

Promotion of Traditional Products in Poland: Social, Legal and Economic Aspects*

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* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

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Abstract

The promotion of traditional food is becoming an increasingly significant practice in the EU, in line with sustainable development. These issues are regulated by EU legislation. The primary objective of the research project in question is to assess the legal and social aspects of promotion of traditional food products in Poland. The research is based on methods of qualitative analysis of sources and secondary materials and the survey of the X and Y generation group. The results reveal that the respondents are attached to traditional patterns of behaviour and are interested in the products in question. The specificity of promotional activities in the analysed area results from the correlation of following elements: product characteristics, consumer preferences and legal regulations. A particularly important observation is the lack of identification of health value with the quality of a traditional product in the studied group. The subject requires further comparative empirical research.

Keywords: promotion, traditional products, EU law