



 The Association for
Innovation in Agriculture

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Innovations
are the foundation of development



The Association for Innovation in Agriculture



President's word

„Dear Sirs,

The Association for Innovation in Agriculture represents the interests of Polish agricultural producers and processors of agri-food products. Our goal is to increase the competitiveness of the domestic agri-food sector and to support the even, sustainable development of rural areas, in line with the challenges of a modern economy.

Our main focus is the marketing and promotion of agri-food products and processing at home and abroad. We organize trade fairs, conferences and outdoor events, as well as outbound and inbound economic missions to establish international business relations.

We have experience in implementing projects that support rural development, including the development of rural entrepreneurship in the production and distribution of local products and tourism. We are involved in promoting and coordinating infrastructure projects, such as the creation of attractive investment areas in rural areas.

We have built a team of experts whose experience and knowledge allow us to make a real impact on the image of rural areas throughout Poland. We cooperate with the Ministry of Agriculture and Rural Development, the National Support Center for Agriculture, universities and research centers in developing innovative solutions for Polish agriculture and processing. This allows us to support producers from the stage of market reconnaissance and product design to sales promotion.

We are not an intermediary, but a representative of Polish farmers and agri-food entrepreneurs. We look forward to working with you”

President of the Association for Innovation in Agriculture

Maria Łuczak

Łuczak



Action area

The association is a nationwide organization. It works on behalf of agricultural producers and processors of agri-food products in all leading areas of Polish agricultural production, known for its high quality products and production standards.



ANIMAL PRODUCTION:

- | slaughter livestock: poultry, cattle, pigs, sheep
- | dairy cattle
- | milk and milk products
- | Poultry meat and its products: turkey, goose, duck, chicken
- | pork and its products
- | sheep meat and its products
- | horse meat and its products
- | fish and fish preserves
- | bee products and their preserves



CROP PRODUCTION:

INDUSTRIAL:

- | oilseed
- | specialty
- | fiber
- | sugar crops

FOOD:

- | cereals
- | legumes
- | root crops
- | fodder crops
- | honey crops
- | fruit crops (fruit trees and shrubs, perennials)
- | vegetable crops



Poland is one of the leaders in food production among European Union countries - particularly in the poultry and egg production markets. It is a major player in the dairy market, an important supplier of pork, beef and many other products.

Offer

Based on many years of experience in the Polish and international markets and a network of proven partners and contacts, we offer consulting services, coordination support and supervision of each stage of product development in the process „from the farmer to the consumer.”

SUPPLY CHAIN:



We also do marketing and advertising on every product design. We offer market research, advice on technological solutions, obtaining business partners and sources of financing.

We develop comprehensive campaigns including advertising strategy, branding, online marketing and content, creative video and photography, as well as custom activities such as substantive scientific conferences and training for business partners and impactful events for consumers.

Export support

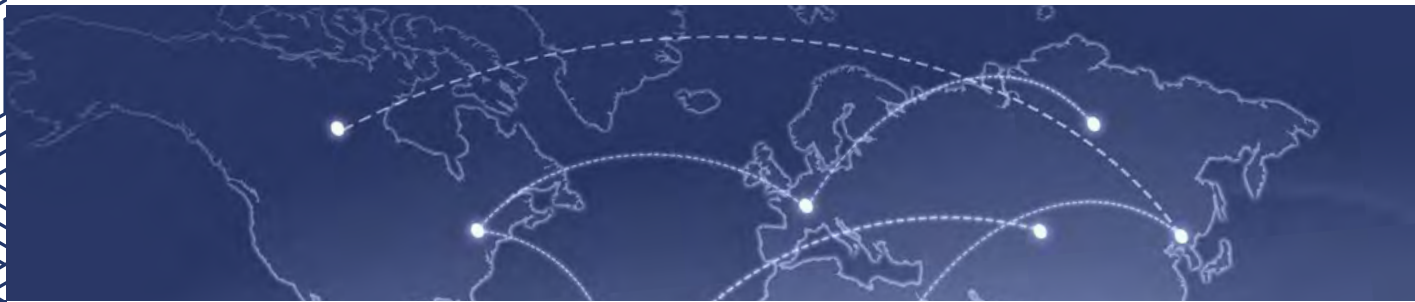
The high operating standards of domestic farms, combined with the competitive price of the products, make Polish agri-food products desirable in many regions of the world.

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We are convinced that the Polish agri-food industry has much more to offer, which is why we actively support Polish producers and processors in their efforts to find new markets and increase exports. We implement projects that give Polish entrepreneurs a presence at the most important agricultural product fairs in the world. We organize economic missions and mediate in the establishment of foreign contacts. We initiate B2B meetings, which are the most effective way of establishing trade cooperation.

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We provide foreign partners with access to a database of Polish entrepreneurs, representing various fields of agricultural production, we also provide knowledge about the potential of the Polish market, formal conditions of trade cooperation or opportunities for investment in Poland.



Investments in agriculture

We also support increasing the competitiveness of the Polish agri-food sector by investing in the development of infrastructure and entrepreneurship in agricultural areas. The members of our association and its partners are representatives of various branches of agriculture and its environment, which allows us to effectively support projects related to the construction of modern plants or warehouses in the agri-food sector.

We offer support to the investor already at the stage of market reconnaissance for the designed end product and evaluation of the potential of the investment.

We offer cooperation in concept development, technology selection, creation of technological design and construction design. Working with scientific partners, we can offer innovative technological and product solutions.



INVESTMENT AREAS WITH HIGH DEVELOPMENT POTENTIAL:



Dairy



Mixing feed



Milling



Egg processing
+ packing



Poultry farms



Grain storage
and drying



Fruit processing
+ packaging



Poultry
slaughterhouse
+ cutting



Logistics
warehouses



Vegetable processing
+ packaging



Cattle
slaughterhouse
+ cutting



Fish processing



Slaughterhouse
of pigs + cutting



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