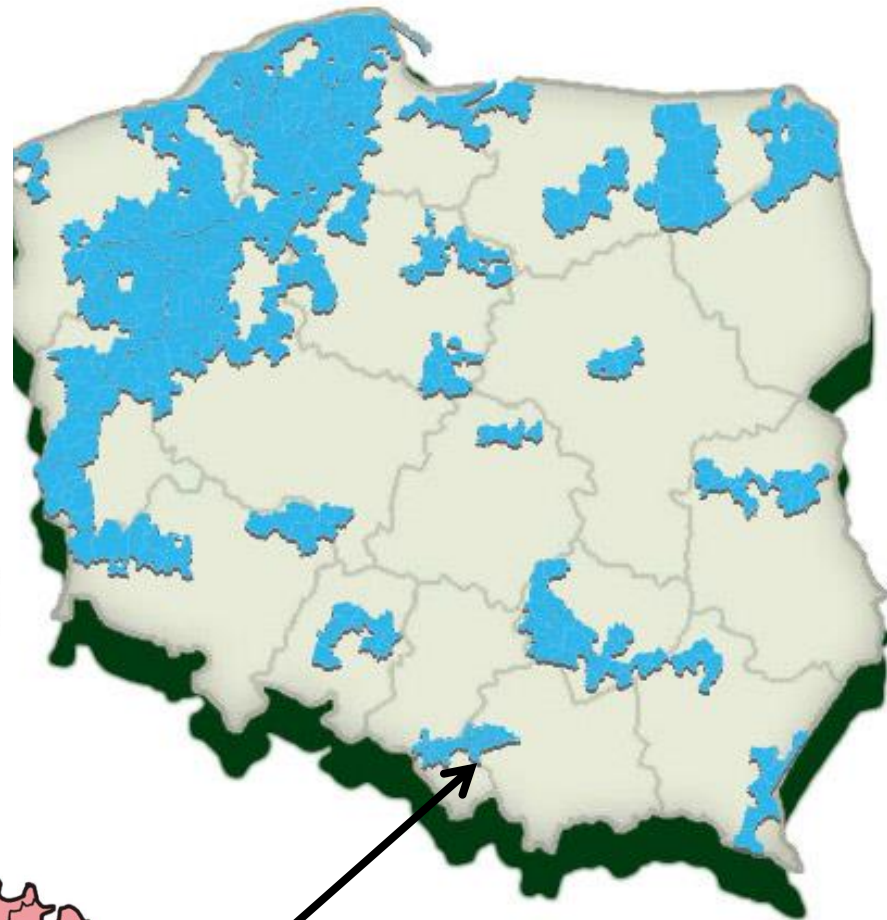
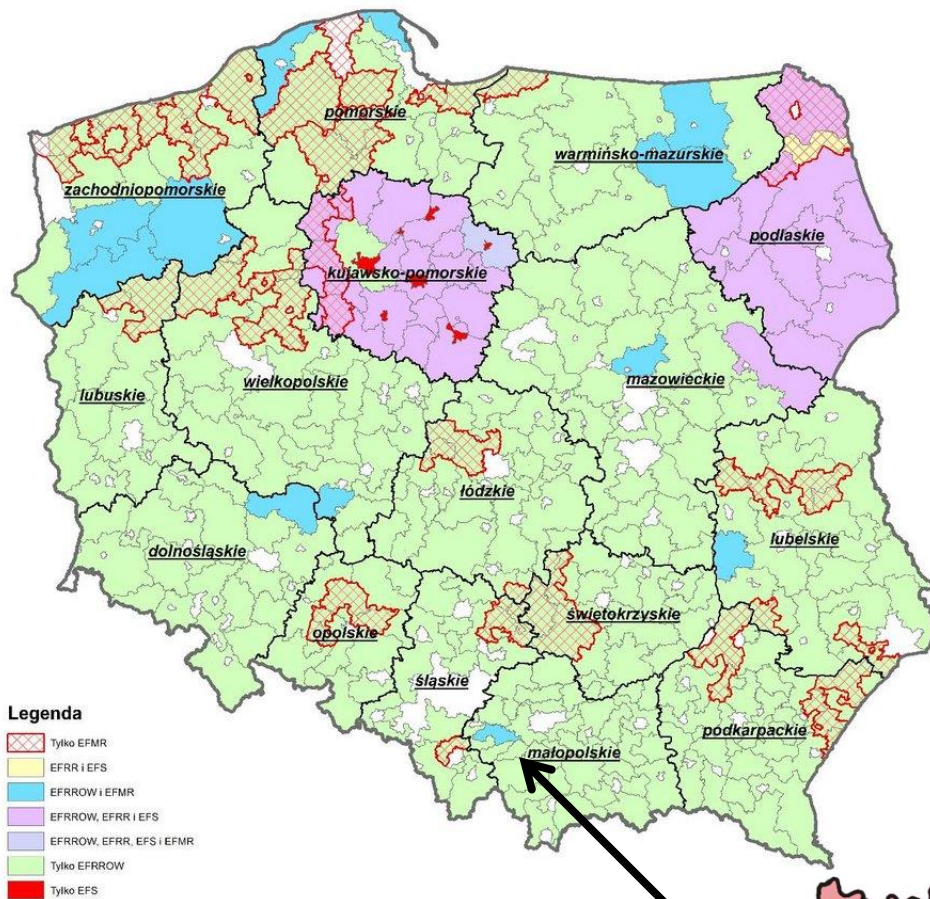


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# Development of the Carp Valley based on local products and territorial brand

Anna Świątek  
Carp Valley Association




Carp Valley Association – one of 335 LAG and one of 36 FLAG in Poland



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## **Goals of the community-led local development strategy:**

1. Development of entrepreneurship based on local cultural and natural heritage.
2. Diversification of fishing activities towards tourism, development of fish processing.
3. Infrastructure and promotion of Carp Valley based on the local brand Carp Valley.

- 
- ✓ 3,000 hectares of breeding ponds
  - ✓ 50 fishing farms
  - ✓ 100 fishing-related jobs



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# Zator carp



## Regional and protected products in the EU



# Local brand program



- commercialization of local products
- entrepreneurship support
- awarding products and services of the highest quality
- creating a cooperation network and joint promotion
- creating the tourist offer of the Carp Valley



# Products and services under the Carp Valley brand: 15 entities, 17 products, 13 services



## Fish products and fish-based regional menu







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MENU REGIONALNE  
'DOLINA KARPIA'

Local MENU

Zupy / Soups

Zabeliana zupa rybna z boczniakami  
i tłuczonymi ziemniakami

*Whitened fish soup with oyster mushrooms  
and mashed potatoes*

13,00 zł

Przystawki / Starters

Terrina z karpia na sałatce  
z jabłek i suszonych śliwek z pieczywem

*Carp terrine on apple and prune salad with bread*

21,00 zł

Dania główne / Main courses

Pulpety z karpia na musie z marchwi  
z gratin ziemniaczanym

*Carp meatballs on carrot mousse with potato gratin*

28,00 zł

Pstrąg na kaszotto buraczanym  
z warzywami z patelni

*Trout on beetroot kashotto with vegetables from the pan*

30,00 zł

Desery / Desserts

Jabłecznik Radoczański

*'Radocza' apple pie*

13,00 zł



# TU ZJESZ LOKALNĄ RYBĘ

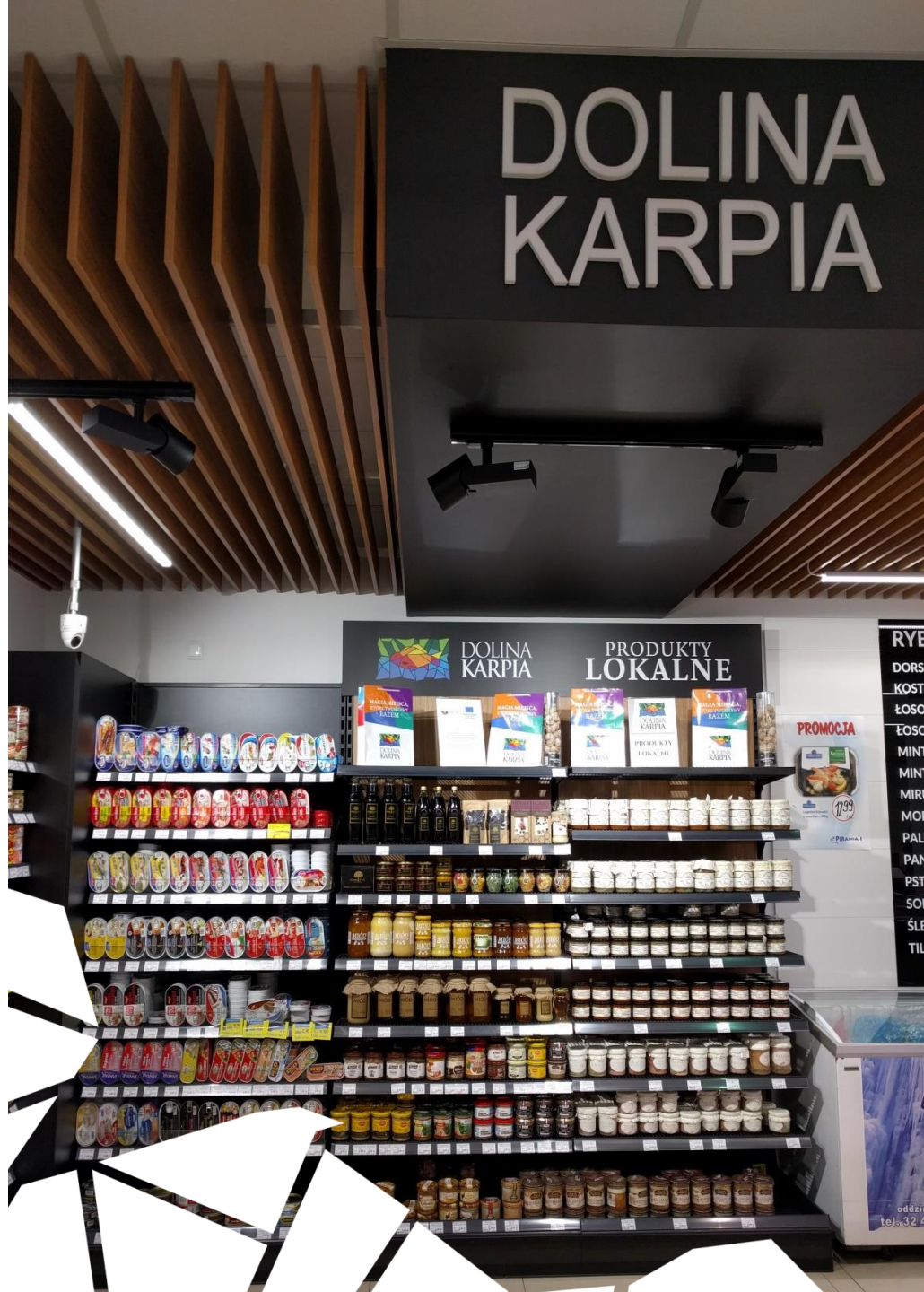
Informacje w **menu** i u obsługi lokalu



[www.dolinakarpia.eu](http://www.dolinakarpia.eu)



## Local products stand in Hana Supermarket in Zator





**Total costs: 230 000 euro**  
**Eligible costs: 180 000 euro**  
**Grant amount: 75 000 euro**  
**Number of jobs created : 2**





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## Effects

1. Creating a permanent sales channel for local products, visited by 1000 customers.
2. Ensuring the availability of local products for residents and tourists.
3. Increasing the competitiveness of producers.
4. Strengthening the sense of local identity.



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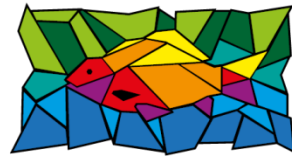
**Racks with local products  
in shops, accommodation  
and tourist facilities**





**Number of racks: 35**  
**Total costs/eligible costs: 5 000 euro**  
**Grant amount: 5 000 euro**





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**Thank you**