

Diversification of Rural Economies and Sustainable Rural Development in the Enlarged Europe

Conclusions from Poland

Short presentation
Summary

- Kijewo Królewskie Municipality
- Pluznica, African ostrich farm
- Orzechowo, Horse breeding, agrotourism
- Torun, Ethnographic Museum
- Lubicz Dolny, Ceramic factory
- Bialkowo, Bio-food factory

Motives

(for starting new enterprises)

- improving income (most important)
- adhere to countryside, adding new services (ostrich farm)
- adhere to farming or traditional farming
- maintaining family running bussines
- introducing new ideas of health care (hippotherapy)

Problems, barriers

- we observed some resistance to rural idea
- financial barrier (not friendly credits)
- not sufficient communication between entrepreneurs and local authorities
- lack of information regarding new opportunities – financial support possibilities
- lack of willingness for cooperations in organised forms like associations

Perspectives

- to enlarge market for producers by finding new customers, new space on local markets and abroad
- extending trading possibilities by using the internet and developing strong marketing strategies
- finding chances to build financial stability for rural families (undependent from local market fluctuations) by good banking credit system

Perspectives

- to enlarge market for producers by finding new customers, new market space
- advertisement (available only on internet)
- well educated next generation in the bussines

Future predictions

- attracting to the area tourists and investors by showing natural and cultural heritage
- developing service system improving the quality of life