

SUMMARY IN ENGLISH

Name and surname of the author of the dissertation: mgr inż. Magda Śniegocka-Dworak

Name and surname of the dissertation promoter: dr hab. inż. Aleksandra Wilczyńska prof. UMG

Name and surname of the dissertation promoter: dr inż. Agnieszka Palka

The subject of the dissertation:

"Determinants of the development of the market of traditional and regional products and factors influencing the quality of these products"

Traditional and regional food are products that are made of special ingredients thanks to the traditional production method. These products are characterized by naturalness, low degree of processing, no additives and no permitted chemicals. All these features make traditional food more and more popular and undoubtedly it is an alternative desired by consumers to products manufactured on an industrial scale. As a result, the demand for traditional food in the form of processed and unprocessed products from a proven source is growing. The interest in traditional and regional products is constantly growing. This trend is observed not only on the domestic market, but also abroad, food produced in a traditional way plays an increasingly important role.

This type of production has become so significant that various systems of its protection have been introduced. Unfortunately, producers of traditional and regional products often market products without appropriate labeling, which makes it practically impossible to determine the size of the market for traditional and regional products in Poland, and thus to present product development trends on this market.

The aim of the work was to investigate the local market of traditional and regional products and to analyze the factors influencing the development of production and distribution of traditional and regional food in selected poviats of the voivodeship Pomeranian.

The work consists of two parts, the first one includes an introduction and a review of the literature, the second part - research - contains the aim of the work and research hypotheses, describes the methodology and discusses the results of the research, the sum up and conclusions resulting from them.

The first part presents the food market, discusses the factors influencing its development - food quality, food origin, consumer awareness and education. Then, the issues of traditional and regional products and systems of distinguishing this type of food were discussed. The

second chapter discusses the quality of traditional products - the life stages of a traditional and regional product, and identifying these products with high quality.

The research part contains the purpose, hypotheses, methodology, results of surveys conducted among producers on the distribution of traditional products and their interest in labeling traditional products, as well as producers' opinions on the safety of traditional and regional products and among consumers on the interest and knowledge about traditional and regional products. Then, the results of the physico-chemical analysis of traditional and regional sausages and the corresponding conventional products as well as the conducted sensory profiling of selected traditional and regional products and the corresponding conventional products were presented. Statistical tests and an MS Excel spreadsheet were used to interpret the results.

The final part of the work contains a sum up and conclusions from the research. Research conducted among producers showed that they have had positive experiences with the production and sale of traditional and regional products. It was also found that producers are increasingly willing to participate in food differentiation systems.

It has been shown that consumers from Starogard powiat are interested in traditional and regional food, appreciate its high quality and proven source of origin. The respondents declare knowledge and purchase of this type of food, but as a result of verifying their knowledge of the markings related to traditional and regional food, it can be concluded that they are not able to correctly identify these markings.

As a result of the physico-chemical analysis, it was found that traditional food does not differ from conventional food in this respect.

The factors that may have the greatest impact on the market development of traditional and regional products is the perception of this food by consumers. Only the consumer, who is aware of the value of this type of food, will look for it and buy it. The high sensory quality of these types of products can be a decisive factor in consumer choices. Both producers and marketers should be aware of this.

Keywords: *traditional and regional product, traditional food, food quality*

Magda Śniegoda-Dwór

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