

Trip I (Małopolska Province, Brzesko County, Iwkowa municipality)

I. Gmina Iwkowa



The Municipality of Iwkowa is located in the southernmost part of Brzesko County, bordering with the following counties: Nowy Sącz, Limanowa and Bochnia. Its area is known for its natural diversity with two geographic regions meet there: the eastern end of the Island Beskids and the western part of the Rożnowski Foothills. In the middle there is the picturesque Iwkowa Basin. Iwkowa is only 8 kilometres west of Brzesko national road. Iwkowa is a small municipality with slightly more than 6000 inhabitants and it covers 47.2 square kilometers. Within the municipality folk bands, a song and dance group, as well as a brass band are active. Numerous chapels and regional historical landmarks can also be found here. Nongovernment organizations are quite active in the area, as well.

The Municipality of Iwkowa is the area where the “On the Plum Route” association is very active. It cultivates historical tradition and the culture of the area, as well as fosters various possibilities for further development. The symbol of the area is the plum tree, alluding to local tradition and culture, hence the name “Plum Route”.

Ia. Agritourist farm „Nowizny”



The Kaminski family of five lives in the hamlet "Nowizny", which belongs to Połom Mały village in the Iwkowa municipality in central Malopolska. They have a small farm with an area of over 5 hectares with a forest. The farm is situated on a picturesque hill of the Rożnowski Foothills, overlooking Island and Sądecki Beskids. It offers rooms decorated in a regional style with balconies, bathrooms, fireplaces, and kitchens. You can also order meals on the farm – such as the specialty bean soup with dried plums, and wine from the farm’s own vineyard. The vineyard is undoubtedly the biggest attraction. A big plantation

of over 20-are provides the opportunity to taste the fermented results from different varieties of grapes and, in the future, possibly different types of wine. The vineyard, founded in 2005, is a great source of information on wine-growing in an Eastern European climate, varieties of vines, their requirements, and the qualities and tastes of various fruits and wines.

The farm is located in a nice, but rather obscure area. The popularity of agritourism and the desire of the Kaminski family to run such a farm resulted in the planting of the first vines. It was followed by professional training, a search for literature on the topic, Internet research, acquiring membership in wine associations, etc. Step by step, the vineyard began to develop and a wine cellar needed to be built. The area surrounding the farmhouse is also very attractive with a volleyball court and a shelter with a fireplace inside.

Another attraction of the farm are fallow deer. You can watch these extremely loveable animals from the windows of the rooms or directly within the pasture. Fallow deer are herd animals, forming clusters of medium size. They are adapted to a mixed diet with a predominance of grass. They prefer grass and herbs, but will also eat the shoots of trees and shrubs. They also consume blackberry leaves and ivy

which remains green through the winter. Workshops and basic training in viticulture, traditional winemaking, and fallow deer breeding are conducted on the farm.

Ib. Maurer's Farm and Processing Company

The Maurer family farm is located by the Dunajec River in the village of Zarzecze, which is part of the Łącko municipality. Mr. Maurer says that delicious apples were present in his life since his birth. It is not a surprise that Maurer's farm concentrates on fruit and vegetable production and relies greatly on the orchards which were started by the owner's grandfather. His father also grew delicious apples that were appreciated both in Małopolska and Silesia.

Mr Maurer started working on his father's farm when he was a little boy. After graduating from high school he studied horticulture at the Agricultural University in Krakow. After earning his university degree he applied the academic knowledge in practice. His dream was to preserve the good orchard tradition of Łącko and provide customers with products that taste great and benefit their health. So, the Maurer family started to produce natural pasteurized fruit juice, produced with no additives or artificial preservatives. In 2002, the farm was equipped with a traditional, ecological fruit press to make juice from fruit grown on the farm.



Maurer's juices were featured at numerous food fairs and therefore the firm was able to get good contracts both in Poland and abroad. Maurer's products are regularly seen at food trade exhibition such as BioFach in Germany, Polagra Farm and Polagra Food in Poznan, Poland, IFE Poland in Warsaw, and Agropromocja in Nawojowa, Poland. The juice bearing Maurer's logo can be found not only in stores specializing in healthy foods but also at supermarket chains such as Carrefour or Billa in Slovakia.

Company development is often linked to the promotion of the region. Every year, the Maurer's company participates in the Apple Bloom Holiday in Łącko, providing free juice to the participants of the event. Additionally the company sponsors various cultural events, such as the Singing Poetry Evening in Krakow in 2004. The Maurer's company was a proud sponsor of the Children of the Mountains Festival in 2007 in Nowy Sacz. Periodically, it has provided juices for the centre for people with disabilities in Szczawnica as well as for children's summer camps.

The popularity of Maurer's products is growing, and so is the trust of the customers. The company may change packaging, leaflets and update its website but it will never change the natural taste of Maurer's juice.

13.00 – departure from Kraków

14.30 – visit to the agritourist farm "Nowizny", meeting with the mayor

15.00 – coffee break

16.30 – visit to Maurer's company

17.30 – dinner at "Bialy Jelen" – a shepherd's hut converted to a restaurant

20.00 – approx. arrival to Krakow

Trip II (Małopolska Province, Brzesko County, Szczurowa municipality)

II. Szczurowa Municipality



The municipality of Szczurowa is located in the north-eastern part of Małopolska Province in the valley of three rivers: Vistula River, Raba River and Uszwica River. The area of 13 464 ha is inhabited by nearly 10 000 people residing in 21 villages. Regional road 768 connects Warsaw and Krynica as well as the A4 highway which runs through it on the bridge over the Vistula River. Not far to the west there is regional road 964, which connects Krakow, Tarnow, and Rzeszow.

Szczurowa is known for its rich history that dates back to the Middle Ages. The first historical mentioning of this village dates back to the 12th century. It has been known as Szczurowa since 1338 when it was established by Krakow bishop Jan Grot. Certain parts of the village were among royal estates.

The oldest villages of the area, filled with historical monuments and mentioned in local legends, are: Szczurowa, Uście Solne, Strzelce Wielkie, Dołęga, and Zaborów.

The municipality has great agricultural traditions. Well-preserved historical mansions in Szczurowa, Zaborow, Dołęga, Strzelce Wielkie and Górka are the remnants of feudal properties of knights and bishops. These historical entities, combined with large forest areas, rivers, and clean air, make for great areas for active leisure and relaxation. The mansion in Dołęga, currently supervised by the Regional Museum in Tarnow, is the most interesting landmark in the municipality. It played a significant role during the Polish national uprising against Russia in 1860s and in early 20th century in the artistic life of Neoromantic Young Poland movement. The park and palace complex in Szczurowa from the 19th century, as well as the parish church from the turn of the previous century, are also worth seeing.

II a. „CHABURA” L.L.C. - Meat Processing Plant

The meat processing plant "CHABURA" was founded in 1989. Since then it has transformed from a small, local establishment, into a thriving nationwide company. It owes its dynamic growth to the work of skilled professionals, modern machines and technology, a "smart trade policy," and the highest quality products. Before starting this business, its proprietor, Zbigniew Chabura, was a farmer; he had a pig farm and cultivated corn on more than 15 hectares of land.



Currently, the meat processing plant "Chabura" produces more than one hundred kinds of deli meats, smoked meats, and offal products with unique taste and a healthy, natural look. All of them are produced according to traditional recipes, appreciated both in Poland and in foreign markets. At present, the company employs 90 people with an increasing number of young staffers who aim to prove themselves as skillful managers.

The company is facing some challenges related to changes in the European law on smoked meats and stringent regulations in the Polish law concerning the operation of the plant. Nowadays, the company, which combines meat production and operation of a slaughterhouse, is focusing on opening retail outlets in the province of Malopolska. Half-carasses are imported from abroad, because the local

market is not able to meet the demand. The monthly output is more than 250 tons of deli meats. The company has benefited from EU funding in terms of increase of the added value. The EU funds were used for the purchase of vans, improvement of the production line and expansion of buildings.

13.00 – departure from Kraków

14.30 – meeting with the mayor of Szczurowa, coffee break

15.30 – meeting at „Chabura” LLC, meat processing plant

17.00 – dinner at a monastery in Hebdow

19.00 – approx. planned arrival to Kraków

Trip III (Małopolskie Province, Wadowice county, Lanckorona municipality)

III a. Lanckorona municipality



Lanckorona is a rural municipality in Wadowice county, about 50 km southwest of Krakow. The municipality is located in the Wielicki Foothills, bordering the Middle Beskids. Lanckorona is a magic town of angels situated between bigger towns: Wadowice and Myślenice.

Lanckorona is sitting on the mountainside and therefore the view from its market square is quite amazing. From it one can see valleys below and even distant towns and villages. When visibility is good, the monastery in Kalwaria Zebrzydowska, Krakow, and the Żywiecki Beskid mountains can be seen, as well.

Lanckorona is a small, quiet town, good for leisure. Its area is quite picturesque and full of traces of its past greatness. The market place with historical buildings dating back to the 14th century has great architectural value. The local gothic church with baroque interior is also worth taking in. It was founded by King Casimir the Great. The ruins of the medieval castle can be seen at the top of the hill.

In recent years Lanckorona has organized the Angel in Town Festival, a wonderful promotional event, during which, the market square becomes a stage for dressing up. The Festival includes food, concerts, workshops, etc.

III b. ART-MEB, Łukasz Klimowski



Łukasz Klimowski runs his business in the town of Skrzyszow. For many centuries the area was known for its carpenters and shoemakers. Handmade shoes are still made here and so is furniture, made mostly for households.

There is a Wood Industry Technical School in Kalwaria Zebrzydowska, which trains future carpenters. Łukasz Klimowski is a graduate of this school. He inherited the business from his father in 2001, shortly after school graduation. Initially, the ART-MEB company focused on the production of custom-made furniture. It was a standard activity in the region at the time as furniture companies were competing with each other. In 2006, the workshop of Łukasz Klimowski burned down. In order to reconstruct it, the help of neighbors and the local community was needed. Mr. Klimowski did not benefit from EU subsidies.

At the moment, the company employs 9 people. It has cooperated with companies in Slovakia for several years now; mainly with the company Nomiland S.R.O, for over the past five years. This cooperation has resulted in the production of foam furniture for preschools, toddler clubs and other facilities for children. All the children's furniture must meet very specific requirements and have current certificates for compatibility, compliance with safety requirements, ergonomics, and quality. Łukasz Klimowski has all the relevant certificates for his products. The company also produces handmade wooden toys (primarily for kindergartens) and furniture to equip hotels and guesthouses, which is mainly exported to Slovakia.

Currently Łukasz Klimowski is the head of the company in Krakow. It deals with both supervision of production and computer programming, i.e. programming stocks, supply checking as direct sale of products to equip kindergartens.

Łukasz Klimowski hopes to continue to grow his business and has greater cooperation with partners from Slovakia. He would like to increase the range of products and specifically expand the addressed to institutions working with children.

III c. Centre for Training and Education OHP „Korona” in Lanckorona

Voluntary Labour Corps (Polish abbreviation OHP) are state entities established to support the education system through social, professional, and economic activation of young people. OHP centers implement measures to increase professional skills of young people and their retraining. They also support initiatives aimed at combating unemployment as well as educating through work. This work includes employment preparation for young people and organizing international youth cooperation.

The main objective of the Voluntary Labour Corps is to create the proper conditions for social and professional development of youth, directing specific measures to disadvantaged youth. The support consists of building the system of aid for the most vulnerable, organizing and supporting forms of poverty alleviation as well as eradication of unemployment and social pathologies. Due to the nature of these tasks, the basic units of Voluntary Labour Corps are divided into two groups: 1) care and educational and 2) performing tasks for the labor market.

The example of the care and educational unit is the Centre for Training and Education in Lanckorona. Young people with a particularly difficult family situation can receive free accommodation and meals there as well as professional tutoring, various educational opportunities and assistance in obtaining employment.

The resort "Korona" (Crown) located next to the Centre for Training and Education has 50 beds. It offers 1, 2, 3-person rooms and suites, it also has two classrooms with full audiovisual equipment, and the local canteen which provides delicious and inexpensive meals. The resort serves as a base to organize tourist events, parties, holidays and green schools. It can also host conferences, meetings and training session for up to 50 people. The facility is accessible to people with disabilities, equipped with elevator and special bathroom. On the premises there is a large garden with a separate area for a bonfire, a volleyball court and parking.

13.00 – departure from Kraków

14.30 – meeting with Łukasz Klimowski at his company

16.30 – meeting at OHP, coffee break, dinner

18.30 – departure from the site

19.30 – approx. arrival to Kraków

Trip IV (Małopolska Province, Tatra County, municipality of Bukowina Tatrzańska)

Podhale is an historical region in Poland by the Tatra Mountains in the upper Dunajec River valley. Podhale is not just a specific area on the map of Poland but also a rather autonomous region in terms of culture with multiple examples of original highlanders' culture and customs. History and geographical distinctness of this region is the key to understanding and appreciating its presence, magic atmosphere and gorgeous landscape.

Podhale is the most northern part of Central Carpathian Mountains and it includes the following towns and villages: Nowy Targ, Zakopane, Ludźmierz, Białka i Bukowina Tatrzańska, Poronin, Kościelisko, Chochołów, Witów, Biały Dunajec i Podczerwone. The region is well-marked by natural borders: mountain ranges and ridges and the Białka River.

Bukowina Tatrzańska is the village in the Tatra County in the municipality of Bukowina Tatrzańska. Bukowina Tatrzańska is located 860 -1000 meters above sea level at the Spisko-Gubałowski Foothills, about 110 km south of Krakow.

IV a. Tatra – Beskids Cooperative of Producers “Gazdowie”,



The cooperative was founded in 2007 by highlanders from Podhale, Żywiecki Beskids and Silesian Beskids with a goal of preserving traditional agricultural farms specializing in sheep in the Carpathian Mountains. The cooperative's president Kazimierz Furczoń comes from well-known highlander family cultivating old shepherd traditions of Podhale. In its works the „Gazdowie” cooperative is inspired by pastoral culture, where success was determined by good cooperation of shepherds whose sheep grazed together.

Oscypek cheese is the main specialty of the cooperative. No two shepherds will produce oscypek cheese that tastes the same. The taste is determined by the pasture that the sheep graze and by the recipe that the shepherd follows. The food experts claim that oscypek is the most delicious in the spring when sheep's milk contains a lot of fat. Oscypek cheese has been produced in Polish mountainous areas for over 400 years by hand in special huts. It has to be produced only during the time of milking sheep, from May through September. Sheep oscypek has always been considered as a luxury food product, only served on special occasions such as weddings, baptismal parties, and during religious holidays. Original oscypek made from sheep's milk can be recognized due to its smooth texture and shiny appearance caused by high fat content. When cut in half it is slightly yellow when fresh. Besides oscypek, the cooperative sells other types of cheeses. Every year it organizes contest in sheep shearing and works on the “Carpathian Unite” project.

The cooperative sells its products locally, regionally, and in retail chains. The main challenges faced by cooperative members relate to low subsidies for sheep herds and low prices for oscypek cheese and other products. Shepherds in the cooperative also complain about bureaucracy connected with sales of products as well as strict phytosanitary regulations that they have to follow.

IVb. Organic farm of Kazimierz Furczon

Furczoń is a leader in Poland in building pastoral communities and the originator of the project "Small pastoral communities of the Carpathians". He is also the founder and the president of the Tatrzańsko-

Beskidzka Spółdzielnia Producentów „Gazdowie” (Tatra – Beskids Cooperative of Producers „Gazdowie”) mentioned above, which unites more than 100 farmers. He is the first Polish shepherd who was certified by the EU for his products. According to the recipe trademarked in the European Union, oscypek (highlander smoked cheese) should consist of sheep's and cow's milk, with the contents of the red cows' milk oscillating around 40 per cent. Furthermore, the real oscypek can only be produced from May to September. It should weigh from 60 to 80 grams and measure 17-23 cm.

Nowadays, the cooperative of Mr. Furczoń sells variety of traditional highlander cheeses such as oscypek, bundz, bryndza and also lamb meat. Mr. Furczoń runs an organic farm on the area of 120 ha of grassland. The farm consists of his own and leased land. His mountain sheep (150 mothers) have won first place awards and numerous titles of champions at national exhibitions of breeding animals.

Kazimierz Furczoń won first place at a national competition and the prestigious title of the Farmer of the Year. He inherited the farm from his father and modernized it. The tradition of sheep farming in his family goes back to the 19th century.

Mr. Kazimierz has received many prestigious awards and honors, e.g. the first place in the Tatrzańskie Wici festival of oscypek in 2005 and the "Pearl" award for bundz and redykołka cheeses in Our Culinary Heritage contests in 2005 and 2007. Kazimierz Furczoń is also a great breeder of sheep. He won a gold medal at the National Exhibition of Animal Husbandry in Poznan in 2004 for Polish mountain sheep ewes.

13.00 – departure from Kraków

15.00 – arrival to the ecological farm of Mr. Furczon

17.00 – dinner in of Bukowina Tatrzańska

18.00 - departure for Kraków

20.00 – approx. arrival to Kraków

Trip V (Małopolska Province, Myślenice County, Raciechowice municipality)

Va. Raciechowice municipality



The municipality of Raciechowice is located at the very heart of Małopolska, 40 km away from Krakow in the Myślenice County. The area of Raciechowice municipality is free of air and soil pollution and environmental threats that other parts of Małopolska are facing. It is an agricultural municipality with interesting potential for tourism and leisure activities.

The total area of the municipality is 61 square kilometres. More than 64% of the area (38,85 square kilometres) is covered by cultivated agricultural land, 28% of the area is covered by forests (16,94 square kilometres) and only 5% make for urbanized and residential areas (3,15 square kilometres). Relatively clean air, waters and soils encourages agricultural production. Climate and soil conditions are beneficial to production of „healthy food” and the development of agritourism. Agriculture is the key sector of local economy with prevailing orchards and animal breeding. The agricultural employment is estimated to be close to 53 %.

Manor houses that in the past belonged to nobility are part of the landscape. There are six such buildings in the villages of the Raciechowice municipality, namely in: Bojańczyce, Czasław, Dąbie, Komorniki, Mierzen i Raciechowice. Some of the manors have well-preserved parks and farm facilities and some were silent witnesses of historical times. This is particularly true for the eighteenth century manor in Mierzen, which during the World War II became headquarters and the center of command for Polish guerillas. A vast majority of manors preserved their traditional architectural style with coats of arms, wooden bass reliefs and in many cases the original interior. It should be mentioned here that the wooden manor in Raciechowice is one of the most impressive buildings of wooden architecture in Małopolska Province. It was built in 1780 and owned by the Biliński family and the by the Bujwida family. Over the entrance to the building one can see Nowina and Leliwa coats of arms. On the property, there is wooden grain storage from 1774 and the remnants of the landscape park.

Vb. Social Cooperative "Przystań"

Social Cooperative "PRZYSTAŃ" in the Raciechowice municipality was established on January 1, 2012. The founding members are two legal entities: the Raciechowice municipality and the Association of Volunteer Fire Brigade in Kwapince. This is the first cooperative in Poland, which founding member is a Voluntary Fire Brigade. Statutory activities of the cooperative include social reintegration and fostering of social bonds. The cooperative motivates its members to participate in community life and to take up various social roles in their place of residence.

The main tasks of the cooperative are: feeding children and young people and maintaining order in school buildings in the community. Every day the cooperative prepares about 400 dinners. The direct recipients of these meals are not only students, but also local inhabitants and people working in local companies. The cooperative also provides maintenance and cleaning services in 4 schools in the Raciechowice commune. In addition to the above tasks "PRZYSTAŃ" provides catering services for training sessions, conferences, meetings and events organized in the Myślenice country.

The good practices of the cooperatives are shared during the study visits with participants coming from other Polish provinces such as Swietokrzysie, Podlaskie, Lubelskie.

Currently the cooperative employs 18 people who were previously unemployed. Thanks to employment in the cooperative they got a chance to return to the labor market and improve their standard of living and professional skills.

Vc. "Enchanted Hill" educational farm



The "Enchanted Hill" is a place inspired by dreams and a love for animals and nature. This place is created by people who have passion and whose days are too short. The farm is located in the village of Czasław in the ecological commune of Raciechowice. The view from the farm is beautiful thanks to the Island Beskid Mountains, green meadows, and countless animals peacefully grazing or lazily basking in the sun. The place provides a perfect opportunity for city denizens to relax and charge their batteries.

The "Enchanted Hill" belongs to the Network of Educational Farms at the Agricultural Advisory Centre in Brwinow Branch Office in Kraków. The farm has been involved in environmental, ecological, and ornithological education for years. The hosts try to make the facility lively and animated throughout the year. The activities at "The Enchanted Hill" are aimed at schools and kindergartens (workshops and camps) and equestrians (off-road rides, cross-country rides,

workshops, courses and trainings). Family and company meetings can be held here. The farm organizes a well-known event in Małopolska for women.

The "Enchanted Hill" is a place where an enormous amount of work is conducted by the owners and their friends. Every object, each plant and every animal on the farm has a story. The "Enchanted hill" staff consists of people with huge hearts, talent, dedication, and commitment.

13.00 – departure from Kraków

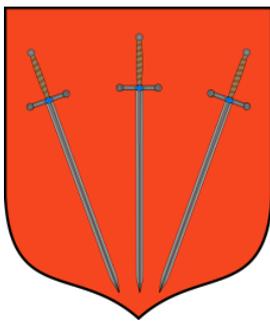
14.00 – arrival at Social Cooperative "Przystań", coffee break

15.30 – visit at the educational farm

17.30 – dinner on the premises of the educational farm

19.30 – approx. arrival to Kraków

Trip VI (Małopolska Province, Oświęcim County, Zator municipality)



The town of Zator is located by the Skawą River in the Oswiecim Basin. It is known for fish farming and carp farming in particular. Zator is the capital of the Carp Valley and it organizes Zator Carp Days annually. The name of Zator comes from the word that indicates narrowing of the road or the river. The town was established in the place where the straight flow of the river was stopped and diverted around, creating natural water reservoirs. Besides natural barriers, the river had to deal with obstacles made by people as the town was famous for its fish supply, especially carp. The town is located about 50 km south-west from Kraków.

Vla. Local Action Group "Dolina Karpia -Carp Valley" Association

"Dolina Karpia" (Carp Valley) is a very attractive area in terms of tourism and natural assets. It is spread over seven Malopolska municipalities including Kraków, Oświęcim, Wadowice and Kalwaria Zebrzydowska. The area of two neighboring counties, Oświęcimski (towns: Osiek, Polanka Wielka, Preciszów, and Zator) and Wadowicki (Brzeźnica, Spytkowice, and Tomice), is covered with numerous ponds and is often visited by photographers, ornithologists, and anglers - who are attracted by a number of fishing grounds. The place is also quite popular for school trips because of the wildlife and educational paths. Much of the land of the "Dolina Karpia" was included in a special protection area, Natura 2000. Those who prefer active tourism will find bicycle paths, along with a loop in Brzeźnica, and can take part in numerous rallies held periodically, as well as kayaking. A prime attraction for families with children is the largest movable dinosaur park and in winter they may visit Santa Claus. The Wooden Architecture Route winds through the whole area. Artistic open-air events are held here, organized together with the Academy of Fine Arts in Kraków. International cultural and tourist exchange trips are organized here, as well.

In the summer season visitors arrive for a series of outdoor events of the "Carp Valley Festival" (including the already famous Carp Holiday" in Zator), during which, in addition to numerous artistic attractions, you can shop for local products, handicrafts, often manufactured according to centuries-old patterns. In 2007 Zator carp were included in the national List of Traditional Products. In 2009 Zator smoked carp won first place in the traditional specialties category in the "Taste of Malopolska Festival," and in 2011 the same honor was achieved by the carp in vinegar. It is hard to find any other

area in Małopolska with such delicious fish dishes served by local Rural Housewives Associations and in restaurants!

“Dolina Karpia” is close to the major attractions of Malopolska, so visiting it can be combined with trips to Oświęcim, Wadowice, but also Krakow or Wieliczka. The Local Action Group Association of the Dolina Karpia has operated in the area since 2006. The activities of the Association are based on the principle of a three-sector partnership consisting of representatives of civil, economic and general public sector.

The "Dolina Karpia" is an hospitable, accessible, and attractive place for tourists with friendly residents who follow the principles of sustainable development and in essence are good stewards of this land. The mission formulated that way reflects the values of the Dolina Karpia inhabitants such as hospitality, commitment to tradition, awareness of a value of a surrounding nature. The attachment to tradition is not in conflict with various development opportunities for the Dolina Karpia, based on local resources, tourism, and cultural heritage. The "Dolina Karpia" as a major center of carp breeding and fishing in Poland has rather extensive tourist offerings. The "Dolina Karpia" aims to become a place rich in initiatives and joint projects that could benefit the inhabitants in terms of quality of life. This vision indicates a desired state of the Dolina Karpia area as a result of the implementation of the Local Development Strategy which involves strengthening of tourism (especially in the field of active and qualified tourism - fishing) and also breeding and processing sector. Local Action Group “Dolina Karpia” Association is a non-government organization that was established in 2006 to conduct tasks related to sustainable development. The Association is supervised by the Marshall of Małopolska Province and its activities foster rural development within the Local Action Group. They are meant to empower the local community and local entrepreneurship with smart use of local historical, cultural, and natural resources. Another goal is to improve the tourist potential of “Dolina Karpia” and building its strong, well-recognized brand.

In 2016 the Association “Dolina Karpia” was the only Local Action Group in Małopolska that received funds for the implementation of Local Strategy of Development LED by Local Community for years 2014-2020 within the framework of two EU programmes: Rural Development Programme for years 2014-2020 and Operational Programme “Fisheries and Sea” for years 2014-2020.

13.00 – departure from Kraków

14.30 – visit to Local Action Group “Dolina Karpia”, coffee break

17.00 – dinner at Local Action Group “Dolina Karpia”

19.30 – approx. arrival to Kraków

Trip VII (Małopolska Province, Olkusz County, Klucze municipality)



Klucze is a rural municipality in Olkusz County in Małopolska Province, situated in the Krakow-Czestochowa Upland, about 55 kilometers from Krakow. In 2013 Klucze had a population of 15 306 people. The municipality belongs to the area famous for karst formations with beautiful rocks and interesting caves. Three types of landscapes can be observed here: plains, valleys, and limestone plateau. The variety of plants and animals are impressive, with approx. 1500 species of plants, 200 species of birds, 3000 species of insects, various forest mammals and bats in caves.

Social Cooperative "OPOKA"



It is the first social cooperative in Poland founded by two legal entities with strong credentials in the field of assistance and social reintegration, namely the "KLUCZ" Association for Sustainable Socio-Economic Development and the Christian Charity Association. In 2009 these associations established a cooperative, which has succeeded in the catering and job-training industry. The activities of the cooperative focus on good social causes. The cooperative is a social enterprise that generates profits and then uses them to achieve objectives of social

and professional reintegration, especially in the form of new job creation. The staff of the cooperative includes a significant number of people who were unemployed for an extended period of time and people with disabilities. Thanks to the cooperative they have been given a chance to return to the labor market and a possibility for social and professional development.

Today, "OPOKA" is an umbrella organization for several community establishments such as Institution of Vocational Rehabilitation in Chechło, Restaurant "Opoka" in Klucze and Cafe Safari at the Centre for Recreation and Leisure in Jaroszewiec. Main activities of the cooperative are the following: catering services, event organizing, hosting business meetings and outdoor events. The cooperative also operates in the building sector, care services, and engages in artistic handicraft. "OPOKA" is also a winner of many prestigious awards: the first honorable mention the "Leader of Social Entrepreneurship in Malopolska" competition in 2011, the Marshal of Malopolska Region Award "Salt Crystals" in 2011 in the category of "Economic and civic activation," first prize in the category: Initiatives for local communities - 12th edition of the "Way to success" contest in 2011. Since March 2013 the cooperative has been a certified "Zakup prospołeczny" ("Pro-social purchase"), which stands for high-quality products and services in the social economy sector. Anyone who buys products and services of the cooperative supports creation of new jobs.

Social Cooperative "OPOKA" is the first entity of a social economy, which was established within the project called "ABC of Social Economy" co-financed by the European Union (European Social Fund).

13.00 – departure from Kraków

14.30 – visit to social cooperative "Opoka", coffee break, dinner

17.30 – departure from the site

19.00 – arrival to Kraków

Trip VIII (Małopolska Province, Limanowa County, Niedźwiedź municipality)

VIIIa. Niedźwiedź municipality



The municipality of Niedźwiedź (trans. "Bear") is located in the southern part of Limanowa County on the slopes of the Gorce Mountains in the High Beskid. The town has a population of 6950 people. The municipality consists of four villages: Podobin, Niedźwiedź, Konina, and Poręba Wielka. Allegedly, Niedźwiedź is the smallest village in the municipality bordering on Mszana Dolna. It has good conditions for hiking, paragliding and other forms of active leisure. Part of the municipality is occupied by Gorczański National Park with numerous tourist trails running through it. The main economic activities in the municipality of Niedźwiedź involve tourism and agriculture. There are food processing plants and craft businesses and companies selling and processing wood. The distance between Niedźwiedź and Krakow is about 65 km.

VIIIb. Family farm – Stanisław Hudomięt



Stanisław Hudomięt has been running his family farm since 1990. The total area of the farm is about 7 ha, and the land has only one owner. Mr. Hudomięt grows cereals and legumes for cattle fodder. His cattle livestock is rather small - 5 heads. The farm is certified as ecological and it also provides high quality agri-tourism

services. The guests can stay in well-equipped rooms with private bathrooms. All of the farm's products, i.e. milk, butter, cheese, are served to guests. Mr. Hudomięt benefits from direct payments and agri-environmental payments. The main problem the farm has is lack of roads to the fields, which is very important because the fields are in the mountainous area, and this further complicates their cultivation. Mr. Hudomięt looks forward to increasing interest of tourists in the region and plans to expand his agri-tourist operation. To enhance his skills he completed a "Qualified Farmer" course. Interestingly, there is a potential successor for operating the farm - a son.

VIIIc. Agricultural farm of Jan Lupa



Mr. Jan Lupa has been running the farm since 1995. The total area of the farm is about 8.5 ha, including 5 ha of Lupa's own land. On arable land the farmer cultivates wheat, a cereals mix, and potatoes. There are also permanent grasslands, where animal fodder is produced. Livestock production includes 7 dairy cows and 38 sheep. The farm is certified organic with commodity production of: milk, lambs for export, and beef livestock. The farmer benefits from direct payments and agri-

environmental programmes. In the future, Mr. Lupa would like to enlarge the farm through the lease of land and to modernize it by purchasing new machinery and renovating farm buildings. The main problems he is facing are the difficulties with direct sales of farm products. This is due to the current legislation on the marketing of animal products. To enhance his skills he has graduated from a "Qualified Farmer" course. There are potential successors of the farm.

13.00 – departure from Kraków

14.30 – visit with Mr. Hudomięt, coffee break

16.00 – visit with Mr. Lupa,

17.30 – dinner

20.00 – approx. arrival to Kraków

Trip IX (Małopolska Province, Tarnow County, Zakliczyn municipality).

IXa. The municipality of Zakliczyn



Zakliczyn is one of the oldest and smallest towns in Małopolska with the second largest (after Krakow) market square in the entire province. The town is known for its numerous cultural events including some big ones with national recognition. Among them are: Terrain Cars4x4 Picnic organized in June and Bean Festival taking place in the first half of September. Zakliczyn is strongly associated with beans, with best quality butter beans, called "Piękny Jaś" (Handsome Johnny), grown here. This variety of beans was added to the List of Traditional Products by the Ministry of Agriculture and Rural Development. It was also registered as a regional product from Małopolska. Farmers from Zakliczyn emphasized that the healthiest beans with great nutritional value can only be grown in the Dunajec Valley. Their distinct, slightly sweet taste is unmistakable.

IX b. LGD Dunajec-Biała (Local Action Group).

Dunajec – Biała Local Action Group (LAG) was established on December 19, 2005 as a Pilot LEADER+ Program. It is an association that represents three sectors of local communities: public sector, social sector and economic sector. The Dunajec – Biała Local Action Group extend over four municipalities in Tarnow County: Ciężkowice, Pleśna, Wojnicz, and Zakliczyn, with its headquarters located in Zakliczyn. The area is situated about 60 kilometers southeast of Krakow.

Dunajec – Biała Local Action Group (LAG) aims to make the best use of natural and cultural assets of the Ciężkowice – Rożnow Foothills by initiating and conducting unique European projects. Its activities are meant to foster rural development, increase the attractiveness of rural areas and strengthen the cooperation of rural residents in all four municipalities. The main objective of the organization is to make rural residents more involved in the social, economic, and cultural life of their communities.

Dunajec – Biała Local Action Group (LAG) has great potential for local empowerment thanks to various cultural traditions, customs, interesting geographical location, clean environment, and a large number of small farms. The members of Local Action Group mapped out four areas of interest for local

activities: tourism, local product, natural environment and entrepreneurship. As all four municipalities within the Local Action Group share the same history, tradition and cultural heritage and are known for good environmental and natural resources a creation of a distinct local is called for. Such product should be a magnet for tourist and popularize the entire area of Local Action Group.

The association have conducted numerous projects aimed at tourist development in rural areas. The area was the first in Małopolska to engage in organization of culinary tourism with the use of local culinary products. For the innovative solutions related to promotion of regional and traditional products the association was awarded with the Mercurius Gedanensis medal and the diploma of the Ministry of Agriculture and Rural Development. Dunajec-Biała Local Action Group is often identified with direct marketing of food with the use of Internet. This initiative integrated local food producers and resulted in forming of another association, which received an award in the Laurel of Economic Excellence (Laur Gospodarnosci) contest.

The scope of work of Dunajec-Biała Local Action Group increases environmental awareness in the local community. There are courses and advisory services available. To strengthen the tourist potential of the area the association sought expert opinions on rebuilding of tourist trails including establishment of a heritage park presenting past rural life. Preliminary documentation and inventory was conducted for renovation of war cemeteries and some maintenance work was done at the local cemetery from World War I. The association cooperates with other Local Action Groups both in Poland and abroad.

13.00 – departure from Kraków

14.30 – arrival Zakliczyn – meeting with local authorities

16.00 – visit to Local Action Group Dunajec Biała- the organization that work on rural development issues

18.00 – dinner

20.30 – approx. arrival to Kraków

Trip X (Małopolska Province, Dąbrowski County, Olesno Municipality)

X a. Zalipie



Zalipie is a village in the Olesno Municipality and Dabrowa county, located about 110 km from Kraków. Known as “the painted village” it is famous for its painted farmhouses and barns. The custom of painting home interiors with flowery motifs started in the second half of the 19th century. At the time women who lived in Zalipie started decorating their cottages’ kitchens and rooms with flowers made of tissue paper, and adorning ceilings with so-called “spiders” made of straw, as well as painting flowers on walls and stoves. Paintings were also done on exterior walls of the homes, as well as on private wells and fences. Currently in Zalipie, there are about 20 painted houses.

This type of decorative art used to be present in other villages of the Powiśle Dąbrowskie, which is the area between the Vistula River and the Dunajec River, primarily its western side.



The works of Zalipie's female artists can be admired in the Home of Felicja Curyłowa - which is now a part of the Tarnow Regional Museum - and in the Painters' House of Zalipie, established in 1978. Every year, on the weekend after the Catholic holiday of Corpus Christi, the village's painted homes compete for the title of most beautiful decorations.

Zalipie's location with its fresh, clean air and no industry is its biggest asset. It is the only village in Poland where inhabitants decorate their households with hand-painted flower patterns. The guests arriving in the village are met with great hospitality and can experience peaceful, rural life.

Agritourist guesthouse „Gościna u Babci (Staying at Grandma's)" is a single family house with outer walls painted in traditional flower patterns. It can accommodate up to five people. The house has two rooms with private bathrooms, one standard kitchen and two separate entrances. The rooms can be connected together to make one larger living space.

Xb. Western Riding Training Center FURIOSO (Małopolska Province, Tarnow County, Lisia Gora Municipality)

Western Riding Training Center FURIOSO was established in 1992 in Stare Żukowice near Tarnow by Anna and Alex Jarmuła. Thanks to their passion and determination the centre became the cradle of western riding in Poland and its development is quite impressive.

Furioso is the first western-style horse riding center in Poland. Currently the center includes a large country house with guest rooms, stables which can house about 50 horses, an open, full-size (80x40m) arena, a round-pen, a riding hall (56x36m), and paddocks. However, the primary assets are the horses and the natural method of riding them known as the western style. The method and the training in western-style riding emphasize good communication between horse and rider.

Alex Jarmuła, the facility's owner, has unique knowledge and skills in western-style riding and is not afraid to compete with the best of the best. He regularly participates in European and world championships and proves to be among the top western riders.

Western-style riding is often rather spectacular. The rider wears a cowboy hat, sits in a comfortable seat, and can control the horse with just one hand. Those who want to experience something more extreme can try rodeo or stunts. The only requirements are bravery, persistence, and good communication with the horse. Every year, the first weekend in May in Stare Żukowice is reserved for the Western Horseback Festival. The festival program includes shows, wild west-style riding contests, as well as agritourist fairs and country music concerts.

13.00 – departure from Kraków

14.30 – arrival in the village of Zalipie, coffee break

16.00 – visit at Western Riding Training Center FURIOSO

17.30 –dinner at Western Riding Training Center FURIOSO

20.00 – approx. arrival to Kraków