. | Geographic Information System (GIS) | | |
| Land rehabilitated and developed for agricultural purposes. | LDB (Local Data Bank) | Desk research | + |
| Land rehabilitated and developed for forestry purposes. | LDB (Local Data Bank) | Desk research | + |
| Area of devastated and degraded land. | LDB (Local Data Bank) | Desk research | + |
| Number of farms using integrated crops. | Central Statistical Office | Desk research | + |
| Number and location of organic producers. | Inspection of the Commercial Quality of Agricultural and Food Products | Desk research | + |
| Farmers' knowledge of sustainable farming practices. | Survey questionnaire | Direct survey | May 2025 |
| Adoption rates of new technologies and techniques. | Survey questionnaire | Direct survey | May 2025 |
| Access to advisory services and support. | Survey questionnaire | Direct survey | May 2025 |
| Effectiveness of existing policies in promoting desired land-use changes. | Survey questionnaire | Direct survey | May 2025 |
| **2. Identification of social, economic and environmental determinants of land use change** | | | |
| Agricultural land excluded from agricultural production. | LDB (Local Data Bank) | Desk research | + |
| Directions of exclusion of agricultural land from agricultural production. | LDB (Local Data Bank) | Desk research | + |
| Reasons for excluding agricultural land from agricultural production. | Survey questionnaire | Direct survey | May 2025 |
| Availability of grants, grants and loans for land use changes. | Survey questionnaire | Direct survey | May 2025 |
| **3. Exploring innovative approaches to land use change that generate livelihood opportunities and support entrepreneurship in rural areas** | | | |
| Good practice example: Grange-Settlement-Farm (Górnica), Food manufacture (Bialogard). | Standardized interview | Case study | May 2025 |

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

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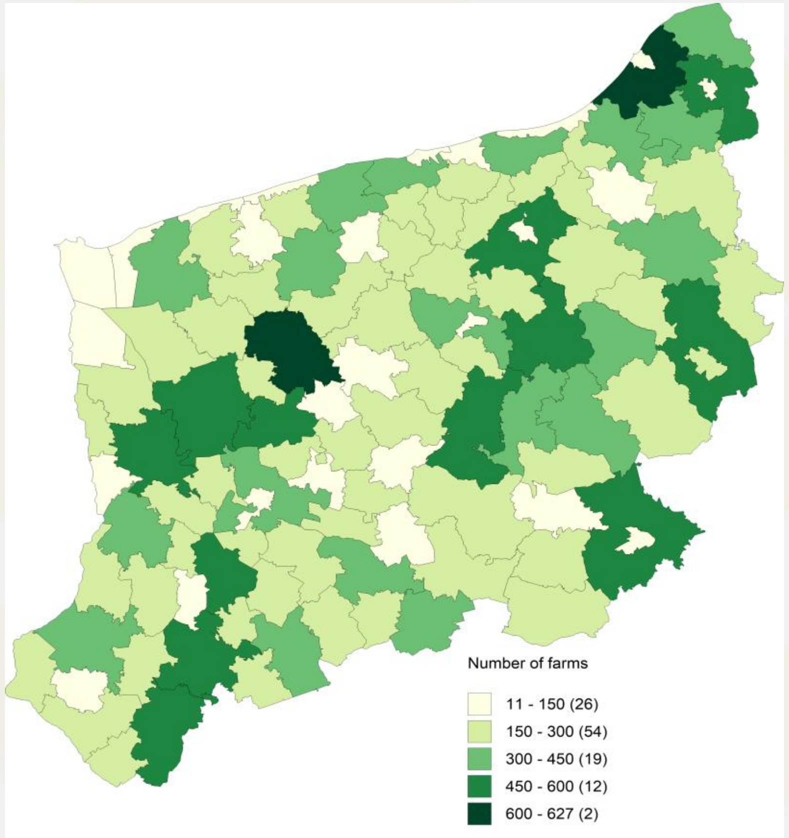
Table 1. Number of agricultural holdings in the West Pomerania in 2010 and 2020

| Years | Total | Agriculture holdings with the area of agricultural land in ha | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | <1 | 1-2 | 2-3 | 3-5 | 5-10 | 10-15 | 15-20 | 20-50 | >50 |
| **Total** | | | | | | | | | | |
| 2010 | 30525 | 579 | 4601 | 3185 | 3747 | 5446 | 3688 | 2080 | 4084 | 3115 |
| 2020 | 28521 | 498 | 3377 | 3253 | 3437 | 4875 | 2998 | 1707 | 3855 | 4421 |
| **2010=100** | | | | | | | | | | |
| 2020 | 93.4 | 86.0 | 73.4 | 102.1 | 91.7 | 89.5 | 81.3 | 82.1 | 96.8 | 141.9 |
| | | | | | | | | | | |
| 2010 | 29498 | - | 4601 | 3180 | 3739 | 5434 | 3680 | 2076 | 4046 | 2742 |
| 2020 | 37323 | - | 3372 | 3238 | 3424 | 4838 | 2940 | 1678 | 3876 | 3957 |
| **2010=100** | | | | | | | | | | |
| 2020 | 92.6 | - | 73.3 | 101.8 | 91.5 | 89.0 | 79.9 | 80.8 | 95.8 | 144.3 |

Source: The Agricultural Census 2020, Charakteristcs of agricultural holdings in Zachodniopomorskie Voivodship in 2020, Statistical Office in Szczecin.

Figure 1. Number of agricultural holdings in the West Pomerania 2020




Source: own study based on Local Data Bank.

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

Figure 2. Farms selling their own agricultural products by area groups of agricultural land in the West Pomerania in 2020

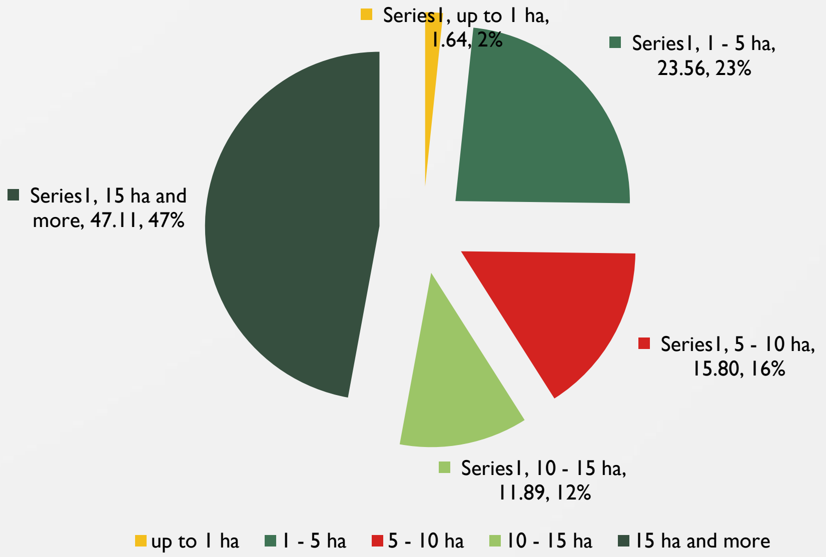
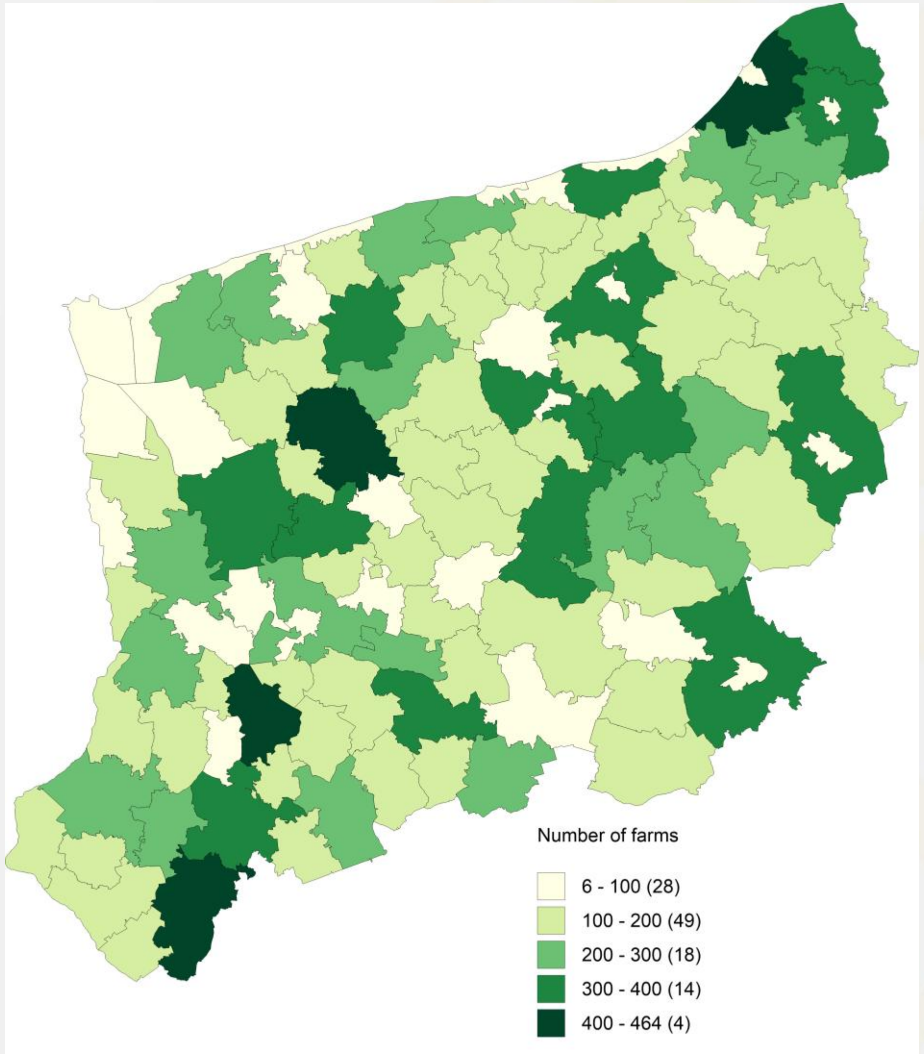



Figure 3. Farms selling their own agricultural products in the West Pomerania in 2020




Source: own study based on Local Data Bank.

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

Table 2. Number of food producers by form of business in 2024

| Name | West Pomerania | Poland | % |
|---|---|---|---|
| Direct sales | 631 | 15648 | 4,03 |
| Agricultural retail trade | 62 | 1963 | 3,16 |
| Marginal, local and limited activities | 1199 | 20012 | 5,99 |

Figure 4. Marginal, local and limited activities

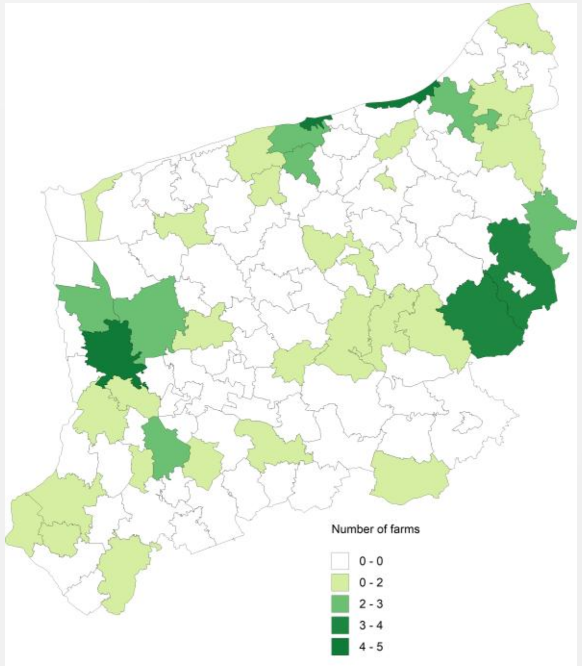



Figure 5. Agricultural retail trade

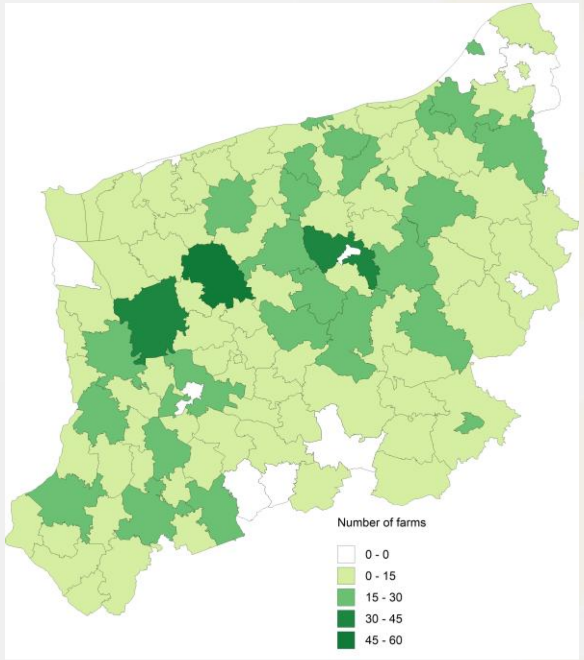
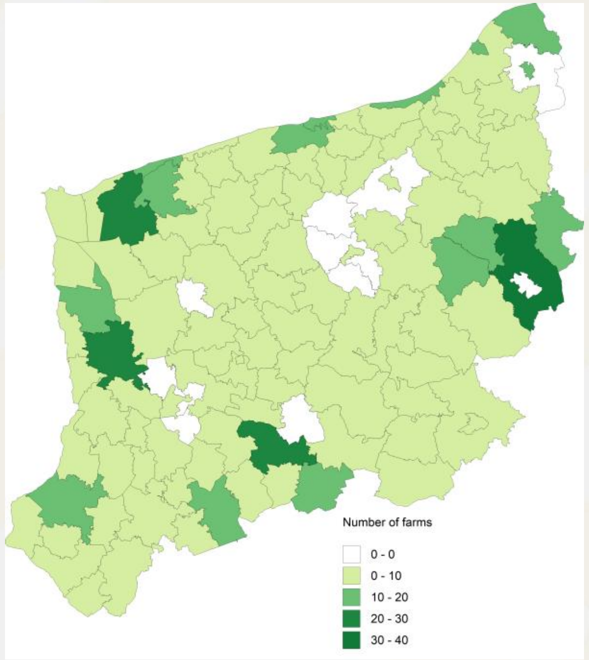



Figure 6. Direct sales

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Source: own study based on data General Veterinary Inspectorate.

# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

Figure 7. Structure of products sold as part of agricultural retail trade

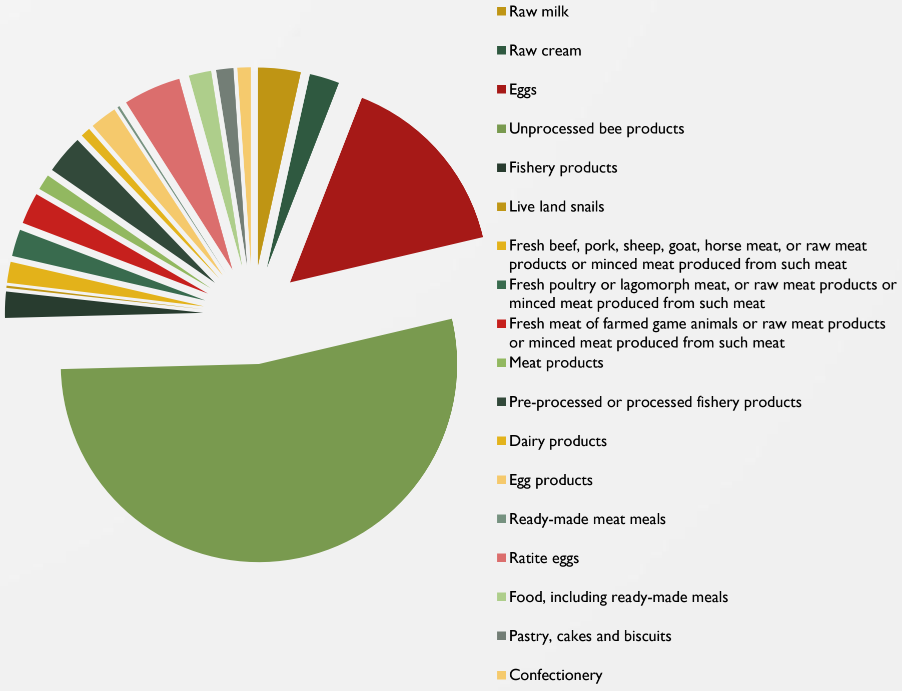



Figure 8. Structure of food production and sales within marginal, local and limited activities

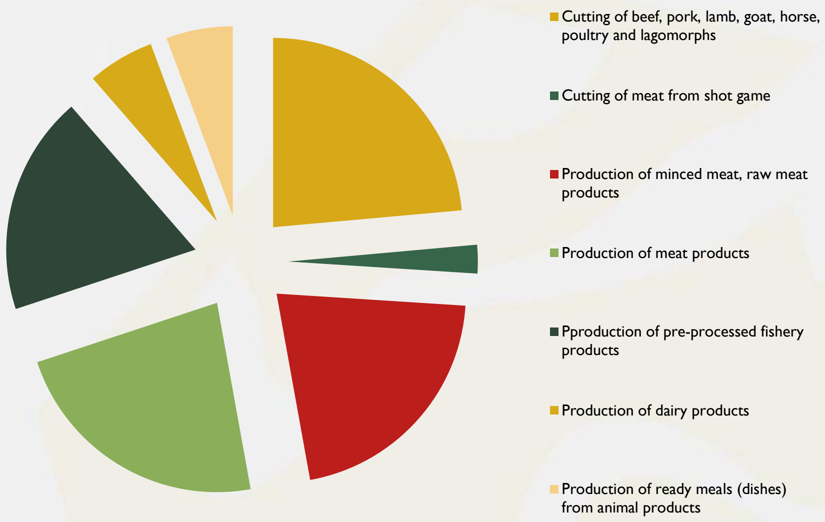
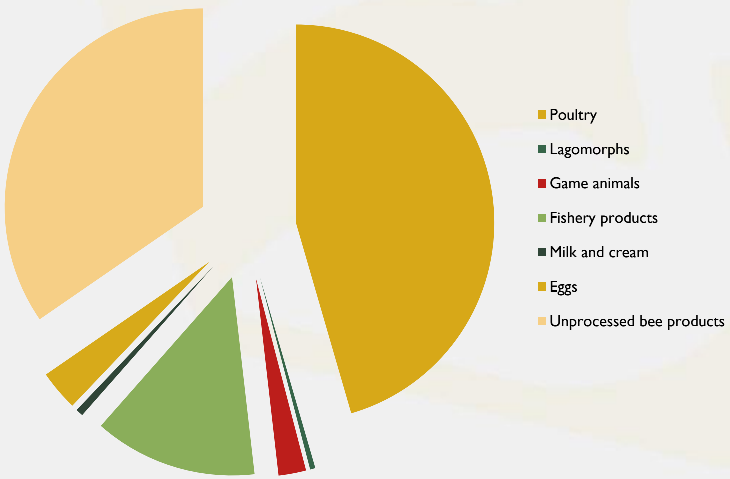



Figure 9. Structure of products sold as direct sales




Source: own study based on data General Veterinary Inspectorate.

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

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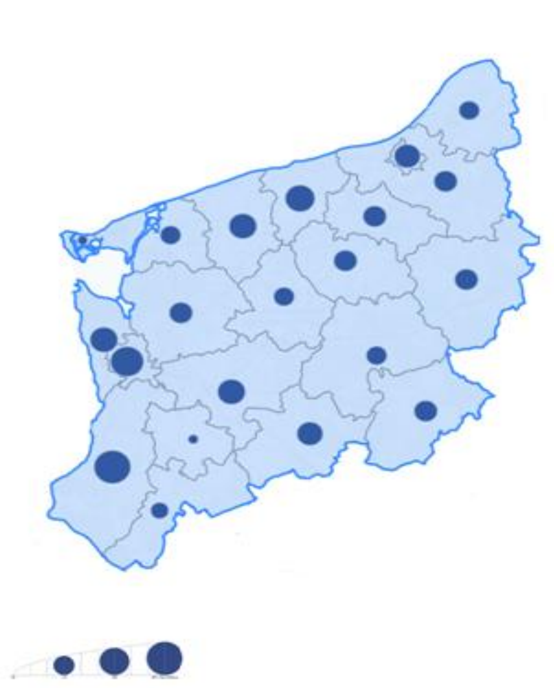
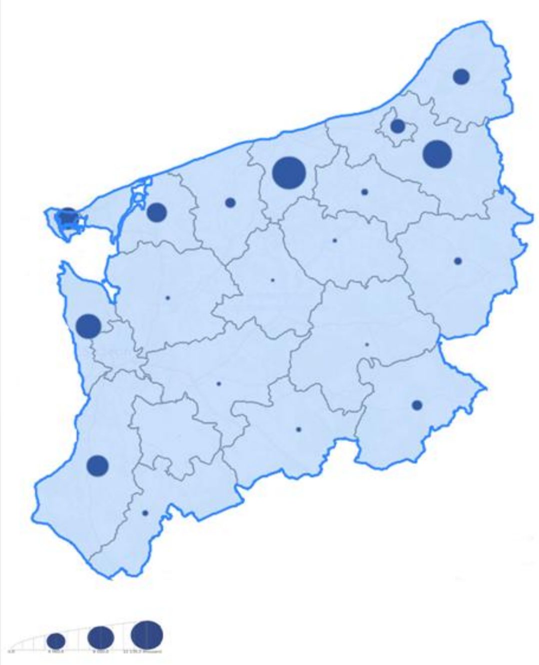
Figure 10. Total number of marketplaces in the West Pomerania in 2023



Source: own study based on Central Statistical Office, https://portal.geo.stat.gov.pl

Figure 11. Total number of marketplaces or places on the streets and squares for seasonal sales in the West Pomerania in 2023



Source: own study based on Central Statistical Office, https://portal.geo.stat.gov.pl

Table 3. Number of markets and places for small-scale retail sales in the West Pomerania

| Name | Years | | | Change (%) |
|---|---|---|---|---|
| | 2008 | 2015 | 2023 | |
| Total markets | 116 | 101 | 114 | 98.27 |
| Regular small retail outlets in total | 5996 | 4663 | 3838 | 64.00 |
| Permanent small-scale retail outlets at markets open daily | 5550 | 3581 | 3105 | 55.94 |
| Markets or places on the streets and squares for seasonal sales | 1643 | 1106 | 975 | 59.34 |
| Supermarkets | 211 | 387 | 599 | 283.88 |

Source: own study based on Central Statistical Office, Lokal Data Bank.

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS

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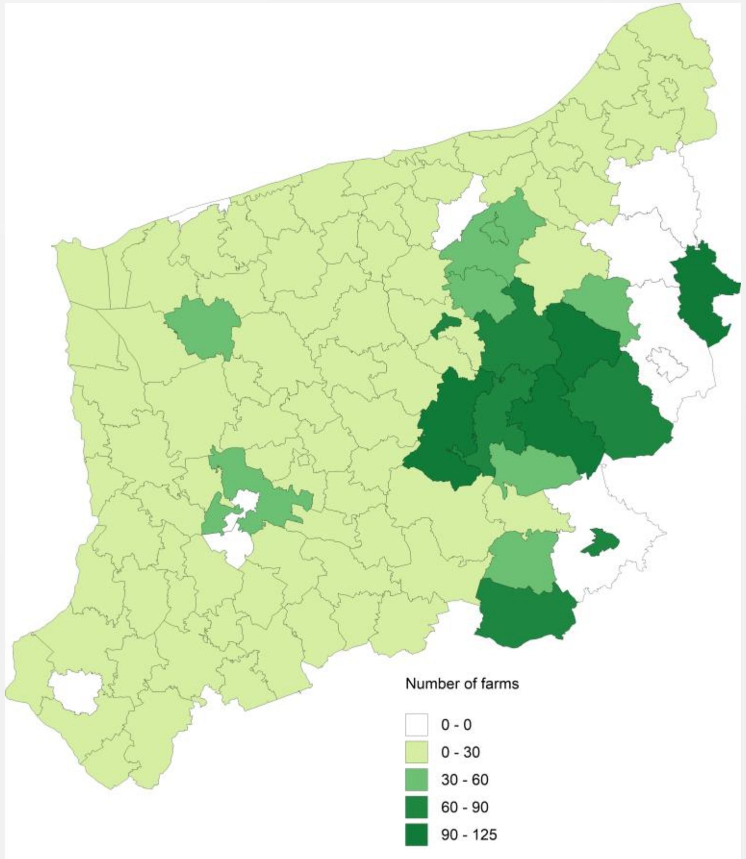
Figure 12. Number of organic farms in the West Pomerania in 2023




Source: own study based on Local Data Bank.

Table 4. Number of organic farms in 2023

| Name | West Pomerania | Poland |
|---|---|---|
| Total number of organic producers | 2941 | 23995 |
| Number of organic producers active in agricultural production | 2895 | 22354 |
| Number of organic producers active in aquaculture | 0 | 8 |
| Number of organic producers active in: preparation | 50 | 1202 |
| Number of organic producers active in the field of: distribution | 42 | 1178 |
| Number of organic producers active in the field of: storage | 26 | 815 |
| Number of organic producers active in the field of: imports | 4 | 331 |
| Number of organic producers active in the field of: export | 9 | 424 |
| Area of organic farming [ha] | 126196,96 | 636021,41 |

Source: own study based on data Inspection of the Commercial Quality of Agricultural and Food Products.

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# LL WEST POMERANIA: COLLECTED DATA AND RESULTS: GOOD PRACTICE

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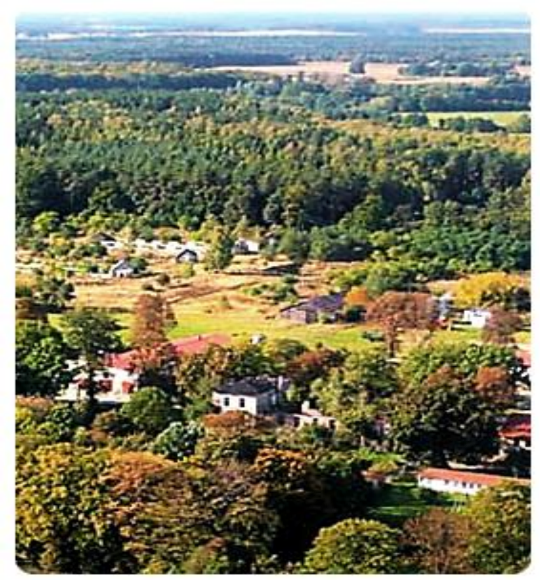
GÓRNICA
FOLWARK I OSADA

**Ecology, Art, Culture, Crafts**
• The farm combines a traditional farm with a creative space.

**Utilizing the Potential of the Village**
• Popularization of culture, art, old professions, crafts and construction based on natural materials in rural areas.
• Breaking stereotypes, showing the beauty and possibilities of the village.

**Integration and Development:**
• Changing the perception of the Polish countryside, integrating cities and villages.
• Creation of the tourist product "Gropius Routes" (the creator of Bauhaus).



Source: : https://folwarkgornica.pl/en/

- Local food production, direct sales and facilitating the sale of fresh, local food by organising fairs, workshops and cultural events.
-Supporting traditional methods of growing and processing food, which strengthens local self-sufficiency.
- Sustainable agriculture: organic farming, permaculture, and agroecology practices.
- Protection of cultural and natural heritage. Promoting rural tourism based on local resources.
- Raising awareness of the local community about sustainable land use.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# LL WEST POMERANIA: BENEFICIAL OUTCOMES FOR PRACTITIONERS

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## Official statistics data

**Strengths**
Large scale and representativeness of data.
Availability and relatively low cost.
Standardization of methodologies

**Weaknesses**
Delay in data publication.
Time consuming.
No data at the micro (local) level.

**Best practices**
Critically evaluate data sources.
Interpreting data in the context of constraints.
Combining statistical data with other sources.

## Data of public institutions

**Strengths**
Wide range of data.
Ability to obtain data not available from other sources.
Data reliability.

**Weaknesses**
Paid access.
Differences in formats and standardsdanych.
No up-to-date data.

**Best practices**
Clearly define the purposes and scope of data collection.
Establishing cooperation with public institutions.

## Focus groups

**Strengths**
Access to qualitative data.
Interactive character.
The emergence of new ideas and perspectives.

**Weaknesses**
Lack of representativeness/small number of participants.
Risk of moderator influence on results.
Difficulties in analyzing and interpreting data.

**Best practices**
Appropriate selection of participants.
Developing a discussion scenario.
Various forms of meetings.

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# LL WEST POMERANIA: BENEFICIAL OUTCOMES FOR PRACTITIONERS

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**Surveys**

| Strengths | Weaknesses | Best practices |
|---|---|---|
| Unique data can be obtained. Standardization of questions and answers. Possibility of statistical analysis of data. | Risk of low survey return rate. Lack of in-depth information. Time-consuming and high costs. | Careful questionnaire design. Conducting mock research (testing the survey). Choosing the right survey method. |

**Case Study**

| Strengths | Weaknesses | Best practices |
|---|---|---|
| Detailed case study. Ability to identify complex dependencies. Generating hypotheses for further research. | The results cannot be generalized. Risk of subjective interpretation of data. Time-consuming. | Clear definition of the criteria for the selection of the case. Data collection through various methods. Accurate documentation of information and data. |

| Official statistics data | Data of public institutions | Focus groups | Surveys | Case Study |
|---|---|---|---|---|
| Progress monitoring. | Assessing policy effectiveness and identifying areas for intervention. | Developing effective growth strategies. | Assess community feedback and needs. Monitoring progress towards policy objectives. | Identifying and supporting successful initiatives. |

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# Thank you for your attention

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