PROMOTION OF ANIMAL PRODUCTS AS OPPORTUNITY FOR FURTHER DEVELOPMENT OF BREEDING

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Abstract: In order to ensure safety of meat and meat products as well as necessary repeatability of products quality throughout the food chain, raw materials producers are required to ensure appropriate condition for production (both crops and breeding). It obligates to implementation and application systems such as: Good Agriculture Practise (GAP), Good Manufacturing Practice (GMP), Good Higiene Practice (GHP), and for intermediary companies participating in raw materials trade mandatory implementation of GHP and GMP system as well as HACCP (Hazard Analysis and Critical Control Point), QACP (Quality Assurance Control Points), ISO 9001, ISO 22000. In 1987 was established ISO9000 series of standards by International Organization of Standardization for concerning quality management and quality assurance. In this system quality control is continuous and take place at every step from design through production to waste disposal. Application of management systems requires reconstruct and expansion of information flow’s channel between processing (meat processing plant) and raw materials suppliers (breeders of animal of slaugters) regarding rules of preparation and implication of feeds and drugs. Ensuring repeatability quality of producing meat products demand managing by meat processing plant or appointed to this institution, breeders audit and monitoring of livestock and crops. For proper functioning of quality management systems is necessary ensure highest quality in whole chain food, ie from farm to table. Hazard Analysis and Critical Control Point (HACCP) is quality management system, for food production process, which was introduce by UE Directive No. 92/46 and is valid in Poland mainly so that the producer can become a reliable supplier of food on the EU market. Adjustment of Polish law to European Union regulations require many activities including the dissemination of the principles of GMP and implementation of HACCP system in food processing (according to Directive EU 93/94/ECC in foodstuffs hygiene). HACCP system is considered as most effective and most efficient tool in ensure
high standard of hygiene condition of production and food processing. Generally, HACCP system can be described as procedures designed to identify the health hazards of food and the risk of their occurrence during all stages of food production and distribution. This is a system, which controls and protects risks relevant to consumers safety and their health protect protection. HACCP protects consumer interests giving him assurance of safety and high health quality of purchased food products. The manufacturer is convinced that he did everything to provide product that is safe for human health. A characteristic property of these systems is integration of quality management and food safety, and taking over the supervision and control throughout the food chain according to the principle "from farm to fork" (from farm to fork, from stable to table).

**Key words:** animal traditional products, promotion, quality systems

**Introduction**

In promotion of animal products should be used trendy expression “authentic food”. As authentic food can be describe e.g. very attractive products, characteristic only for specific country of specific region of country e.g. regional honey etc. In “authentic food” production very important and specific role plays local animal breeds and plants, which guarantee specific properties of final products. Local breeds usually outgoing in production range to new, intensive breed of animals, but products from them have better quality. It is another chance gave this breed of animals for subsistence and development. It is another chance for progress in cattle husbandry (both dairy and beef), poultry, fishery and beekeeping and turn consumers attention on good quality products.

Promotion and marketing are needed for every product, even for the best product on market, where there is fierce competition. About how important is quality of animal products show many quality control systems. Example of this in Poland can be pork quality system PQS, created by Polish Pig Breeders and Producers Association “POLSUS” and “Polish Meat” Association and signed by Minister of Agriculture and Rural Development as national quality control system. PQS is a comprehensive system of production of high quality pork. 12 June 2007 Minister of Agriculture and Rural Development conceded system “Quality Tradition” as national quality control system. This system is used to highlighting food products, especially traditional products of high quality. To this system are included only products of high quality resulted from its traditional character, characterised by specific quality or another properties distinctive them from another products from same category.
Materials and Methods

As traditional composition, traditional production process, traditional character are taken into consideration products with 50 years origin (two generations). As traditional breeds are describe breeds reared before 1956. Traditional product is a product which quality and precious properties results from use of traditional production methods, which are describe as documented methods used at least 25 years. This is product created from traditional raw materials or characterised by traditional composition or production method or processing consistent with traditional method. The product that fulfil the above requirements may be included on the List of Traditional Products, which was established according to section 8 of the Act from 17 December 2004 about the registration and protection of names and designations of agricultural products and foodstuffs and on traditional products (Journal of Laws of 2005. No. 10, poz.68). In the European Union since 1992, operates a system of protection, identifying and highlighting high quality agricultural products and foodstuffs. These products owe their uniqueness a specific geographical origin and traditional production method. The primary and direct cause of the creation in EU legislation separate regulation regarding these products, was to provide them comprehensive protection that would prohibit the use of false names referring to the traditional method of production or indicating the place where is produced. No less important was the creation of a mechanism that would give rural residents the possibility to increase production and promote their products, thereby contributing to growth and prosperity in the areas where the product is produced. Manufacturers of regional and traditional, except the right to protect the name, they can also place symbols on the packaging showing the uniqueness of the product. Graphic of these symbols is consolidated and bound in all EU countries. Their recognition among European consumers reaches several percent. Another argument, encouraging to create regulations binding in the whole European community devoted to regional and traditional products has been a success, created in the first half of the twentieth century, the French system of protection of geographical names. The number of registered products in the French system, like the value of their sales increased steadily for decades. French manufacturers of products having confirmed a geographical indication could count on the enormous interest consumers who are looking for unique products and were willing to pay for correspondingly higher prices.

Results and Discussion

The European Union using a French solution adopted two regulations concerning geographical indications and designations of origin and regulation
certificates specific character that introduced to the European law the three instruments for the protection and highlight regional and traditional specialties. The nature and procedure for registration of food products because of the origin or the traditional way of processing are regulated by the European Council:

- Council Regulation (EC) No 509/2006 on agricultural products and foodstuffs as guaranteed traditional specialties.

On 5 January 2009 the Act amending previous Act regarding registration and protection of names and designations of agricultural products and foodstuffs and on traditional products and amending certain other acts (Journal of Laws No. 216 item. 1368, 5 December 2008). The Act defines i.a. tasks of Inspection of Quality of Agricultural and Food Products for products with protected designation of origin (PDO), protected geographical indications (PGI) or as traditional specialties guaranteed (TSG), in particular rules for the implementation: check compliance of the production process of products PDO, PGI and GTS specification; supervision of certification bodies authorised to conduct inspection, issuing and revoking certificates of conformity of production of PDO, PGI and GTS with specification.

Protected Designation of Origin—
if the name of the product, quality, and the whole production technology process is tightly and objectively linked with the origin

The name of an agricultural product or foodstuff may be registered as a "Protected Designation of Origin" (called Protected Designation of Origin - PDO) in the following cases:
- name of the product should use the name of a region, specific place or, in exceptional cases, a country where the product is produced (eg, "Miel de La Alcarria" - Spanish honey from the province Alcarria)
- production of raw materials, processing of raw materials and its preparation for market, or the whole technological process, should take place in the area to which the name refers
- quality of the product or its characteristics should be mainly or exclusively associated with the geographical environment, where the product is produced, ie the product quality should be the result of its origin
- in exceptional cases, as a Protected Designation of Origin may also be registered, some traditional, not geographical names designating an agricultural product or foodstuff (eg, Greek cheeses, "Sfela" or "Kasserî")
For registration of designation of origin can therefore applied manufacturers of products, whose quality is very closely and objectively linked to the origin of the product of the geographical area referred to by name.

**Protected Geographical Indication** -
if the product has unique attributed thanks to its geographic origin and at least one of the stages of the production process takes place in the area referred to by name.

The name of an agricultural product or foodstuff may be registered as a "Protected Geographical Indication" (PGI) in the following cases:

- name of the product should use the name of a region, specific place or, in exceptional cases a country where the product is produced (eg, Jambon d'Ardenne - Ardennes ham)
- the product has a special specific quality, reputation, is acclaimed or have other characteristics attributable to its geographical origin
- product quality may be the result of both, natural and human factors - climate, vegetation, topography, soil, or the uniqueness of local producers skill, methods and traditions of production (the local know-how)
- there is a link between the product and the area from which the product originates; this relationship, however don’t need to be as strong as in the case of Protected Designation of Origin - it is required that at least one (not all) of the stages of the entire production process - ie production of raw materials, manufacture the product or preparation for market - took place in an area referred to by name.

**Traditional Speciality Guaranteed** -
if the product has features distinguishing it from other products in the same category and the specific character of the product comes with its traditions.

Agricultural product or foodstuff may be issued "certificate of specific character" (in English Traditional Speciality Guaranteed- TSG) in the following cases:

- The product must have a "specific character" - this means that the product has a feature or set of characteristics that distinguish it from other products similar to it, or belonging to the same category, the specific nature cannot be restricted to qualitative or quantitative composition or method of production laid down in national or community legislation.
• The name of the product must be specific in itself (eg Spanish cakes "Panellets") or express the specific character of the agricultural product or foodstuff (eg, Belgian beer "Lambic", which the first phase of fermentation takes place with the participation of Brettanomyces yeast and Bruxellensis Lambicus)

• The product has a traditional character, it means that is produced using traditional raw materials or characterised by a traditional composition or methods of production or processing reflecting a traditional manufacturing method.

Only manufacturers who produce the products according to specifications may use the Community symbols. They can be placed both on products and in advertising and promotional materials. Way they are used depends on the manufacturers. They are limited only by the provisions relating to colour of the symbol. Products registered or listed by the European Commission in the Register of Protected Designations of Origin and Protected Geographical Indications Registry, or the Traditional Specialities Guaranteed. In accordance with the provisions of the registered names are protected against:

• Currently (as at 20 June 2011) on the List of Traditional Products created by the Ministry of Agriculture and Rural Development we can find 881 product, but as a product with Protected Designation of Origin, Protected Geographical Indication or a Traditional Speciality Guaranteed 28 Polish products are marked.

Polish farmers involved in food quality systems can count on financial support, which is particularly important because the market for a high, proven quality in Poland is growing rapidly.

We believed that the traditional Serbian products such as sausages from pigs breed Mangalica, Leskovačka pljeskavica, Šarska pleskavica, Hajdučka pljeskavica, Karadjordjeva snicla (Karađorđeva šnicla), Ćevapčići, vešalica, čulbastija, Leskovačka mučkalica, Vranac, Rakija slivovica aspire to the EU system of protection, identifying and highlighting high quality agricultural and food products.

**Conclusion**

Promotion of animal products on the market requires a strong and recognizable brand, as often the consumer is not aware of the origin of the product they are buying. A brand is a name, term, symbol, design or combination thereof, designed to identify goods or services to sellers or their groups and their awards from the competition. Mark identifies the vendor or manufacturer. Top brands
represent a guarantee of quality and outside the sphere of material can enter the realm of psychic experience of the consumer.

Conducive to building a strong brand clusters. Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries and associated institutions in particular fields, competing with each other but also cooperating.

Promocija proizvoda životinjskog porekla, kao prilika za dalji razvoj stočarstva

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Rezime

Kako bi se osigurala bezbednost mesa i mesnih proizvoda, kao i potreba ponovljivosti kvaliteta proizvoda u celom prehrambenom lancu, sirovine proizvođači su dužni osigurati odgovarajuće uslove za proizvodnju (i ratarskih useva i stočarstva). To obavezuje implementaciju i primenu sistema kao što su: dobra poljoprivredna praksa (GAP), dobra proizvođačka praksa (GMP), dobra higijenska praksa (GHP), a za posredničke firme koje učestvuju u trgovini sirovinama obavezno sprovođenje GHP i GMP sistema, kao i HACCPa (Hazard Analysis and Critical Control Points), QACP (Quality Assurance Control Points), ISO 9001, ISO 22000. Godine 1987. osnovana je ISO9000 serija standarda Međunarodne organizacije za normizaciju za odnose upravljanja kvalitetom i osiguranja kvaliteta. U ovom sistemu kontrola kvaliteta je kontinuirani proces i odvija se na svakom koraku od dizajna do proizvodnje do otpada. Primena sistema upravljanja zahteva rekonstrukciju i širenje protoka informacija između kanala za preradu (objekata za preradu mesa) i dobavljača sirovina (uzgajivači životinja, klanice) u vezi pravila pripreme i implikacija koje se odnose na hranu i lekove. Za ispravno funkcionisanje sistema upravljanja kvalitetom potrebno je osigurati najviši kvalitet u celom lancu hrane, tj. od farme do stola. Analiza opasnosti i kritičnih kontrolnih tačaka (HACCP) je sistem upravljanja kvalitetom, za proces proizvodnje hrane, koji je uveden EU Direktivom br 92/46 i sprovodi se u Poljskoj, uglavnom, na način kako bi proizvođač mogao da postane pouzdan dobavljač hrane na EU tržištu. Uskladjivanje poljskih zakona sa propisima Evropske unije zahteva mnoge aktivnosti, uključujući širenje načela GMP i implementaciju HACCP sistema u prehrambenoj industriji (prema Direktivi EU 93/94/ECC u higijeni hrane). HACCP sistem se smatra najdelotvornijim, najefikasnijim alatom u osiguravanju visokog standarda higijene u proizvodnji i preradi hrane. Generalno, HACCAP sistem se može opisati kao procedura za identifikaciju opasnosti za
zdravlje i rizika od njihovog pojavljivanja u svim fazama proizvodnje hrane i distribucije. To je sistem koji kontroliše i štiti rizike relevantne za potrošače sigurnost i zaštitu zdravlja. HACCP štiti interese potrošača dajući mu sigurnost i visok zdravstveni kvalitet kupljenih prehrambenih proizvoda. Proizvođač je uveren da je učinio sve da proizvede proizvod koji je siguran za ljudsko zdravlje. Osobina tih sistema je integracija upravljanja kvalitetom i sigurnosti hrane, te preuzimanje nadzor i kontrole kroz lanac hrane po principu "od polja do trpeze" (od farme do tanjira, od štale do stola).

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