



POLISH AGRI-FOOD SECTOR

*Poland
tastes good*


KOWR
National Support
Centre for Agriculture



In 2023, Polish agri-food exporters made history again, breaking the record for the highest revenue ever generated by Polish agri-food exports. At EUR 52.1 billion, this revenue reached a level almost 9% higher than in 2022 and approximately 10 times higher than in the year that Poland acceded to the EU (2004). According to preliminary data for 2024, the value of Polish exports of agri-food products is still increasing. The results generated by Polish exporters show that Poland is one of the most dynamically developing agri-food markets in the world.

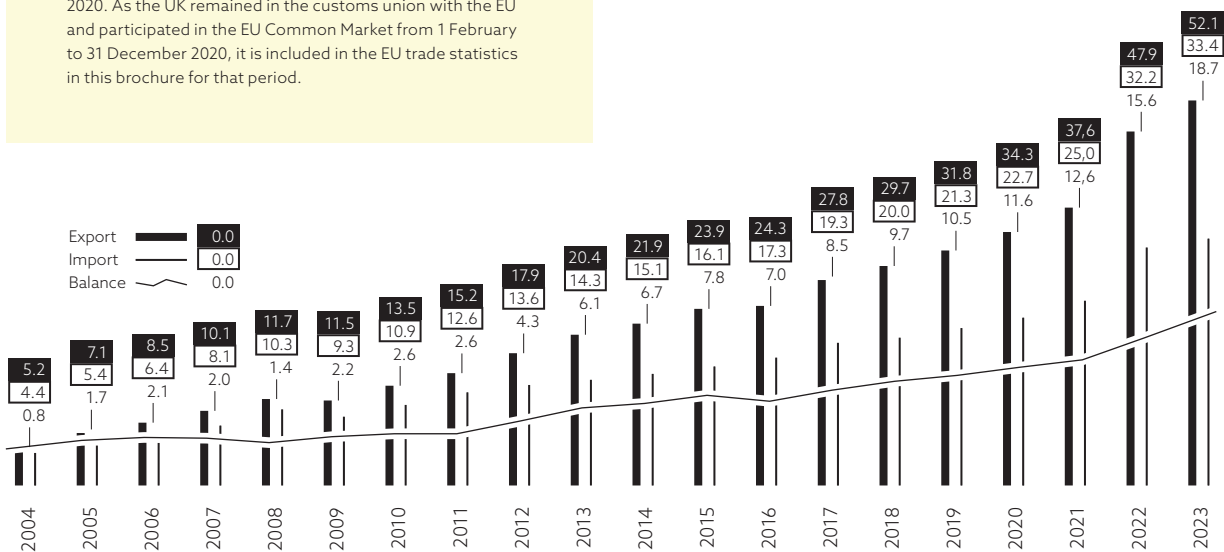
The road to success has been paved with the determination and entrepreneurial spirit of Polish companies who, in 2004, were faced with a great challenge when the country joined the European common market. The progress that the Polish agriculture and agri-food sector has achieved in the last two decades is unprecedented. Today, Poland boasts one of the most high-tech technological parks in the EU, delivering a high production capacity, innovative technology and supreme quality. This capacity continues to be developed. In 2022, the value of investments in the agri-food sector amounted to nearly EUR 3 billion, accounting for approximately 16% of total investments. Net foreign direct investments in the sector reached the value of EUR 1.26 billion.

While Poland is one of the most important European food producers and exporters, it has developed a market which accommodates players of all sizes: big companies, small, medium-sized and family enterprises and start-ups with inventive ideas about how to use Polish agri-food produce. The Polish food product offer is broad and rich, and responds to a variety of tastes and needs. It combines both the heritage of centuries-old traditions, as well as the excitement of modern trends and the spirit of innovation. But, most of all, it reflects the Polish passion for good food.

We invite you to give our wonderful Polish food products a try. Enjoy and let the message that Poland Tastes Good reach every table in the world!

Polish foreign trade in agri-food products

The United Kingdom left the European Union on 31 January 2020. As the UK remained in the customs union with the EU and participated in the EU Common Market from 1 February to 31 December 2020, it is included in the EU trade statistics in this brochure for that period.



Source: compiled by the KOWR based on data of the Polish Ministry of Finance

Meat and products

The meat sector is a very important branch of Polish agri-food production and plays a crucial role in the development of the national food industry.



		Poultry	Pork	Beef
Position in EU (2023)	Producer	1st	4th	6th
	Exporter	1st	6th	2nd

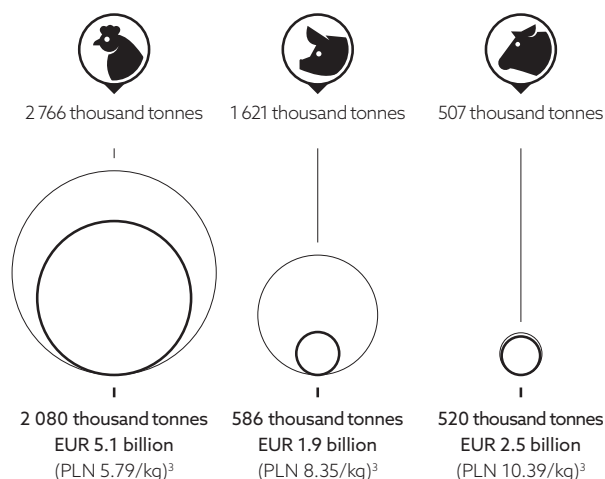
— Annual production volume¹ in 2023

— Annual export volume² in 2023

¹ Livestock production volume expressed in hot carcass weight.

² Livestock, meat and products - export volume expressed in meat equivalent.

³ Average exchange rate for 2023: 1 EUR = 4.5430 PLN.



Poland is among chief European producers of meat and meat products and a large exporter of these goods.

Meat in Poland is produced with meticulous attention to quality at every stage of production, from breeding to the final product. Such factors as care for animal welfare, modern technologies and the development of vertical integration of production, help to obtain products of high quality and excellent taste. Poland's meat industry focuses also on sustainability through the whole production chain. Renewable energy sources, biodegradable packaging, lower-emission transport, and other best practices gain importance in the industry.

Flagship meat products

Poland has a long tradition in the production of cold cuts and other cured meat products. The most popular among them is "Kiełbasa" (the Polish word for sausage), usually made from red meat (mostly pork). Other types of meat are also used: poultry, beef and even game. The different tastes and types of Kiełbasa vary a lot depending on the region they come from – and they are all worth trying. The production processes involve curing, smoking, drying, steaming, frying and ripening. Other delicious cold meats produced in Poland include: hams, sirloins, bacon, pâtés, "Kabanosy" – very dry thin sausages, popular as an all-occasion snack, and many others. Many types of Polish sausages are recognised as EU 'Protected Geographical Indication' or 'Traditional Speciality Guaranteed'.

EU Geographical Indications

Since Poland's accession to the European Union, Polish producers have been able to protect and promote the uniqueness of their products by making use of the designations established by the European Union. Awarded by the European Commission, the Protected Designation of Origin (PDO) and the

Protected Geographical Indication (PGI) certificates emphasize the relationship between the quality and the place of origin of the products, while the Traditional Speciality Guaranteed (TSG) is awarded for their traditional method of production.



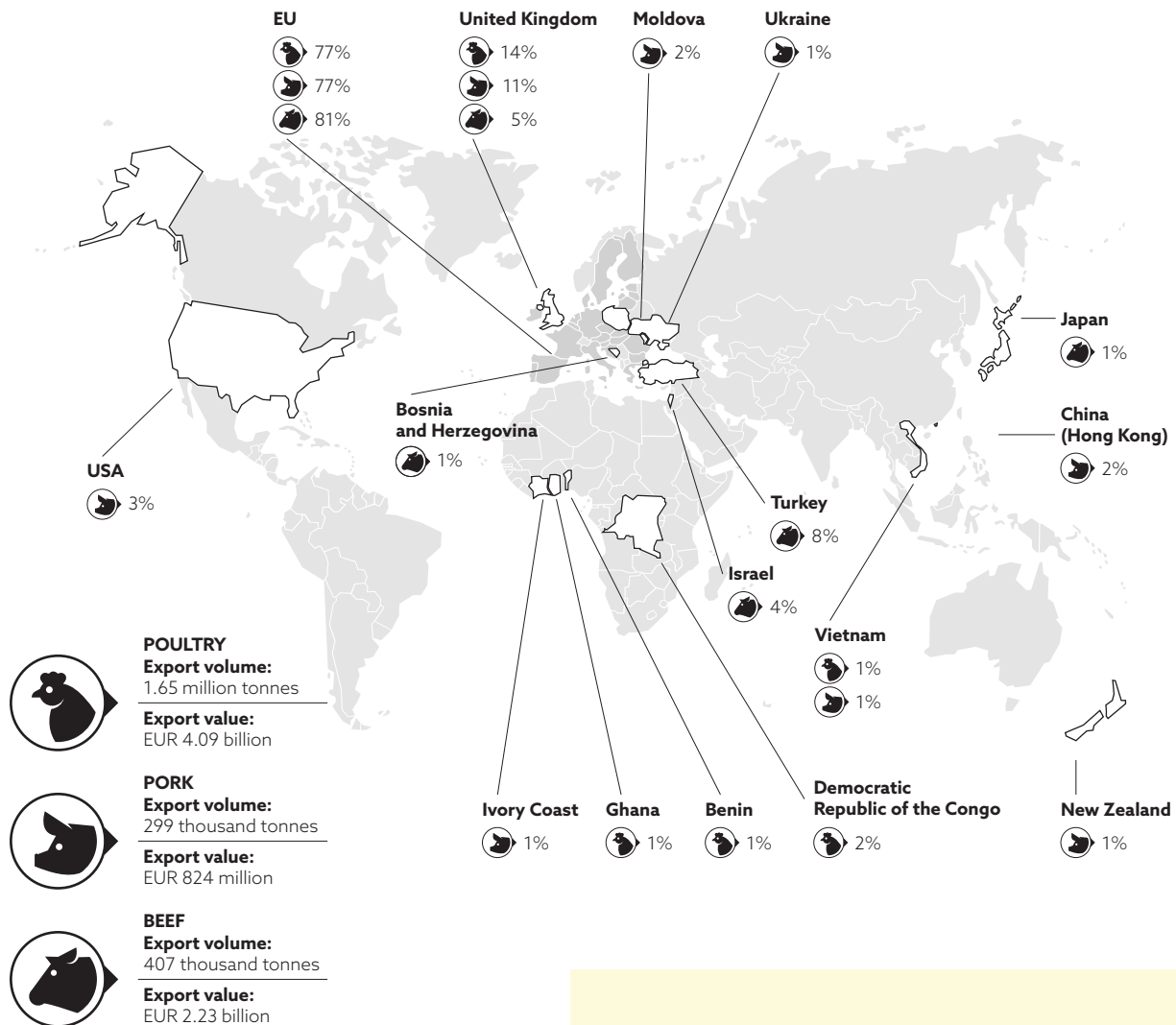
Excellent taste

Poland has favourable natural conditions for pig breeding as well as potential for beef production. Polish producers source raw material from individual farmers who raise herds using traditional breeding methods. This means high quality raw materials, which is reflected in the taste of the finished products. What distinguishes Polish meat products and makes them popular is the richness of flavours and aromas.

Certified quality

Polish producers care about having the highest quality and treat it as a priority, which is ensured by well-developed quality control methods and the implementation of new quality systems. Several Polish quality certificates are especially dedicated to meat products: PQS – Pork Quality System, QAFP – Quality Assurance for Food Products, QMP – Quality Meat Program (for beef) and „Jakość Tradycja” (Quality, Tradition) system for high quality food products that possess unique characteristics resulting from traditional production method or traditional composition of a product.

MEAT EXPORTS FROM POLAND IN 2023



CN Codes: 0201, 0202, 0203, 0207

Compiled by the KOWR, based on data of the Polish Ministry of Finance

WHO TRUSTS US:

The Polish meat sector has been thriving in recent years. The volume of meat exports has grown 6 times since Poland acceded to the European Union.

Polish producers have managed to gain the trust of the most demanding markets in the world. A major portion of meat produced in Poland is exported to the EU and the United Kingdom, as well as North America, Asia and Africa. A notable portion of products is certified Halal and Kosher. Polish meat exports have reached 110 destinations worldwide in 2023.

Did you know that?

Poland's poultry production is not restricted to chickens. Poland is also a producer of geese, ducks and turkeys. The tradition of goose breeding in Poland started over three hundred years ago. Very popular right now are the Polish white goose "Gęś Biała Kołudzka" and the young Polish oat goose "Młoda Polska Gęś Owsiana". The latter is particularly appreciated for the high quality of its meat and of its fat. Polish geese are mainly exported to Germany. Polish turkeys are also popular – especially in Germany, Spain and Czechia.

Poland is the world's second biggest exporter of eggs.

Poland is the world's fourth biggest exporter of feathers and down; 7 % of world exports of feathers and down come from Poland.

Dairy products

A still-life photograph of various dairy products. In the center is a tall, clear glass filled with white milk. To the left is a wedge of Swiss cheese with characteristic holes, resting on a white paper napkin. To the right is a glass bowl filled with white cottage cheese. In the foreground, two brown eggs are visible. The background is a light-colored, textured surface, possibly a tablecloth or countertop.

Polish dairy production has been on the rise since the 1990s and has skyrocketed since Poland's accession to the EU as a result of farms being modernised and dairy processing being upgraded with the use of the EU funds. Currently, Poland has one of the most modern dairy industries in Europe. It is a top EU producer of skimmed milk powder, butter, cheeses and curds, as well as drinking milk, buttermilk, cream for direct consumption, acidified milk and other fresh dairy products. The majority of milk processors in Poland are dairy cooperatives, mostly with Polish capital, who acquire their raw material straight from Polish farmers.

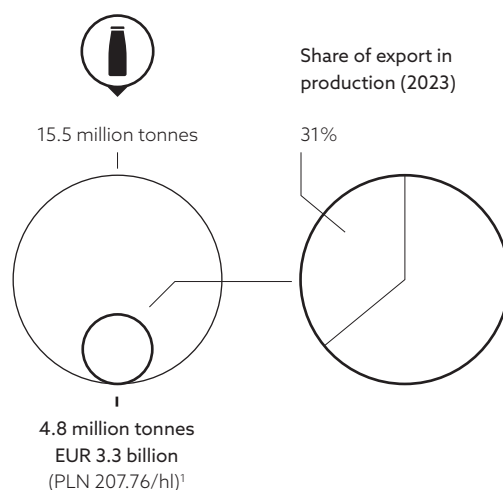
Milk and products		
Position in EU (2023)	Producer	4th
	Exporter	5th

— Annual production volume in 2023

— Annual export volume in 2023

¹ Average buying-in price of milk in Poland,
Average exchange rate for 2023; 1 EUR = 4,5430 PLN.

² Export volume expressed in milk equivalent



Respect for nature

Due to its natural conditions and a long-lasting tradition of cattle breeding, Poland is particularly suited to the development of milk production. In Poland, dairy cows are bred mainly by individual farmers (approximately 95% of the national cow herd). In 2023, agricultural holdings with up to 10 cows accounted for approx. 64% of the total number of milk producers. The small concentration of herds makes it possible to use pastures which, apart from natural fodder, provide for animal welfare and protection of the environment.



European quality

Polish milk is mainly acquired from the most natural and pristine regions located in Poland's north and east. The strict observance of EU hygiene and veterinary standards throughout the process of milk acquisition, storage and transportation results in supreme milk quality.

Customised and competitive products

Increasing domestic and export demand has resulted in the dynamic increase of cheese and curd production (especially curds, ripening cheeses and cheese spreads), milk-based drinks, ice-cream and many other products. The Polish export offer is carefully adjusted to meet the expectations of particular markets. Polish dairy products are competitive in terms of their nutritional values as well as product diversity, functionality, flavour and price.

Did you know that?

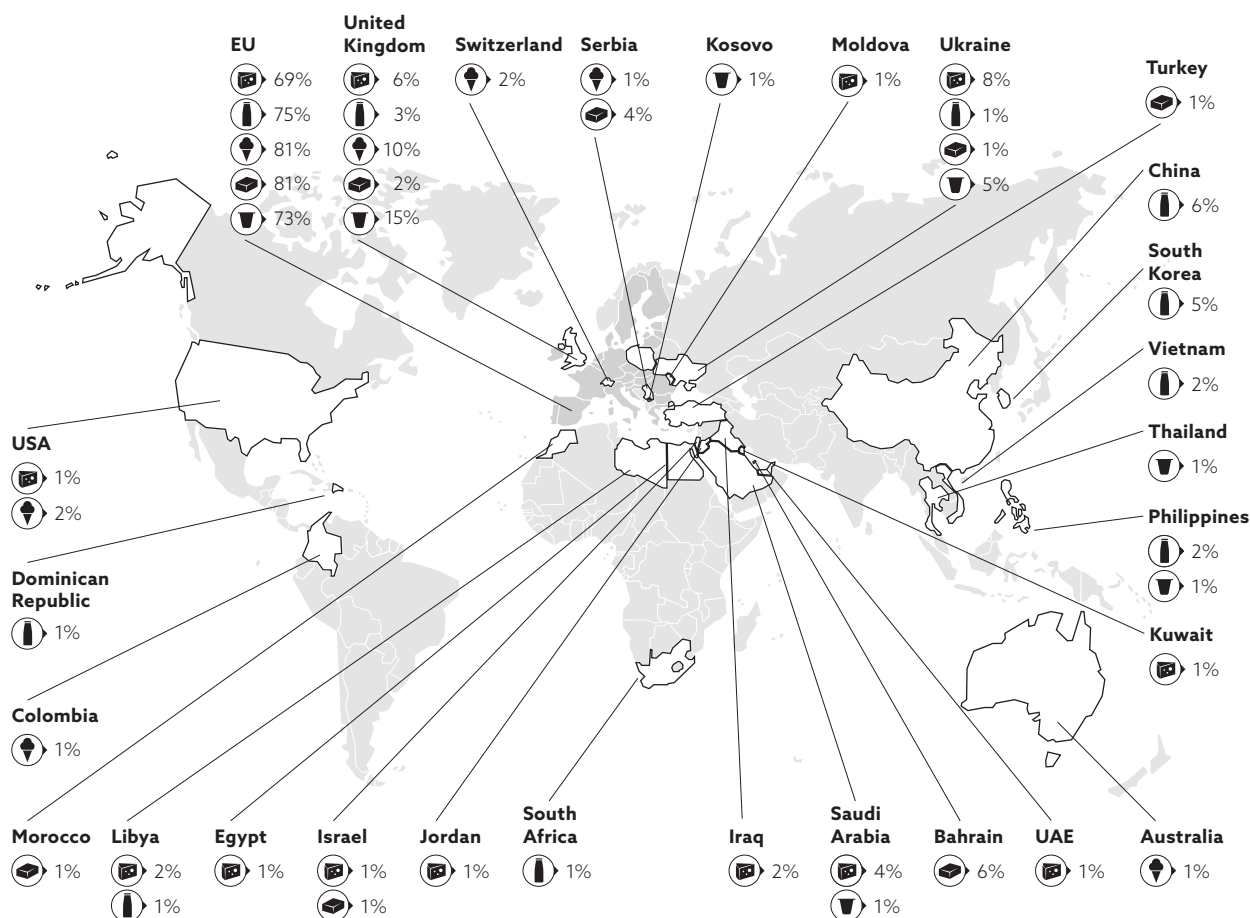
One in every ten milk cows in the EU is Polish. Poland ranks third, after Germany and France, in the EU in terms of the number of milk cows. The most popular breed is Polish Holstein-Friesian (PHF), created by the crossbreeding of traditional Polish black-white and red-white dual purpose cattle with Holstein-Friesian. The breed accounts for 69% of the total recorded cows.

Did you know that?

"Oscypek" is a hard, smoked cheese made from sheep's milk. Well-known and popular in Poland and Europe, the product is characteristic of the Polish mountains, in particular the Region of Podhale. It is traditionally manufactured in shepherd's huts, in the form of small, spindle-shaped blocks with typical edge decorations. "Oscypek", which was registered as a protected designation of origin (PDO), was the second Polish product to be covered by such EU protection after "Bryndza podhalańska" (PDO). The list of such products also includes other types of Polish cheeses: "Redykołka" (PDO), "Wielkopolski ser smażony" (PGI) and "Ser koryciński swojski" (PGI).



DAIRY EXPORTS FROM POLAND IN 2023



CHEESE

Export volume:
282 thousand tonnes

Export value:
EUR 1.15 billion



MILK

Export volume:
836 thousand tonnes

Export value:
EUR 570 million



ICE-CREAM

Export volume:
104 thousand tonnes

Export value:
EUR 346 million



BUTTER

Export volume:
75 thousand tonnes

Export value:
EUR 375 million



YOGHURT

Export volume:
133 thousand tonnes


Export value:
EUR 216 million

WHO TRUSTS US:

- Polish dairy products can be found all over the world. They are largely directed to the most demanding markets of the EU, but are also gaining in popularity in third country markets.
- 72% of Polish skimmed milk powder is exported to third countries such as Algeria, Morocco, Saudi Arabia, the Philippines, China, Senegal and Jordan, whereas whole milk powder is mainly directed to Colombia, Cuba, United Kingdom, Ukraine and Serbia. Polish liquid milk is appreciated in the EU as well as in China and South Korea.
- 64% of whey and 45% of Polish casein exports find their destinations in third countries. Apart from the EU, whey is sent to Asian countries such as China, Indonesia, Malaysia, and Vietnam as well as to Ukraine, and the casein – to Russia, Mexico, Thailand, Kenya and Indonesia.
- Ice creams are one of Polish greatest export hits. Polish ice creams are enjoyed above all by customers in EU Member States.

Fish and products

Fish processing is one of the swiftest developing branches of the Polish food sector.

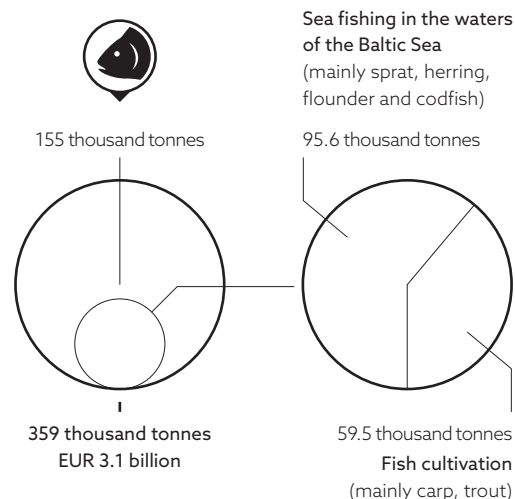
A top-down view of a wooden cutting board. On the board are several pieces of smoked fish fillets, some with skin. There are also slices of lemon, sliced red onions, and fresh herbs like dill and parsley. A knife with a red handle is visible in the bottom right corner. The background is dark and textured.

Well-established traditions and high-tech manufacturing and processing technologies as well as modern, environmentally friendly breeding methods enable the Polish fishing sector to offer high-quality products that possess unique taste and nutritional value.

Fish and products		
Position in EU (2022)	Producer of aquaculture	6th
	Exporter of fish and fish products	5th

— Annual production volume in 2023

— Annual export volume in 2023



Fish farming in Poland

The tradition of breeding freshwater fish in Poland goes back to early medieval times. The first large water basins, embedded in the natural environment, were built at that time to be stocked with the fry of different species. Large pond holdings existed in the Valley of Barycz, in the Region of Milicz and Przygodzice as well as in the Region of Oświęcim and Zator as early as the 13th century. Carp ranked first among the fish reared and it has held the crown until today.

Polish fish farms specialize in breeding carp, trout and sturgeon. However, they also breed other species, such as pike, catfish, salmon, sea trout, Baltic whitefish and eel. Farming crayfish is also starting again.

The majority of Polish fish farms use traditional methods and create conditions – in ponds or rivers – that are as similar to the natural ones as possible. Natural food that is available in our waters, appropriate foodstuffs and the right conditions for their development make the quality of Polish fish and fish products.

Did you know that?

The history of the Polish fish processing sector goes back to the end of the 19th century, when the first fish smoking chamber was officially registered in Pomerania in 1898, however, the first references to processing fish with salt and smoking go as far back as the Middle Ages.

A popular Polish type of canned fish is "Paprykarz szczeciński" – a fish spread with rice,

tomato and spices, developed in the 1960s. Its name, which brings about the memories of the communist rule in Poland, was used in the title of a record with jazz arrangements from the 1960s and 70s, released by the Mieczysław Karłowicz Philharmonic in Szczecin. As an original product with distinctive taste, Paprykarz szczeciński was added to the List of Traditional Products of the West Pomerania Province.

High-quality fish products

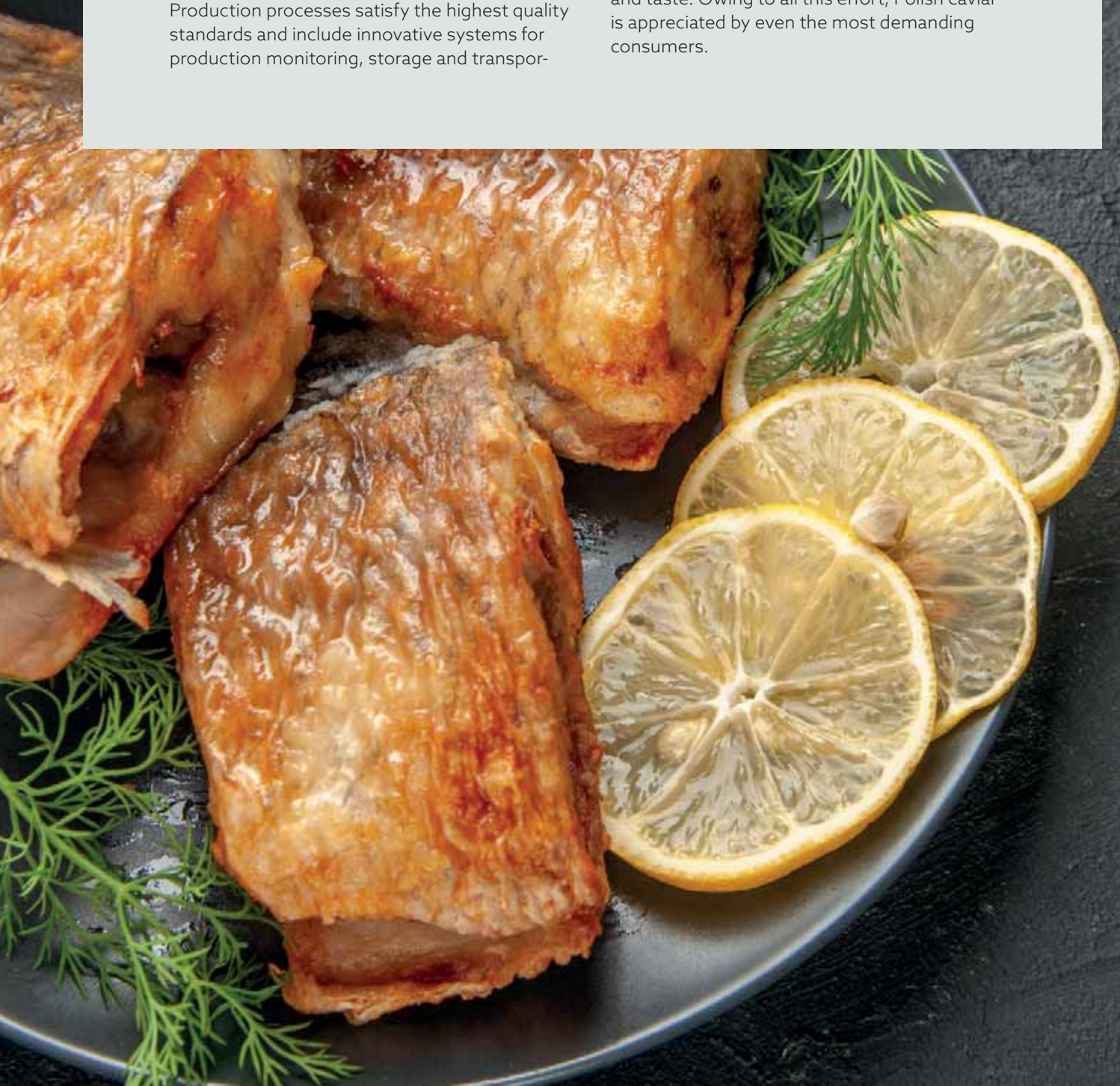
Polish processing plants manufacture fish products from the raw materials they procure from sea and inland fishing as well as from fish farms.

The assortment of fish products includes: fresh and frozen fish (sea and freshwater), fish fillets, smoked fish, canned and pickled fish, as well as convenience meals, e.g. salads, spreads, pâtés, fish fingers, fish cutlets and burgers.

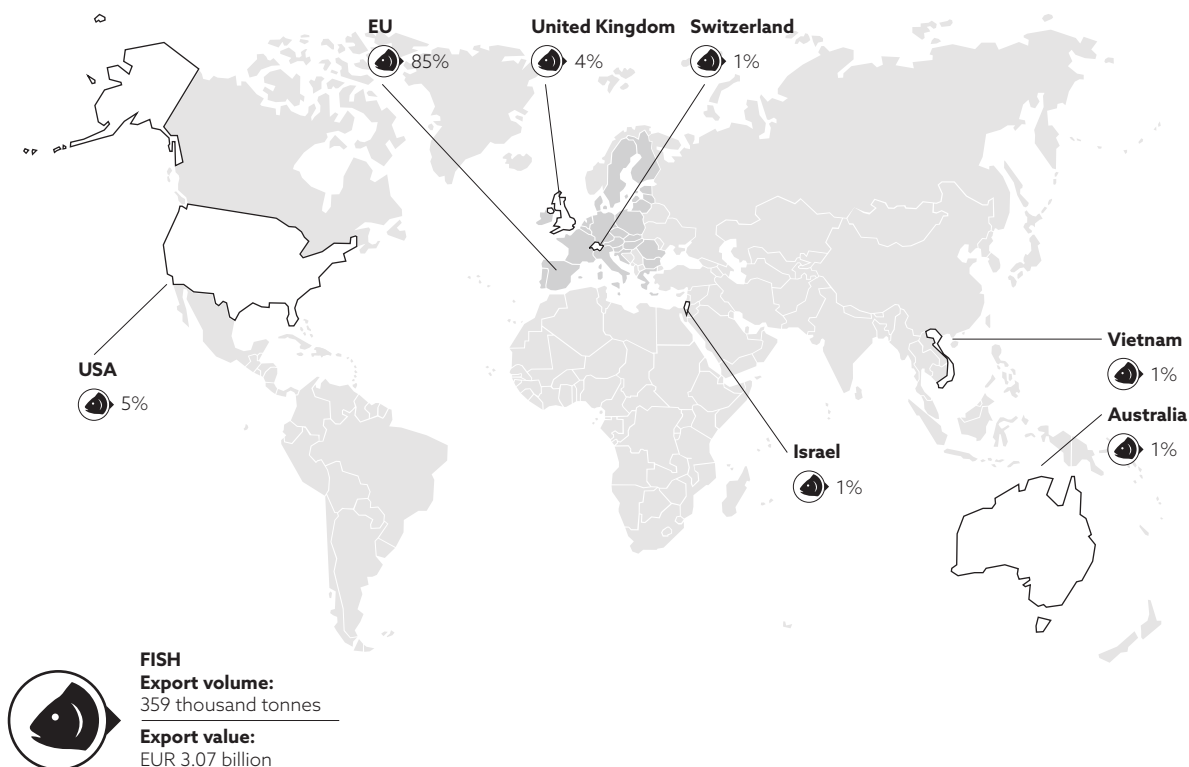
Production processes satisfy the highest quality standards and include innovative systems for production monitoring, storage and transpor-

tation. Numerous Polish processing plants also offer „tailor-made products” to meet the demand for product size, packaging and required certificates.

Furthermore, Polish producers offer such exquisite products as sturgeon, trout or pike caviar, which are sourced using traditional methods, with meticulous attention placed on quality and taste. Owing to all this effort, Polish caviar is appreciated by even the most demanding consumers.



FISH AND FISH PRODUCTS EXPORTS FROM POLAND IN 2023



CN Codes: 0301-0305, 1604

Compiled by the KOWR, based on data of the Polish Ministry of Finance

WHO TRUSTS US:

The main destinations of Polish fish and products are EU countries (mainly Germany, Italy, France and Denmark), the USA, the United Kingdom, Vietnam, Australia, Switzerland and Israel.

The main export products are: mainly salmon (smoked fish, prepared or preserved, fillets fresh, chilled and frozen), and to a lesser extent herring and cod.



Did you know that?

One of the Polish food products registered as EU Protected Designation of Origin (PDO) is "Karp zatorski" (carp from Zator), which is farmed in three municipalities of the Małopolskie Voivodeship. The unique quality and flavour of "Karp zatorski" are created thanks to its over 700-year-old special local method of farming, as well as the unique geographical and natural conditions of the region.



Fruit and vegetables

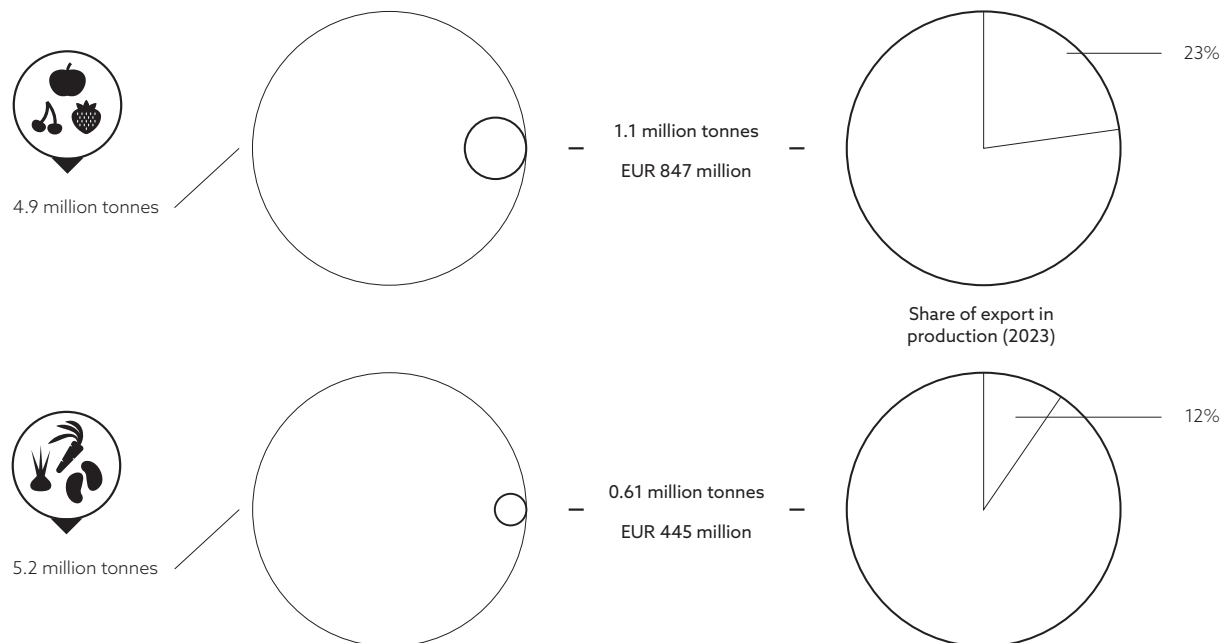
Poland is a significant European producer of temperate climate fruit and vegetables. Polish growers have centuries of expertise at delivering the best products. They benefit from production specialization, the development of new varieties and the use of innovative technologies. Supported by knowledge passed down through generations and grown in pristine environmental conditions, Polish fruit and vegetables are famous for their great taste and high quality.

Position in EU (2023)	Producer	Fruit ¹ (fresh)	Vegetables (fresh)
		Exporter	2nd

— Annual production volume in 2023 in millions of tonnes

— Annual export volume in 2023 in millions of tonnes

¹ Production in temperate climate (excluding citrus fruits, grapes and strawberries).



		apples	raspberries	currants	strawberries	sour cherries	highbush blueberries	champignons	cabbages	potatoes	carrots
Position in EU (2023)	EU producer	1st	1st	1st	2nd	1st	2nd	1st	1st	4th	5th
	World producer	4th	4th	2nd	8th	2nd	7th	top	14th	14th	29th



The best selection of fruit and vegetables

Apples – the jewel in the Polish crown

Poland is a European and global leader in the production of apples, which is one of Poland's most popular export commodities. Poland exports a significant proportion of its apple production, mainly in the form of fresh apples and apple juice. It is also a leading global producer and exporter of concentrated apple juice.

Polish apple orchards offer a wide variety of apples. The most popular varieties are: Idared, Champion, Jonagold, Ligol, Gloster, Golden Delicious, Gala and Cortland.

Soft fruit and other Polish "superfruits"

Poland is the top producer of chokeberries, currants, blueberries, raspberries, and strawberries in the EU. The first three are often called "superfruits" due to their special health properties and high content of antioxidants, anthocyanins, vitamins, minerals and fibre. Poland is also famous for the production of other "superfruits" such as cranberries, sea buckthorns, elderberries and blackberries.

Champignons – a specialty grown in Poland

Champignons produced in Poland are especially appreciated by foreign consumers, owing to their high quality and exceptional flavour. Poland is the first EU producer of this mushroom.

Vegetables – delicious in all shapes and sizes

Poland is the fourth biggest EU producer of fresh vegetables, specialising in the production of cabbages, potatoes, carrots, onions and cauliflowers, as well as a prominent producer of vegetable preparations, especially frozen products, pickles and dried carrots.



Did you know that?

"Jabłka grójeckie" (the apples from Grójec), the most famous apples from Poland, have been entered in the EU register as a Protected Geographical Indication (PGI). They can be distinguished by their extraordinary acidity and very clear blush, which result from growing in special soil and microclimate. The Grójec region accounts for 40% of Polish apple production.



Excellent products

The abundance of fruit and vegetables contributes to the development of the Polish processing industry, which offers a wide array of delicious products. The Polish export offer includes wholesome and tasty fruit and vegetable preparations such as frozen goods, jams, marmalades, pulps, pickles, canned products, ketchups, pastes, sauces, dried and freeze-dried foods, fruit powders and other products, often certified organic.

Superb juices

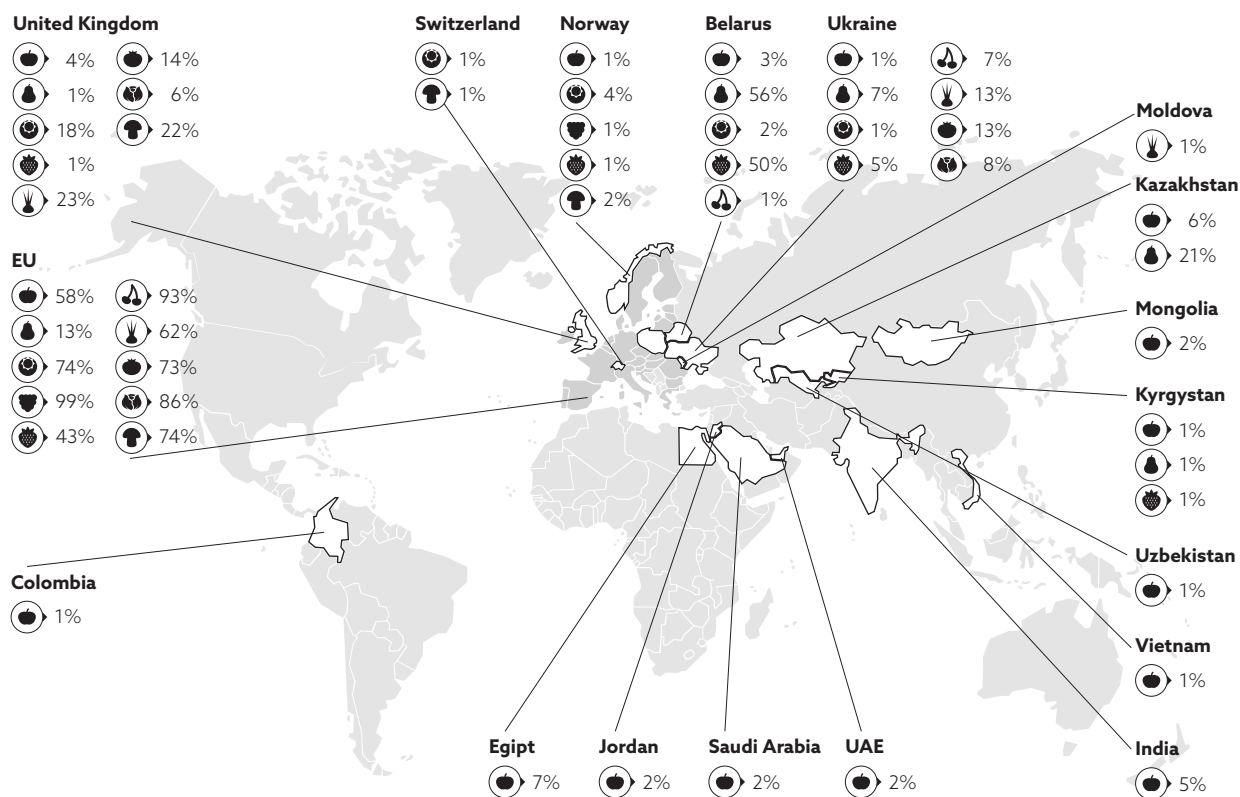
Apple juice as well as single and mixed fruit & vegetable juices are Polish export hits. Apart from concentrated fruit juices, Polish production plants produce tasty NFC juices, smoothies, nectars, syrups and soft drinks made of fruit and vegetables from Polish orchards and plantations. The products meet the highest quality and health standards. Polish producers also offer a wide range of juices from attested organic farming.

WHO TRUSTS US:

- In 2023, Polish fresh fruit managed to reach consumers in 84 countries.
- Apples accounted for 73% of Polish exports of fresh fruit in 2023. Approximately 21% of the domestic production of apples were intended for export. Polish apples reached markets in 77 countries. They could be found mainly in EU countries, but also in Egypt, Kazakhstan, India, the United Kingdom, Belarus, Mongolia, Saudi Arabia, Jordan and the UAE.
- Polish highbush blueberries have been a true export hit. EU Member States are the largest customers for Polish blueberries and other soft fruit.
- Polish juices are extremely popular in Germany, the United Kingdom, the Netherlands, Austria, the USA, France, Russia and Czechia. Apple juice is the best liked (accounting for 81 % of Polish juice exports).
- Polish fruit and vegetable products also enjoy great popularity. In 2023, Poland exported fruit products with a value of EUR 1 billion, and vegetable products worth EUR 2.2 billion. These products find customers in EU Member States, the United Kingdom, Ukraine, the USA, Belarus and other third countries. Frozen food, tinned vegetables and fruit, jams, fruit preserves, plum jams, pastes, dried fruit and vegetables and concentrates are the main export varieties.



THE EXPORT OF SELECTED FRESH FRUIT AND VEGETABLES FROM POLAND IN 2023



APPLES

Export volume:
817 thousand tonnes

Export value:
EUR 402 million



PEARS

Export volume:
109 thousand tonnes

Export value:
EUR 52 million



BLUEBERRIES

Export volume:
22 thousand tonnes

Export value:
EUR 134 million



RASPBERRIES

Export volume:
8 thousand tonnes

Export value:
EUR 41 million



STRAWBERRIES

Export volume:
20 thousand tonnes

Export value:
EUR 29 million



CHERRIES

Export volume:
3 thousand tonnes

Export value:
EUR 3 million



ONIONS

Export volume:
161 thousand tonnes

Export value:
EUR 137 million



TOMATOES

Export volume:
76 thousand tonnes

Export value:
EUR 110 million



CABBAGE

Export volume:
60 thousand tonnes

Export value:
EUR 29 million



CHAMPIGNONS

Export volume:
240 thousand tonnes

Export value:
EUR 516 million



**Cereals, grain
mill and bakery
products**

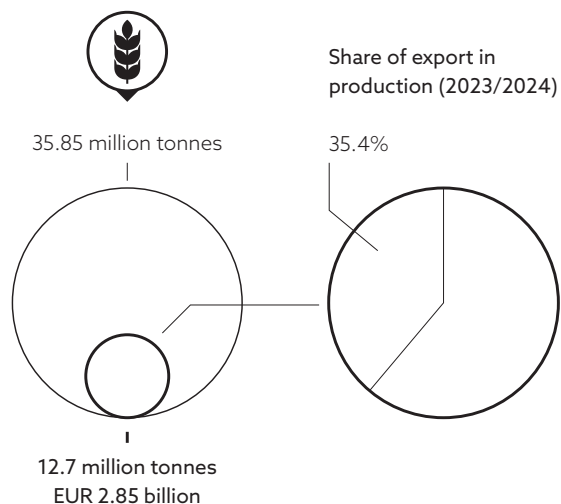
Cereal grains

Position in EU (2023/2024) ¹	Producer	3rd
	Exporter	4th

— Annual production volume (2023/2024)

— Annual export volume (2023/2024)

¹ 2023/2024 - marketing year from 1 July 2023 to 30 June 2024



The production of best-quality grains and grain mill products, especially bakers' wares, is deeply rooted in Polish culture. Bread has been an important part of Polish traditions. For instance, Poles used to welcome their guests with traditional "bread and salt", which was a gesture of the greatest hospitality, and to these days the newlyweds receive such welcome at a traditional wedding.

The Polish market offer continues to include newer and newer varieties of grain mill products, which is a consequence of technological progress, as well as contemporary fashion, changing lifestyles and eating habits. Times have changed, yet the unique flavour of Polish bakers' wares remains the same. Poles know how good bread tastes, and won't settle for anything less.



Did you know that?

Flour-based dishes are very popular in Polish cuisine. "Pierogi" (Polish dumplings) are one of the most beloved Polish dishes. They may be prepared in dozens of ways, containing sweet or savoury filling. The most popular recipes include sauerkraut and mushrooms (typically served for Christmas Eve dinner), potato, curd and onion (the so-called "Ruthenian pierogi"), minced meat, fish, lentils, buckwheat as well as fruit.

Excellent bakery and grain mill products

Polish bakers offer a wide selection of products in a variety of shapes and flavours – breads, baguettes, crescent rolls, bread rolls and challahs.

Traditional ingredients and recipes are very popular and highly valued, but the sector is also able to meet the changing tastes and growing demand for products recommended by dietary experts.

Other Polish grain mill products – natural and healthy flours, groats, muesli, and bran – are also greatly appreciated by consumers and highly competitive on international markets.

A large number of Polish pasta plants produce a wide variety of high quality noodles. What appeals to consumers is their shapes and colours as well as the ingredients used, including not only traditional wheat, durum wheat and rye flours, but also buckwheat. Polish plants produce pasta suitable for all types of cuisine.

Wide selection of grains

Wheat is the most popular grain in Poland and wheat flour is one of the dominant Polish export commodities in the grain sector. However, Polish producers offer grains of multiple species and varieties of cereals, both for consumption and food-stuffs, that are high yield and very fertile.

Did you know that?

Among the Polish bakery products registered as Protected Geographical Indication (PGI) are:

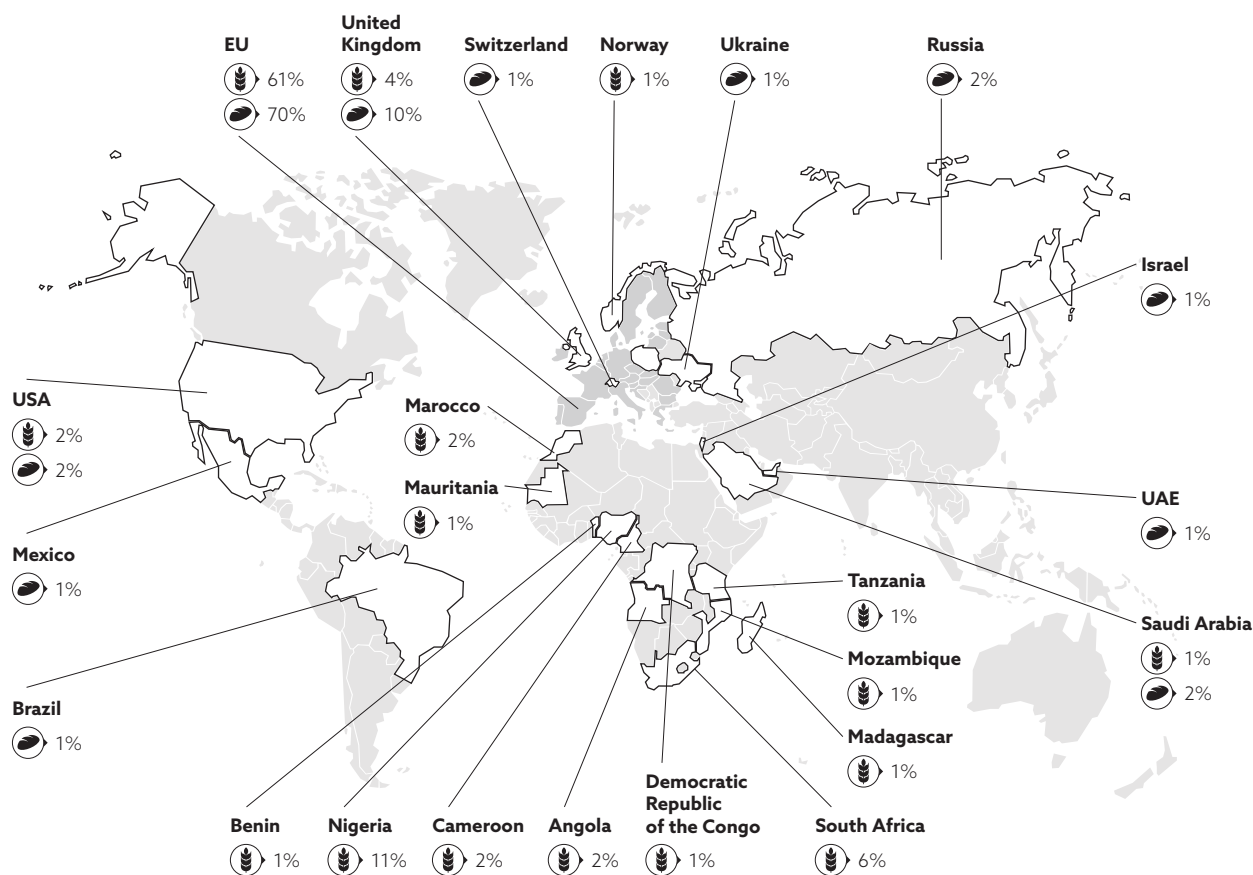
Chleb prądnicki (a bread from Prądnik district in Kraków)

Obwarzanek krakowski (a bagel from Kraków)

Cebularz lubelski (a bread roll with onion and poppy seed from Lublin)

Andrutry kaliskie (flat wafers from Kalisz)

THE EXPORT OF CEREAL GRAINS, GRAIN MILL AND BAKERY PRODUCTS FROM POLAND IN 2023



CEREAL GRAINS

Export volume:
13.6 million tonnes

Export value:
EUR 3.5 billion



BAKERY PRODUCTS

Export value:
EUR 4.1 billion

CN Codes: 1001-1005, 1007, 1008, 1109, 1101-1104, 1107, 1902, 1904-1905
Compiled by the KOWR, based on data of the Polish Ministry of Finance

WHO TRUSTS US:

- In 2023 the main destinations for Polish cereal grains included: Germany, the Netherlands, Nigeria, South Africa, Spain, the United Kingdom.
- Wheat accounted for 52% of grain exports in 2023, while maize represented 34%, triticale, millet, buckwheat 5% and rye 4%.
- Bakery products such as bread, rolls, fine bakery products, cakes and pastries are a major Polish export commodity. Other exported grain mill products include prepared foods obtained by swelling or roasting cereals or cereal product (such as breakfast cereals), pastas and noodles, gluten, wheat flour, malt and groats.
- Poland exported 114 thousand tonnes of malt in 2023, the greatest amounts to Brazil, Germany, South Africa, Cuba, Uganda, Egypt, Lithuania and France.
- The top destinations for Polish pastas include Germany, the United Kingdom, France, Spain, the Netherlands, Italy and Czechia.



Chocolate and sweets

Poland is a paradise for lovers of chocolate and sweets. The Polish chocolate and confectionery market is one of the most modern in Europe. Thanks to technological progress and continuously implemented state of the art production processes, it has been possible to constantly improve the quality of the products and to broaden their range. The market is developing dynamically and export has become the engine for the bloom of Polish confectionery industry. For several years now, chocolate and confectionery have ranked first among Polish exports of highly processed agri-food products.

Focus on quality

Polish sweets are appreciated by foreign customers for their high quality. Polish producers take great care to use natural ingredients in the production of sweets and make efforts to avoid additives such as artificial flavours or preservatives.

Diversity of the assortment

The Polish offer of chocolates and confectionery includes both traditional products, manufactured on the basis of traditional recipes, whose timeless taste is appreciated across generations and which have gained adorners on multiple foreign markets over the years, as well as a wide range of products that are a response to the abruptly changing consumer trends and the increasing demand for innovative and functional products. The offer from Polish producers encompasses: chocolates, sweets, marshmallows, bars, meringues, candyfloss, fudges and toffee, chocolate drops, fruit and nuts in chocolate, boxes of chocolates, chocolate candies and many others. Being the biggest chocolate market in Central Europe, Poland offers approximately 250 various types of chocolate bars.

Competitive prices

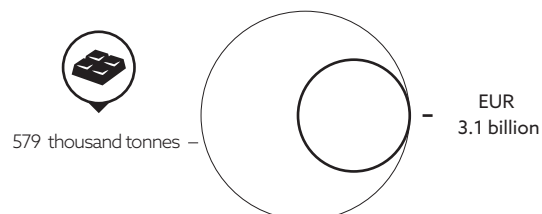
Polish producers offer relatively low prices for high quality products. The prices are competitive on foreign markets when compared to offers from other large European chocolate and confectionery exporters.

Chocolate and confectionery

Position in EU (2023)	Producer	6th
	Exporter	4th

— Annual export volume in 2023

— Annual export value



Did you know that?

“Rogal świętomarciński” is a traditional pastry from the Wielkopolskie Region, which is prepared for the 11th of November, i.e. Saint Martin’s Day, which is also Independence Day in Poland. The tradition of baking “Rogal świętomarciński” stems from pagan times, yet was taken over by the Church and popularised during the 19th century. The “Rogal” has the traditional form of the horseshoe that was reportedly lost by the saint’s horse. Prepared from a yeast-based croissant dough and stuffed with a filling of white poppy seeds, nuts and dried fruit, the “Rogal” is a sweet mark of Poznań. In 2008, the name “Rogal świętomarciński” was registered in the European Union as a Protected Geographical Indication.



Do you know the taste of these popular Polish sweets?

Toruń gingerbread – rich in aromas, spicy cookies containing honey, flavoured with ginger, cinnamon, cardamon, cloves and pepper. They can be coated with chocolate, glazed or filled with jam. The production of Toruń gingerbread dates back to the Middle Ages.

Plums in chocolate – chocolate candies with an entire dried plum as a filling.

Jaffa-style cakes - the most popular biscuits from Poland produced for several decades, made of sponge cake, a layer of fruit jelly and a coating of chocolate.

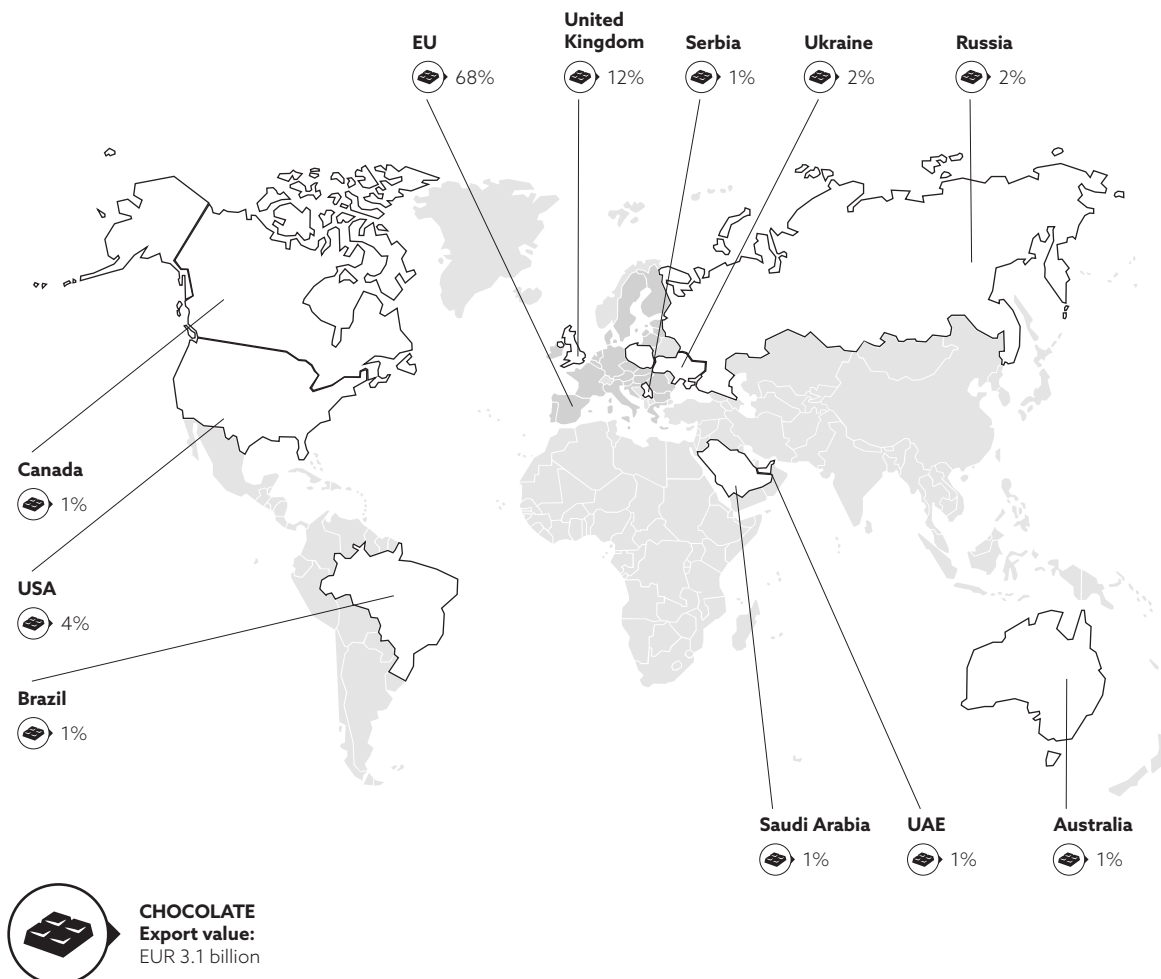
Krówki – a kind of fudge candies (crispy or chewy) made of Polish milk, sugar and butter. They are characterized by their delicate caramel and milk flavour.

Kukułki – crispy chocolate caramels with soft cocoa filling and a note of alcohol. The name of the sweets literally means “cuckoos”.

Sękacz – a cake made over an open fire. It is of golden colour and resembles tree knots and branches. Sękacz is a long-life cake – once made it remains fresh for many weeks without any preservatives.

Milk mousse chocolates – a soft, foamy vanilla milk mousse covered with a dark chocolate coating. This Polish sweet delicacy is produced since the 1930s. Today also other milk mousse flavours are available, like lemon, caramel, chocolate.

CHOCOLATE AND CONFECTIONERY EXPORTS FROM POLAND IN 2023



CN Codes: 1704, 1806

Compiled by the KOWR, based on data of the Polish Ministry of Finance

WHO TRUSTS US:

Polish sweets are increasingly popular among consumers and in 2023 have reached 154 markets around the world.

They are appreciated both in the EU and non-European countries such as the United Kingdom, the USA, Ukraine and Russia.

Chocolate products dominate Polish sweets exports (80% of export value).

Alcohols

Poland is the homeland of a variety of unique alcohols and alcoholic beverages. The flagship product here is certainly world-famous Polish vodka, both plain and flavoured. Still there are other national treasures to be discovered, such as Polish beers, wines, ciders, meads, and artisanal alcohols.



Did you know that?

The history of alcohol production in Poland is very long. Brewing traditions date back to the beginnings of the Polish state. The medieval chroniclers Jan Długosz and Gall Anonim mentioned Polish beer, as well as Thietmar who, in his chronicles written at the beginning of the 11th century, described the Polish king Bolesław the Brave as beer enthusiast. Vodka production is also strongly rooted in the Polish tradition. The word 'wódka' (vodka) was documented in Polish chronicles for the first time in 1405. Primarily vodka denoted various types of infusions for medical purposes. Distilling, on the other hand, started to develop on Polish territory in the 16th century.

— Annual exports volume in 2023

— Annual export value in 2023



WHO TRUSTS US:

- The most highly appreciated Polish alcohols: spirits, making up 64% of Polish alcohol exports, beers – 29%, as well as wines and vermouths – 7%.
- Alcohols from Poland are exported to dozens of destinations worldwide.
- Polish vodka is most sought after in EU countries (especially in France) as well as in the USA, the United Kingdom and Ukraine.
- Beer from Poland is mostly consumed in EU countries (the Netherlands, Italy, Germany, Hungary, France and Czechia). Outside the EU it is exported mainly to South Korea, the United Kingdom, the USA, Russia, Ukraine and Canada.

Vodka

Poland is one of the biggest producers of vodka in the world. The production of vodka has developed over several centuries and has resulted in the creation of original recipes based on local ingredients as well as inimitable tastes that are valued worldwide. Traditionally, the basic ingredients used for vodka production include cereals and potatoes. Herb additives are also used. In Poland all types of vodka are produced, i.e. plain vodkas as well as a broad range of flavoured vodkas which are becoming more and more popular. There are about 200 varieties of Polish vodka on the Polish market. Two types of Polish vodkas have been registered as EU Geographical Indications (GI): "Herbal vodka from the North Podlasie Lowland aromatised with an extract of bison grass", and "Polska Wódka" / "Polish Vodka".

Beer

Poland is also famous for its beer. The annual production of beer in Poland amounts to 35 million hectolitres, which makes Poland an important beer producer – second in the EU and ninth in the world. Polish hops, malt and spring water enable Polish consumers to enjoy quality beer which is one of the oldest beverages drunk in Poland since pre-Slavic times. The Polish beer industry offers several hundred types of beer. In order to address market demand, beer is also flavoured with natural Polish juices. Polish breweries operate on various scales ranging from huge industrial breweries to craft breweries, which sell their produce locally or directly to affiliated restaurants. Craft breweries, some of which were founded in the 19th century, use traditional or innovative ingredients to obtain the highest quality and unique properties.

Wine

Poland boasts a 1000 year-old viticulture traditions. For some time, they were forgotten due to climate changes and historical turmoil. However, in the last two decades winemaking has been re-discovered in Poland and the glory of Polish wine is being restored. Poland focuses on high quality wines, which are gaining the world's recognition. What may be interesting is that the Polish market offers a wide range of fruit wines made of apples, pears, blackcurrants, cherries, strawberries, plums, chokeberries as well as dog rose and rowan.

Cider

Cider is made from the fermented juice of apples. Its low alcohol content and fruity, light taste make it very popular in Western Europe. In Poland, cider has its traditions – it was drunk on the territories of today's Poland as early as the Middle Ages. Since Poland is the largest apple producer in Europe and the fourth-largest in the world, the production of cider is booming. There are many tastes of Polish cider tailored to specific needs: dry, semi-dry and sweet.

Meads

Poland is an important producer of mead made using traditional methods. Mead is an alcoholic drink, similar to wine, produced by fermenting bee honey diluted with water, i.e. honey wort. The wort may also contain hops, herbs, and roots or fruit juice, which give the mead a different flavour and character. Depending on the proportions of honey and water used for production, mead is divided into classes: "Półtorak" (meaning "one and a half parts", with 1:0.5 honey-to-water ratio), "Dwójniak" ("two parts", 1:1), "Trójniak" ("three parts", 1:2) and "Czwórniak" ("four parts", 1:3). Since their registration in 2008 as EU Traditional Specialties Guaranteed, their consumption has shot up not only in Poland, but also around the world. Meads contain up to 18% alcohol by volume.

Artisanal alcohols

There are artisanal alcohols which are part of Polish and only Polish heritage. This is the case of "Nalewka", which is made by macerating fruit, roots, flowers, spices, herbs or nuts in strong alcohol, preferably vodka or spirit. Some ingredients may require a long maceration process up to a few months while in other cases Nalewka may be ready in two weeks' time. Traditionally the recipes were kept secret and passed from generation to generation. Nalewka contains usually 40% to 45% alcohol by volume.

Non- alcoholic beverages



Poland is a producer of unique mineral waters as well as isotonic, vitamin and energy drinks. Mineral waters are mainly extracted from Beskid Sądecki, Kotlina Kłodzka and Kuyavia. They are distinctive on a global scale as they are rich in magnesium, calcium, iron and many other minerals. For people who lead an active lifestyle or need to boost their immune system, Poland may offer a wide range of energy, isotonic, and vitamin drinks enriched with caffeine, taurine, ginseng extract, vitamins, electrolytes and minerals, offered in many flavours.

WHO TRUSTS US:

Non-alcoholic beverages from Poland are sold mostly in Germany, France, Czechia, Lithuania, the United Kingdom, the Netherlands, Ukraine and Israel.

Tea and coffee



Poland is one of world's leaders in exports of high quality tea with second position in the EU and ninth in the world after traditional tea producers such as India.

Polish tea producers use imported raw material of tea plants as well as domestic herbs and fruit. Along with black tea, Poland offers green tea, white and red teas, as well as herbal and fruit teas. Herbal and fruit teas are produced from a single type of herb or fruit (mint, chamomile, raspberry, cranberry, dog rose, chokeberry and forest fruit), or as a medicinal herb mixes as well as herb and fruit blends. Polish producers also manufacture tea in the form of soluble powder or granules of different flavours to be prepared as warm or cold drinks, i.e. ice tea. The growing fashion among consumers for a healthy lifestyle has made Polish producers look for new products adjusted to the market's needs.

Polish producers offer blends that strengthen the immune system, help to fight excess weight and boost energy levels.

The Polish coffee market offers various blends of coffee seeds, carefully selected by top class experts in terms of their rich taste and aroma offered in the form of packages of coffee seeds, ground coffee, instant coffee and cappuccino.

Apart from natural coffee, producers also offer flavoured coffees (e.g. chocolate, vanilla or eggnog). The Polish specialty is a roasted grain beverage (so called "grain coffee"), made from grains (rye, wheat, spelt or barley), as well as superfood "coffees" made from dandelion root, Jerusalem artichoke, chicory, acorns or hemp seeds, which are a valuable drink due to their health benefits.



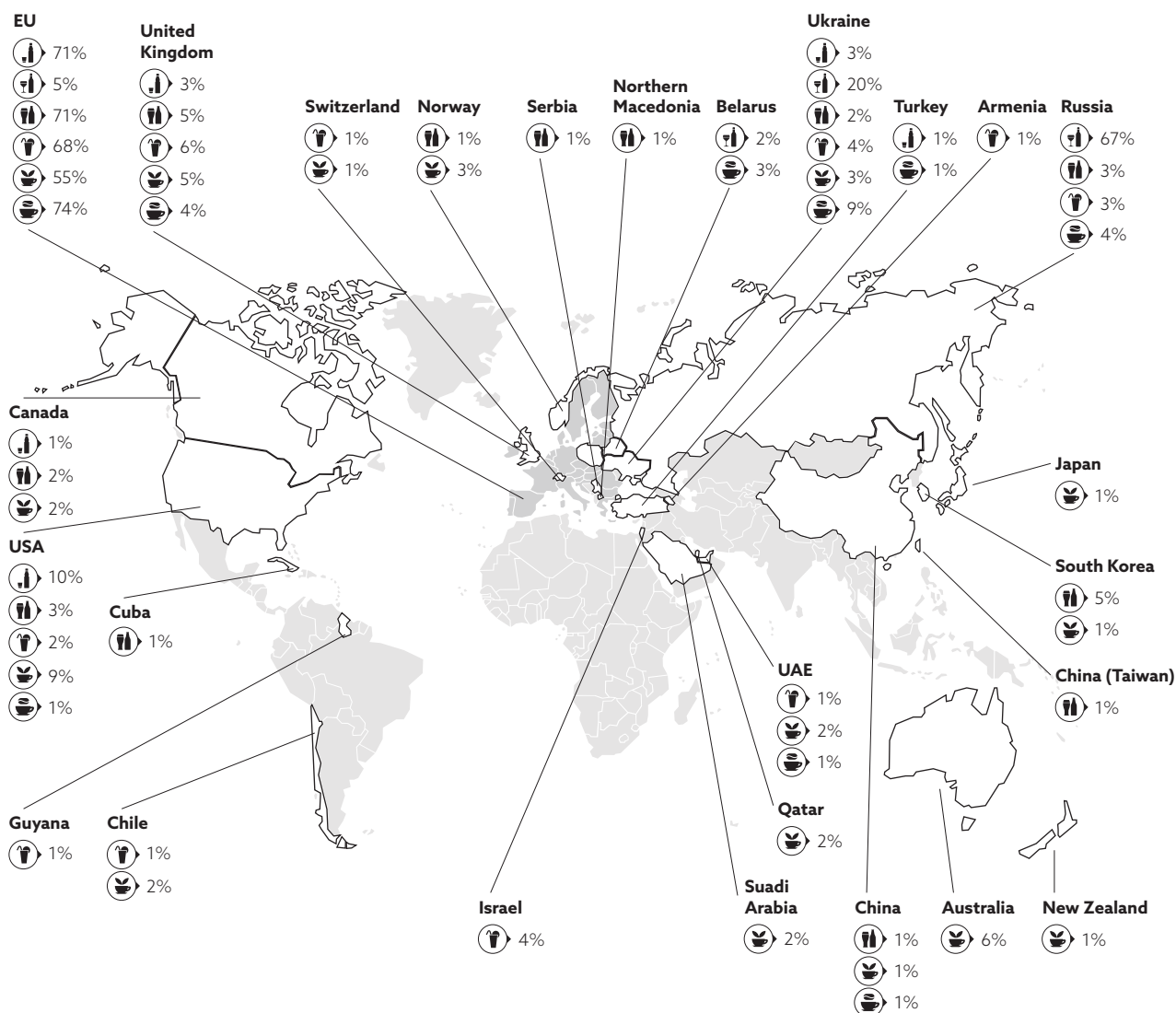
WHO TRUSTS US:

Polish teas are exported mainly to the European Union: France, Sweden, Italy, the Netherlands and Germany. They are also sought after in the USA, Australia, the United Kingdom, Ukraine and Norway.

Coffees from Poland are exported in the vast majority of cases to the Member States of the EU such as the Netherlands, Germany, Czechia, France, Romania, Hungary, Belgium, Lithuania and Slovakia. An important destination is also Ukraine and, to a lesser degree, Russia, the United Kingdom and Belarus.



THE EXPORT OF ALCOHOLS, NON-ALCOHOLIC BEVERAGES, TEA AND COFFEE FROM POLAND IN 2023



VODKA
Export volume:
 48 thousand tonnes
Export value:
 EUR 192 million



NON-ALCOHOLIC DRINKS
Export volume:
 1.4 million tonnes
Export value:
 EUR 899 million



WINE
Export volume:
 18 thousand tonnes
Export value:
 EUR 58 million



TEA
Export volume:
 20 thousand tonnes
Export value:
 EUR 232 million



BEER
Export volume:
 348 thousand tonnes
Export value:
 EUR 231 million



COFFEE
Export volume:
 72 thousand tonnes
Export value:
 EUR 498 million

Oils

and other vegetable fats

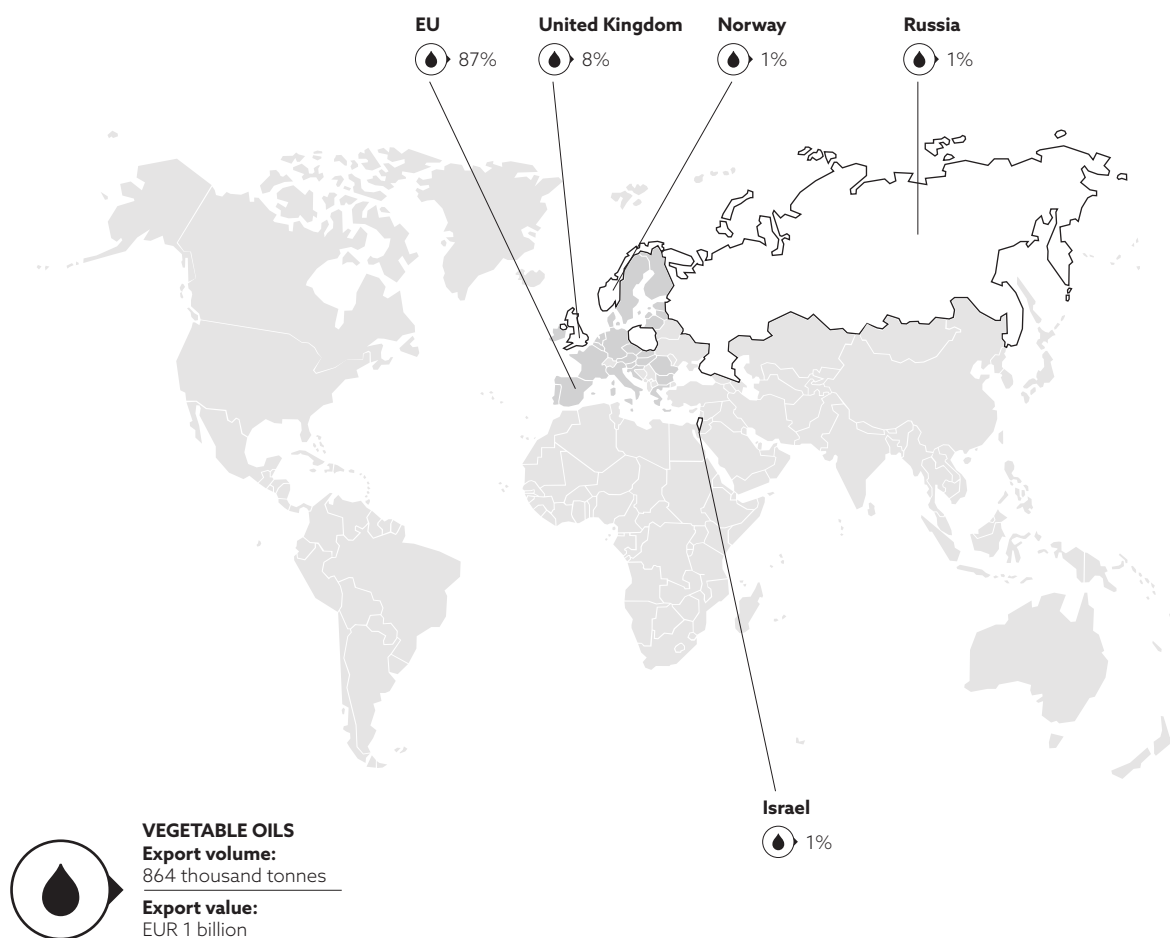
Travelling across Poland in spring, you will certainly come across a field of beautiful yellow flowers. Being typical for our country, the landscape is formed of fields of rape – a raw material used for producing oil that may boldly be named the Polish liquid gold thanks to its nutritional values. Rapeseed oil is rich in unsaturated fatty acids, vitamins and other bioactive ingredients that are good for human health. The oil wonder-maker possesses many properties, including: reducing the risk of cardiovascular diseases, contributing to proper blood clotting and keeping bones in good condition. It also lowers the level of LDL cholesterol (the so-called “harmful cholesterol”) by increasing the level of HDL cholesterol (the “good cholesterol”) in our blood. As for saturated fatty acids, their content in people’s diet should be reduced, while rapeseed oil is the healthiest oil in this respect.

Poles may benefit from the medicinal properties of the product almost without any limits. Ranking third in the EU in terms of the cultivation surface and harvest of rape, Poland is also an important producer of rapeseed oil. Poland produced 1.4 million tonnes of raw rapeseed oil and 602 thousand tonnes of refined rapeseed oil in 2023, both for consumption and industrial needs, including the production of biofuels and cosmetics. Polish exports of rapeseed oil amounted to 245 thousand tonnes and accounted for 28% of Polish vegetable oil exports.

The other very popular oil in Poland is sunflower oil that is rich in vitamin E and other vitamins. In 2023, Poland exported 290 thousand tonnes of sunflower oil, which accounted for 34% of Polish exports of vegetable oils.



VEGETABLE OILS EXPORTS FROM POLAND IN 2023



CN Codes: 1507-1515, 1517

Compiled by the KOWR, based on data of the Polish Ministry of Finance

WHO TRUSTS US:

- In 2023, Polish vegetable oils were mainly exported to the EU, the United Kingdom, as well as to a lesser extent to Russia, Norway and Israel.
- Apart from rapeseed and sunflower oils, in 2023 Poland exported mainly margarine. The other vegetable oil that was exported was soybean oil.

Did you know that?

It is worth pointing out that the method of cold pressing is one of the best methods for manufacturing food oil, guaranteeing that the oil will retain the maximum possible amount of fatty acids and other valuable ingredients. The method is used by Polish producers not only to manufacture rapeseed and sunflower oil, but all the lesser known plant oils, e.g. flax, camelina, hemp, black cumin, milk thistle, evening primrose, mustard, walnut and pumpkin seed oils. These oils are not only rich in nutritional properties, but also possess a natural taste and a beautiful smell. Some of them, e.g. hazelnut oil or rosehip oil, are also beauty products.

A response to global trends – Polish food in the 21st century

Consumers are increasingly conscious and demanding, while their lifestyle is getting more and more hectic every year. The modern world promotes multitasking, which is also reflected in nutrition trends. More and more, people are searching for products that are not only tasty, safe and healthy, but also benefit the body and spirit. The offer from Polish producers consists of a number of items that are adjusted to the requirements of modern lifestyles, manufactured in a socially responsible way, and at the same time care for the environment.

Organic food

For many years, Polish agricultural production has been carried out with respect for the environment. The traditions and knowledge passed on to the new generation of farmers, combined with the new technologies that support organic quality, result in the on-going growth of the Polish organic market. The number of organic producers in Poland amounts to 24 thousand, of which over 22 thousand are ecological farmers.

The EU organic certification process involves all types and stages of production and processing, as well as packing, labelling and distribution, which are strictly supervised on the national level. The EU organic logo ensures that the product has been produced using the most natural methods, does not contain artificial additives and is GMO-free.

Functional food and "superfoods"

A well-informed consumer is aware of the fact that prevention is better than cure, which increases the popularity of food that should protect us against civilisation-related diseases and guarantee a long life in good condition.

Cooperating often with research institutes and centres, Polish producers place an increasing number of functional products on the market, which deliver important ingredients in a healthy diet. Their offer includes, among other things, sweets and snacks, dairy products, beverages or cereal products with no harmful or allergenic elements and enriched with additional healthy ingredients. The well-known Polish superfoods, e.g. chokeberry, blackcurrant, mulberry and sea buckthorn are popular additives. The products combining the best-quality chocolate with super-fruit or probiotic bacteria are the biggest hit. Protein products along with healthy sweets and snacks from unprocessed (so-called "raw") ingredients are increasingly gaining in popularity.



Poland is also one of the largest producers of herbs in Europe. In Poland, 70 species of herbs are cultivated, including such medical varieties as camomile, mint, common valerian, St John's wort and milk thistle. Polish producers of herbs operate on multiple markets, being however particularly successful in the European Union. It should be noted that Polish thyme is often included in the famous French herbs of Provence.

Plant products

The number of people who reduce their consumption of meat and products of animal origin or decide not to eat such products for health, environmental or ethical reasons is increasing. To address their needs, the largest Polish producers are extending their classical portfolio of products, a gesture that is highly appreciated by consumers, by offering new products of plant origin. On the Polish market, there is also room for start-ups and small manufacturers of plant products, e.g. plant no-meat balls, bacons, hams, sausages, burgers and nuggets, as well as vegan lard, pâtés, cheeses, butter, bread spreads, sauces or mayonnaises. Not only will such products satisfy vegetarians, vegans and allergy sufferers, but all those looking for a varied cuisine while wishing to eat tasty and healthy foods.

Healthy convenience food and snacks

Due to the modern lifestyle, customers tend to choose products that are easy and not time-consuming to prepare. Polish producers break the spell cast on convenience meals and instant products that are deemed to be harmful by offering consumers healthy, nutritious and tasty meals that are fast to prepare, including ready-to-use mixtures for preparing plant burgers and stews, risotto and groat-based dishes, soups, drop scones, pancakes, porridges or mixtures for baking home-made bread. The products are targeted at hard-pressed, yet well-informed customers who do not wish to compromise on quality. Many of them are certified as organic products and are labelled as gluten-free or vegan.

How to handle a little hunger? Polish producers also offer healthy snacks to eat on the go, including delicious and natural snacks made from fruit, vegetables, cereals, seeds and nuts.

Did you know that?

Traditional "super products" have been cultivated and manufactured in Poland for centuries now; they equal the world "superfoods" in their content of nutrients. The greatest national good are pickles which are a natural bomb of vitamins and probiotics, including the famous sour beet-root juice that has an anti-aging effect, damages cancer cells and is... a cure for hangovers.

The most traditional "super products" from Poland also include honeys that possess extraordinary medicinal properties. The most important species are: acacia honey, linden honey, nectar-honeydew and multi-flower honey.

Did you know that?

Warsaw, the capital city of Poland, has been on the global list of the ten most vegan friendly cities for several years now. Vegan shopping is easy to do there, while local restaurants offer vegetable-based cuisine from any corner of the world.



Who are we?



To learn more about our activities,
scan the code



The National Support Centre for Agriculture (KOWR) is a Polish governmental agency subordinated to the Ministry of Agriculture and Rural Development.

One of the key areas of our activity is supporting development of trade in agri-food products between Poland and other countries. We act also as the main body in Poland responsible for promoting Polish food on the domestic and foreign markets.

We implement numerous activities supporting the establishment of business contacts between the Polish and foreign entrepreneurs.

We organise Polish national stands at the largest fairs of the agri-food sector. Our brand – "Poland tastes good" – is present at the most important trade shows in Europe, Asia, Australia, Middle East and in both Americas.

Our tasks include organisation of trade missions abroad with participation of the Polish entrepreneurs as well as incoming missions for foreign importers, distributors and retail chains representatives interested in the Polish offer.

Our offer comprises the organisation of business talks – conventionally and on-line, as well as of business matchmaking services.

We organise conferences, seminars and webinars on the business opportunities in various countries.

The KOWR promotes the Polish food. Our tasks involve organisation of such events as culinary shows and workshops, samplings, festivals of Polish food as well as promotion on the Internet portals, in social media or foreign digital and printed media of mass communication.

We are also the institution responsible for handling EU food promotion programmes implemented in Poland and abroad, which are approved by the European Union and co-financed with EU funds.

As part of our tasks, we cooperate with Polish institutions responsible for promoting the Polish economy, Polish and foreign diplomatic and economic missions, importer organisations and other entities supporting the development of trade cooperation.





*Poland
tastes good*



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