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OPPORTUNITIES FOR AGRICULTURAL AND RURAL DEVELOPMENT IN THE DOLNOŚLĄSKIE VOIVODESHIP IN THE LIGHT OF THE RESPONSIBLE DEVELOPMENT STRATEGY

Abstract. The purpose of this study is to assess whether the development priorities set out in the Responsible Development Strategy (RDS) could become a development framework for the agricultural sector and rural areas of the Dolnośląskie voivodeship. Based on a diagnosis of the condition of local agriculture and rural areas, the development trends were identified and confronted with development objectives for the food sector and rural areas, as specified in the RDS. This paper also emphasizes the role of the “Lower Silesia. Green Valley of Food and Health 2017–2020” program as an innovative instrument implementing the assumptions defined in the RDS as part of what is referred to as smart regional specializations. As shown by the analysis, agricultural and rural development axes set out in the RDS are convergent with the potential and desirable development targets for the Lower Silesian agriculture.

Keywords: regional development, rural areas, agriculture, Lower Silesia

INTRODUCTION

In 1989, system reforms started a new period of rural development. Initially, the transformation highlighted the social and economic backwardness of these areas. At the same time, the lack of a coherent socioeconomic policy to address these issues led to an escalation of adverse developments. Therefore, it became necessary to take actions to improve the socioeconomic situation in these areas. However, it was challenging to select the development priorities and tools adequate to the potential of rural areas, and to develop supportive tools.

Current concepts of regional development (theory of local development, new growth theory, new economic geography, theory of development of peripheral areas, theory of learning regions, sustainable development concept) assume that endogenous resources are the key driver of development of regions or territorial units. Often, non-economic, qualitative factors are believed to be of importance. If used properly, they could become a development framework for competitiveness and other advantages, thus improving the standards and quality of living for the residents.

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Note also that socioeconomic rural development should not be equated only with measures taken to increase national income, extend the scale of investments and boost export and import volumes etc. because economic indicators are heavily influenced by social factors. Therefore, development—as discussed in this paper—should be defined as a process resulting from changes in human behavior, with the social dimension playing an essential role in the measurement of rural development. The measurement process must take into account territorial and temporal changes within the social and economic potential.

The purpose of socioeconomic rural development should be to establish such social, economic and cultural networks in the local environment that will ensure high standards and high quality of living (i.e. providing the population with high incomes while reducing adverse developments such as crime, unemployment, poor fertility, and poverty) (Zawalińska, 2009). This is related to what is referred to as integrated rural development. In this concept, endogenous and exogenous factors are treated as mutually complementary aspects which enable the use of local resources (Kołodziejczyk, 2015). The literature refers to this approach as the endogenous mechanism which “uses the condition of internal and external resources as well as scientific, managerial and local knowledge” (op. cit. p. 14). A special role in this process is played by local knowledge which triggers the above mechanism (Bruckmeier and Tover, 2009). Klekotko (2012) emphasizes that the foundations of the endogenous development concept are: territorialization, use of local human resources, participation and partnership. Local operators involved in municipal development processes play an important role both in developing and implementing the strategy. Territorial authorities become jointly responsible for the actions taken. In the present paradigm, the rural development policy is geographically oriented and takes into account the functions of areas considered (OECD, 2002).

As is clear from the above considerations, rural development is a long-term process which requires consistency in its implementation. It is therefore necessary to cover rural areas with comprehensive strategic planning.

After 1989, the agricultural and rural development policy was included in several strategic documents. According to experts, these were not high-quality projects that would consistently address the multiannual assumptions and goals of the policy. After joining the European

Union, Poland started to implement qualitative changes in this area (Nurzyńska, 2012, p. 77). Strategic directions for agricultural and rural development until 2020 are set out in the “Strategy for sustainable development of rural areas, agriculture and fisheries for 2012–2020” adopted in 2012. Directions of activities which promote rural development in territorial terms are provided for in the “Strategy of Rural Development of the Lower Silesian Voivodship”(Urząd Marszałkowski, 2000), “National Strategy for Regional Development 2010–2020. Regions, Cities, Rural Areas” (Ministerstwo Rozwoju Regionalnego, 2012a)¹ and in the “National Development Strategy 2020”(Ministerstwo Rozwoju Regionalnego, 2012b)². In 2017³, the latter was replaced by the Responsible Development Strategy until 2020 (with an outlook until 2030) (Responsible Development Strategy, RDS) (Ministerstwo Inwestycji..., 2017). The RDS lays down objectives for the food sector and sets out specific dedicated activities. Also, it defines groups of actions taken to promote territorial development of rural areas in the time horizon considered. “*The RDS provides a number of strategic choices at state policy level which are a recommendation for public policies. It is the basis for changes in the development management system, including the existing strategic documents... and for the verification or update of implementing instruments which include the Strategy for sustainable development of rural areas, agriculture and fisheries for 2012–2020*” (Ministerstwo Rolnictwa..., 2018).

¹ The idea behind the strategy is to stimulate growth centers (mainly leading cities) based on the expectation that diffusion processes will result in the inclusion of rural areas. The 2010–2020 NRDS proposes a number of solutions enabling the integration of various public policies and, importantly, the integration of the regional policy with the agricultural policy. This can be done by leveraging the identified opportunities for decentralization of rural development activities, especially those that stimulate development trends and use local rural resources to enable multifunctional development (Grosse and Hardt 2011, pp. 44–52).

² The 2020 NDS indicates the changes in the agri-food sector which are necessary to increase its competitiveness, effectiveness and innovativeness. This would strengthen the environmental and public functions of agriculture while supporting the diversification of agricultural income. In accordance with the strategy, rural areas are areas of strategic intervention (Ministerstwo Rozwoju Regionalnego, 2012).

³ Resolution of the Council of Ministers of February 14, 2017 on the adoption of the “Responsible Development Strategy until 2020 (with an outlook until 2030)” (Ministerstwo Inwestycji..., 2017).

The purpose of this study is to assess whether the development priorities set out in the Responsible Development Strategy could become a development framework for the agricultural sector and rural areas of the Dolnośląskie voivodeship.

MATERIAL AND METHOD

This study relies on strategic documents for the development of the agri-food sector and rural areas at national and regional levels. These are: “Responsible Development Strategy until 2020 (with an outlook until 2030) (Ministerstwo Inwestycji..., 2017),” “Development Strategy of the Dolnośląskie Voivodeship until 2020,” (Urząd Marszałkowski..., 2013), “2011–2020 Regional Innovation Strategy for the Dolnośląskie Voivodeship” (Urząd Marszałkowski..., 2012) and the draft document “Opportunities, Threats and Potential Targets for Rural Development in Lower Silesia”(Zespół..., 2017). Also used was the “Lower Silesia. Green Valley of Food and Health 2017–2020” program. A critical review was performed of the above documents. Also, descriptive and comparative methods were used.

PLACE OF RURAL AREAS AND AGRICULTURE IN THE RDS

The “Responsible Development Strategy until 2020 (with an outlook until 2030)” is a document adopted in 2017. It emphasizes the need for development processes to cover the entire national territory, including rural areas. The document states that “*Rural areas have the largest resources of land which may be used to implement investment projects and public goals, including environmental ones*” (Ministerstwo Inwestycji..., 2017, p. 197). Rural development was described through two lines of action:

1. rural development based on endogenous economic potential,
2. activation of areas at risk of permanent marginalization.

Activities defined in the RDS that enable progress towards both development targets highlight their multifunctional aspects, including:

- support for corporate and non-agricultural entrepreneurship, including the use of various forms of joint action,

- support for services promoting the development of non-agricultural functions of farms (tourism, education, health, care),
- use and development of labor resources and capital necessary to engage in specific non-agricultural activities,
- diversification of energies and energy distribution networks at local level,
- promoting the circular economy as part of rural development,
- development and modernization of the essential business infrastructure,
- support for professional training aligned with the needs of the labor market,
- creating conditions for the development of education and for the equalization of opportunities in access to educational and other services (Ministerstwo Inwestycji..., 2017, pp. 198–199).

The strategy sets out the following objectives for the agriculture sector:

- increasing the competitiveness of agricultural holdings and agri-food producers,
- integration of the food chain and a fairer distribution of value added across the chain based on the principle of partnership (Ministerstwo Inwestycji..., 2017, p. 109).

The achievement of these objectives will be possible through a series of detailed activities presented in Table 1.

AGRICULTURAL AND RURAL DEVELOPMENT TRENDS IN THE DOLNOŚLĄSKIE VOIVODESHIP

In 2017, two documents of importance for the development of Lower Silesian agriculture were developed, namely: “An outline of the study on the rural agricultural development in the Dolnośląskie voivodeship by 2030” (Zespół..., 2017)⁴ and “Lower Silesia. Green Valley of Food and Health 2017–2020.” The starting point

⁴ “An outline of the study on the rural agricultural development in the Dolnośląskie voivodeship by 2030” was the outcome of work by a team appointed by the voivode of the Dolnośląskie voivodeship. The team carried out an analysis of opportunities, threats and potential targets of rural development in the voivodeship (Zespół..., 2017).

Table 1. Objectives and priorities of the “Lower Silesia. The Green Valley of Food and Health 2017–2020” Program against the background of RDS objectives and activities

Objectives and priorities of the LSG-VFH Program	RDS objectives	Main activities dedicated to the agri-food sector under the RDS
<p>Main objective: to improve the competitiveness of the regional economy in the area of food and health.</p> <p>Specific objective 1. To increase the share of high-quality food from Lower Silesia in the domestic and foreign markets</p> <ul style="list-style-type: none"> • Priority 1.1. Development of a high-quality Lower Silesian food product range based on regional resources. • Priority 1.2. Reducing entry barriers for high-quality Lower Silesian food products. 	<p>Main objective: to create conditions for a growth of incomes of the Polish population while improving cohesion in the social, economic, environmental and territorial dimensions.</p> <p>Specific objective 1. Sustained economic growth is increasingly based on knowledge, data and organizational excellence.</p> <ul style="list-style-type: none"> • Area: reindustrialization • Area: development of innovative companies • Area: small and medium enterprises • Area: development capital • Area: expansion into foreign markets 	<p>Objective for agriculture: improving the competitiveness of farms and agri-food producers; integration of the food chain; and a fairer distribution of value added across the chain based on the principle of partnership</p> <p>Selected activities until 2020</p> <ul style="list-style-type: none"> • Modernization of and structural changes in agriculture; strengthening horizontal and vertical integration processes in the agricultural market to boost economic efficiency and productivity of the agri-food economy. • Supporting the production and distribution of highly innovative high-quality products, including traditional, regional and organic products. • Development of innovative promotional activities for agricultural products. • Support for the development of local agri-food markets, retail trade by farmers, direct sales and deliveries to consumers. • Support for local and regional business environment institutions, cluster initiatives, and professional services for entrepreneurs and farms. • Support for the production and distribution of traditional, regional and organic products. • Support for collaborative networks between BSI (business background institutions) and entrepreneurs. • Leveraging the potential of agriculture to conduct business activities auxiliary to agricultural production and to develop non-agricultural entrepreneurship. • Leveraging the potential of Polish family businesses to develop local and regional value chains (integration of entrepreneurs around local and regional economic leaders).
<p>Specific objective 2. To improve the competitiveness of Lower Silesian enterprises in the agri-food sector and related fields.</p> <ul style="list-style-type: none"> • Priority 2.1. Improvements in innovativeness of the Lower Silesian food and health sectors resulting from cooperation between businesses, the scientific community and local government. • Priority 2.2. Improving the availability of skilled staff based on identified needs. • Priority 2.3. Improvement of infrastructure supporting the development of Lower Silesian companies. 	<p>Specific objective 2. Socially sensitive and territorially balanced development.</p> <ul style="list-style-type: none"> • Area: social cohesion • Area: territorial balance. 	<p>Selected activities until 2030</p> <ul style="list-style-type: none"> • Implementation of (domestic and international) research projects focused on innovative solutions for the agri-food sector. • Implementation of a research and innovation management system as part of scientific and research support for the agri-food sector (the system could also be implemented in other sectors of the economy). • Dissemination and implementation of agricultural innovations and driving the demand for innovation among agri-food producers and processors. • Stimulating product innovation in the agriculture and agri-food industries to address the needs resulting from demographic processes and the need to prevent diseases of civilization.
<p>Specific objective 3. Development of health-promoting attitudes among Lower Silesian residents.</p> <ul style="list-style-type: none"> • Priority 3.1. Promoting healthy lifestyles among Lower Silesian residents. 	<p>Specific objective 3. Effective central authorities and institutions supporting social and economic growth and inclusion.</p> <ul style="list-style-type: none"> • Area: law in people and economy. • Area: development institutions and strategic development management. • Area: e-administration. • Area: public finance. • Area: effective use of public funds. 	

Source: Struś, M., Ratuszniak, I., “Program Strategy” in: *Urząd Marszałkowski*, 2017, pp. 65–77 and *Ministerstwo Inwestycji...*, 2017.

for both of them was a diagnosis of the condition of local agriculture and rural areas in the period after Poland's accession to the European Union in the context of agricultural and rural support instruments available under the Common Agricultural Policy and the Cohesion Policy. The diagnosis revealed significant changes in the agricultural sector and in the standards of living of the rural population in Lower Silesia⁵. This served as a basis for determining the development trends followed by the agriculture sector and rural areas of the Dolnośląskie voivodeship⁶.

THE AGRI-FOOD SECTOR

Lower Silesia witnessed a shift from regional self-sufficiency in food production towards purchasing food in the national, EU and global markets. Changes in the agricultural structure resulted in the sustainable agriculture model being implemented to a limited extent. Globalization, defined in broad terms, including in particular the agricultural impacts of global food corporations, drove the emergence of agricultural concentration processes. This means land, production and capital concentration resulting in the establishment of economically strong, high-output farms producing cereals, including wheat, maize and rape.

The simplification of sowing patterns in these farms (Matyka, 2017) together with a decline in animal production⁷ led to the destabilization of the trophic chain in the agricultural environment. In addition to large farms, the region is also home to a significant number of small and medium-sized farms with unused resources, mainly labor. The region's excellent climatic and soil conditions are conducive to the development of horticultural production, especially fruit growing, including planting and thermophilic crops. Herbs can also be grown, especially in small farms with available labor resources. The potential of rural areas provides opportunities for the development of organic, traditional and regional products. Entering products on the List of Traditional and Regional

Products in the EU certification system will positively affect the use of local resources. Increasing disposable incomes of the Polish population, high income levels in Western Europe, and the rapidly growing non-European markets, combined with current consumer trends, drive demand for organic, low-processed, traditional, regional and health-promoting products.

The growing awareness of food consumers and their interest in how food is produced provides an opportunity for agricultural development supported by the community⁸. In this form of agriculture, the future may belong to small and medium-sized farms oriented towards traditional and environmentally-friendly technologies (organic farms), especially those located around large urban agglomerations. There is a lack of organizational and marketing innovations in the area of crops. It is rare to combine farms in horizontal networks and vertical integrations that include processing plants, shops and catering establishments. According to the organizers of the existing network, mindsets are barriers to the development of cooperation, and therefore there is need for training on the technological, organizational, sociological and psychological aspects.

Despite enjoying significantly better natural conditions for agricultural production than elsewhere in the country, Lower Silesia is among the voivodeships facing severe shortages of agricultural raw materials (in relation to average consumption levels). The production level of the food industry is also low in relation to both the food needs of the region and the domestic production level (Szybiga et al., 2013). The region uses only a small proportion of funds allocated to the modernization of the food industry (less than 5% on a countrywide basis). In the Dolnośląskie voivodeship, the shrinking raw material base of the food industry (mainly including raw materials of animal origin) has an adverse impact on the local processing sector. The above situation is not justified because Lower Silesia enjoys favorable conditions for agricultural production⁹ and reports high levels of concentrated demand for food.

⁵ More: Kutkowska and Kotecki (2014).

⁶ Authors: Kutkowska and Ostrich in: *Zespół...*, 2017; *Urząd Wojewódzki...*, 2017.

⁷ In 2004–2017 the number of farm animals (expressed in LSU) dropped from 286,184 to 200,259 (a decrease by over 30%). Also, the cattle population declined from 1703.038 to 100.266 (a decrease by 57.95%).

⁸ More: Kutkowska (ed.) (2017), *Socially Supported Agriculture: reduction of market entry barriers for high-quality Lower Silesian food products*. Publishing House of the Wrocław University of Environmental and Life Sciences.

⁹ The valuation index for the agricultural production space is 74.9 (Krasowicz et al., 2011).

So far, the food industry has not been a key sector in the region's innovative development. As a result, in 2014, the share of expenditure on innovative activities in the food industry in relation to expenditure in the entire regional industry was low and stood only at 1.53%. Now, both the potential of the food industry and the significant role of "high-quality food" have been recognized. The development of agri-food processing plants will be possible through the creation of innovative network solutions (clusters, food cooperatives) focused on the production of third-generation food (functional food, dietary supplements). Such targeting should become an intelligent specialization of the Lower Silesia region¹⁰.

The development potential of the food industry lies in: intensifying the innovation of SMEs; reactivating small family food processing plants; establishing cooperative and craft structures (guild of food crafts); building upon the experience in the operation of clusters; using the region's huge R&D potential; engaging local government administration and institutions in the development of high-quality food production. There are development prospects for small agri-food processing plants: small fruit and vegetable processors, breweries, low-percentage alcohol (cider) producers, cheese makers, herb businesses etc. In the future, the operation of these plants will depend on their relationship with local tourism. As shown by market trends, small and medium-sized enterprises may seek development opportunities in the processing of buckwheat, spelt and soy. Also, there is potential in the forestry sector and in the processing of venison. The probable causes for problems in the functioning of the agri-food sector include limited access of SMEs to investment capital, a poorly developed supporting infrastructure (e.g. incubators) and a lack of qualified staff. As a result, there are strong entry barriers to the market.

Lower Silesian universities have a great potential in the field of research on agriculture and food processing. Unfortunately, they fail to adequately promote new technologies related to small-scale processing and storage on farms (product innovations). The above testifies to the lack of good cooperation between science and business (Urząd Marszałkowski..., 2017, pp. 61–63; Zespół..., 2017, pp. 181–183).

RURAL AREAS

Lower Silesian rural areas are strongly heterogeneous in terms of both the level of socioeconomic development and the availability of technical and social infrastructure. The level of saturation with technical and social infrastructure is relatively high in rural areas located around the leading urban agglomerations and is low in peripheral areas. At the same time, the dominance of the neo-liberal development model has further exacerbated the existing differences and had a negative effect on regional cohesion¹¹. The potential behind local rural areas is the reason why Lower Silesia may expect further development of agritourism and rapid development of ecotourism. As a premium product, ecotourism should become a showcase for municipalities located in areas of outstanding natural beauty. Rural areas located around the largest urban agglomerations witness a progressive, uncontrolled inflow of population combined with the development of industries unrelated to agriculture. As a result, increased pressure can be expected on the authorities to reallocate agricultural land to non-agricultural uses (e.g. housing). The intensified exploitation of rural areas results in a gradual disappearance of the traditional rural landscape and in disturbance to land use planning. At the same time, the degradation of historic buildings located in rural areas is progressing, which has an adverse effect not only on rural aesthetics but also on the population's quality of life.

Sustainable rural development requires further investments in the development of "hard" technical and social infrastructure and "soft" investments in the building and strengthening of human and social capital. Actions carried out so far in rural areas, especially under the Regional Rural Renewal Program, have highlighted the role of local leaders in initiating changes. In the following years, the involvement of local communities in rural development should be expected (Zespół..., 2017, p. 181–183).

In summary, the following trends of agricultural and rural development can be identified in Lower Silesia:

- The demographic processes taking place in remote rural areas (outmigration, ageing population) will result in a drop in labor supply which, in turn, will drive further concentration of land, production and

¹⁰ According to the *Urząd Marszałkowski...*, 2012.

¹¹ More: Kutkowska and Pilawka (2016), Kazak and Pilawka (2013).

capital. As a consequence, Lower Silesia will experience consistent progress in concentration processes.

- Small and medium-sized farms, faced with a growing competitive pressure from large holdings, will look for market niches and will increasingly focus on the production of high-quality food (including organic food) and the creation of a network of direct links with consumers.
- Because of the growing, uncontrolled inflow of people, rural areas located in urban agglomerations will no longer perform their agricultural function. At the same time, people who migrate to the outskirts of the city will become the market for high-quality food products, thereby creating new development opportunities for local farms.
- Following the economic transformation, the Lower Silesian agricultural processing market embarked on a downward path. In current socioeconomic conditions, the market seems unable to regain its competitive position (which also would be pointless). In the future, small family-owned processing plants based on local high-quality raw materials will be developed and focused on selling their own products to residents, tourists and patients.
- Lower Silesia will attain a competitive position for several reasons, including: production of third-generation food; and making use of local raw materials and of the region's intellectual potential.

“LOWER SILESIA. GREEN VALLEY OF FOOD AND HEALTH 2017–2020” (GREEN FOOD AND HEALTH VALLEY 2017–2020): AN INSTRUMENT FOR IMPLEMENTING THE OBJECTIVES AND ACTIVITIES SET OUT IN THE RDS

According to an expert opinion of McKinsey & Company (Bogdan et al., 2015), the development of the agri-food sector provides an opportunity to establish a European food production center in Poland. The convenient location of Poland means that over 200 million EU citizens live within a radius of 1000 km. Also, the border location of the Dolnośląskie Voivodeship is a great advantage. The growing pressure from European consumers on high-quality food production, and the expectations for the quality of rural living require the agricultural sector to come up with new, innovative solutions. The “Lower Silesia. Green Valley of Food and Health 2017–2020”

program is the answer to these problems. It was developed in accordance with the requirements of the Act of December 6, 2006 on the principles for the conduct of the development policy (Ustawa..., 2006). The Board of the Dolnośląskie voivodeship designated the Wrocław University of Life Sciences to serve as the program leader. However, the program was created through extensive cooperation between the entire scientific, local government and business community of the Lower Silesia region¹². The program is “... *an innovative solution to socioeconomic problems based on tangible and intangible assets, implemented to improve the quality of life in the region*” (Urząd Marszałkowski..., 2017, p. 3). It covers issues such as:

- protection of the Lower Silesian natural environment and the use of local assets in the production of next-generation food,
- development of next-generation food production, including functional foods with importance in the prevention of diseases of civilization, as well as traditional and organic food,
- development of new methods (innovative technologies) which enable accessing and processing natural sources of agricultural and biotechnological raw materials into health-promoting food products,
- delivery of specialized spa and sanatorium services for health recovery, biological regeneration and improved quality of life,
- redesign and development of small enterprises (including cooperatives/guilds), including manufacture of regional and traditional products,
- economic recovery and creation of new jobs,
- education in all age brackets to promote healthy behaviors (including with respect to nutrition) while emphasizing the value of native raw materials and products of natural origin and taking into account the health-promoting effects,
- development in the field of science and research on next-generation foods which serve human health, prevent diseases and improve the quality of life,
- media promotion of the program, with emphasis on economic values and social aspects serving regional development for a better quality of life (Urząd Marszałkowski..., 2017, p. 3–4).

¹² The program was adopted by resolution No. 3945/V/17 of the Board of the Dolnośląskie Voivodeship of June 17, 2017.

The purpose and priorities of this program (Table 1) enable the implementation of strategic objectives laid down in documents developed at regional level, namely: The Development Strategy of the Dolnośląskie Voivodeship until 2020 and the 2011–2020 Regional Innovation Strategy for the Dolnośląskie Voivodeship (Urząd Marszałkowski..., 2012). Therefore, the question must be asked whether the goals and priorities of the Program are consistent with the targets for the agricultural sector, as defined in the RDS; and whether the main activities dedicated to the agri-food sector under the RDS can be implemented in the Dolnośląskie voivodeship through the implementation of the “Lower Silesia. Green Valley of Food and Health” Program.

The main objective of the “Lower Silesia. Green Valley of Food and Health” program is formulated as follows: “To improve the competitiveness of the regional economy in the area of food and health.” This is detailed in specific objective 1: “to increase the share of high-quality food from Lower Silesia in the domestic and foreign markets”; and in specific objective 2: “to improve the competitiveness of Lower Silesian enterprises in the agri-food sector and related fields.” The above is fully consistent with the main objective of the RDS which is “to create conditions for a growth of incomes of the Polish population while improving cohesion in the social, economic, environmental and territorial dimensions,” primarily in terms of specific objectives and of the strategy which states that “Sustained economic growth is increasingly based on knowledge, data and organizational excellence” (Table 1).

The “Lower Silesia. Green Valley of Food and Health” program assumes that the region will establish a sustainable economic growth framework comprising farms, small and medium processing plants, high-performance food distribution networks, a tourist and spa base, institutions surrounding the agribusiness, and research units. The reliance on regional and local resources in the production of high-quality food provides a guarantee of sustainable growth while maintaining social, economic, environmental and territorial cohesion, which is consistent with the underpinning concept of specific objective 2 of the RDS in the field of territorially balanced development. The RDS defines the following goal for agriculture: “improving the competitiveness of farms and agri-food producers; integration of the food chain; and a fairer distribution of value added across the chain based on the principle of partnership.” The above is consistent

with the main objective of the Program “Lower Silesia. Green Valley of Food and Health,” especially as regards specific objective 2: “to improve the competitiveness of Lower Silesian enterprises in the agri-food sector and related fields” whose priorities include reducing barriers to market entry for high-quality Lower Silesian food products (including by providing short supply chains).

The RDS proposes a selection of dedicated activities for the agri-food sector in the time horizon 2020. They can be widely implemented through the implementation of projects under “Lower Silesia. Green Valley of Food and Health” Program. The above may refer, for instance, to the following activities envisaged in the RDS: supporting innovations and the production and distribution of high-quality products (including traditional, regional and organic products), support for the development of local agri-food markets, retail trade by farmers, direct sales and deliveries to consumers, support for local and regional business environment institutions, cluster initiatives, professional services for entrepreneurs and farms, support for the production and distribution of traditional, regional and organic products etc.

RDS activities oriented at the agricultural sector (planned to be implemented by 2030) are directly related to the underpinning concept of the “Lower Silesia. Green Valley of Food and Health” program. The latter assumes that innovative technologies for the production of health-promoting foods should be implemented by farms and small- and medium-sized processing enterprises. This means the creation of product innovations based on regional research institutions for use in medicine and in the spa sector to prevent and treat diet-related lifestyle diseases.

SUMMARY

Lower Silesia enjoys favorable climatic and soil conditions and offers adequate economic and institutional conditions for the production of high-quality health-promoting foods. Both in Poland and abroad, consumers become increasingly aware of food impacts on health, driving the demand for health-promoting food products. The “Lower Silesia. Green Valley of Food and Health” program captures the whole spectrum of opportunities for activating the agri-food sector, rural entrepreneurship, the tourism and health sectors and research institutes of the Dolnośląskie voivodeship.

The “Responsible Development Strategy until 2020 (with an outlook until 2030)” provides an equally holistic and innovative picture of the development of the Polish food sector. Agricultural and rural development trends followed by the Dolnośląskie voivodeship (which provided a basis for the Program “Lower Silesia. Green Valley of Food and Health”) suggest that RDS activities dedicated to the food sector and rural areas can be implemented directly through the “Lower Silesia. Green Valley of Food and Health” Program.

To sum up, it should be stated that agricultural and rural development priorities provided for in the RDS meet the expectations for reasonable targets of agricultural development in Lower Silesia.

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MOŻLIWOŚCI ROZWOJU ROLNICTWA I OBSZARÓW WIEJSKICH WOJEWÓDZTWA DOLNOŚLĄSKIEGO W ŚWIELE STRATEGII NA RZECZ ODPOWIEDZIALNEGO ROZWOJU

Abstrakt. Celem opracowania jest ocena, czy priorytety rozwojowe wskazane w dokumencie Strategii na rzecz Odpowiedzialnego Rozwoju stanowiącą podstawę rozwoju dla sektora rolnego i obszarów wiejskich województwa dolnośląskiego. Na podstawie diagnozy stanu rolnictwa oraz obszarów wiejskich tego województwa wskazano tendencje rozwojowe, które skonfrontowano z celami rozwoju sektora żywnościowego i obszarów wiejskich SOR. Podkreślono także rolę programu „Dolny Śląsk. Zielona Dolina Żywności i Zdrowia 2017–2020” jako innowacyjnego instrumentu wdrażającym założenia SOR w ramach tzw. inteligentnych specjalizacji regionalnych. Przeprowadzona analiza wykazała, że kierunki rozwoju rolnictwa i obszarów wiejskich wskazanych w SOR są zbieżne z potencjałem i pożądanymi kierunkami rozwoju dolnośląskiego rolnictwa.

Słowa kluczowe: rozwój regionalny, obszary wiejskie, rolnictwo, Dolny Śląsk