

## KOŁOCZ ŚLĄSKI - THE INCREASE IN PRODUCTION GROWTH DUE TO PRODUCT CERTIFICATION

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### Abstract

In Poland are 35 products in the list ‘Geographical indications and traditional specialities in the European Union’. One of them is Kołocz Śląski is a traditional, regional baking product derived from Silesia in Poland. It is a ritual product, which is present during all major. It comes in four flavors: with poppy-seed, cheese, apple sauce or without filling. It is baked with yeast dough then the filling is added (or not) and crumble. The study was conducted with a survey among all producers who are associated in the Consortium of Kołocz Śląski Producers. The association was founded in mid-2007 in order to obtain a certificate of Protected Geographical Indication in the European Union. The certificate ensures a legal form of protection so that no other producer from outside can sell the product under the name Kołocz Śląski. The official granting of the certificate took place in the year 2011. To this day Kołocz Śląski has been the only regional product in the EU from Opolskie region. Despite extensive advertising the majority of production is sold on the local market, which is deeply rooted in the tradition of eating Kołocz. The study analyzed the increase in production in year 2004-2013. The aim is to demonstrate the relevance of product certification.

**Keywords:** *kołocz śląski, traditional baking, Protected Geographical Indication in the European Union.*

### Introduction

Kołocz Śląski is a traditional, regional baking product derived from Silesia. Its history dates back to the Middle Ages<sup>1</sup>. It is a ritual product, which is present during all major celebrations such as baptisms, communions, weddings and funerals<sup>2</sup>. Originally, its shape was round but with the passage of time rectangular plates came to be used for practical reasons. It comes in four flavors: with poppy-seed, cheese, apple sauce or without filling. It is baked with yeast dough then the filling is added (or not) and crumble<sup>3</sup>.



**Graphics 1. Kołocz Śląski with poppy-seed**

Source: [www.kloskujakowice.pl](http://www.kloskujakowice.pl)

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<sup>1</sup><http://kolocz.info/page/index/22/historia>-access: 20.03.2010

<sup>2</sup>*Wielka Ilustrowana Encyklopedia Powszechna Wydawnictwa Gutenberga*, (1929) Vol. VIII, Kraków, page 21

<sup>3</sup> Oziębłowski M., (2011) *Kołacz śląski - specification (regional Silesian cake)* published by EC

Traditional or regional product has been formed over a long period of time and has been affected by a lot of natural and cultural factors, and is therefore common good of the region and can not be usurped by one manufacturer. It is therefore a prerequisite for the application for a protected designation of origin to be submitted by the group of producers. Products entered to the European Commission's register of protected designations of origin and protected geographical indications are products, whose high quality is related to the characteristics of the region in which they are produced. The rule is that the unique characteristics of the region can not be owned by an individual, so a whole producer group is authorized to apply for registration of Protected Designation of Origin or Protected Geographical Indication. In some cases, a natural or legal entity may be treated as a group. Regional products may be registered by the European Commission as a Protected Designation of Origin or Protected Geographical Indication. Regional products or other products of "known origin" are products whose quality is definitely above average, associated with the place of origin and local methods of preparation. Protected Geographical Indication can be awarded to a product whose at least one stage of production takes place in the area. The product name uses or refers to:

- the region
- a specific place
- in exceptional cases the country where the product is manufactured<sup>1</sup>.

**Graphics 2. Graphic symbol awarded to products labelled Protected Geographical Indication**



**Chronione Oznaczenie  
Geograficzne**

Source: minrol.gov.pl

Kołocz Śląski may be marketed only if it receives a certificate issued by the Quality Inspection of Agricultural and Food Products. Cakes without the certificate can be traded under different names. Non-compliance with this EU regulation may result in financial penalties of up to ten percent of manufacturer's annual turnover<sup>2</sup>. Benjamin Godyla, president of the Consortium Kołocz Śląski, baker from Kujakowice Górne says: - "The certificate confirms that kołocz is produced according to the recipe, and it is for the customer to assure the quality of this product." In modern societies, especially in economically developed countries, there is a growing number of people for whom important are protection and nurturing of what traditional and local. This is manifested, among others, the increase in demand for local products and traditional<sup>3</sup>.

<sup>1</sup><http://produkty-tradycyjne.pl/europejskie-systemy-jakosci/produkty-tradycyjne-i-regionalne-we-wspolnej-polityce-rolnej> access: 20.03.2013

<sup>2</sup> H. Wawer, (2012) *Kołocz już chroniony*, Kurier Rolniczy, Vol. 1 styczeń, page 25

<sup>3</sup> Minta S., Tańska-Hus B., Nowak M. (2013). Koncepcja wdrożenia produktu regionalnego „Wołowina Sudecka” w kontekście ochrony środowiska, Annual Set The Environmental Protection (Rocznik Ochrona Środowiska), Vol. 15, pages 2887-2898.

### Materials and methods

The study was conducted with a survey among nine producers who are associated in the Consortium of Kołocz Śląski Producers. The association was founded in mid-2007 in order to obtain a certificate of Protected Geographical Indication in the European Union. The certificate ensures a legal form of protection so that no other producer from outside can sell the product under the name Kołocz Śląski. In the product promotion media played an important role as well as the local authorities of Opole province, for which this was the first product to have a chance of being granted a certificate of regional product. The official granting of the certificate took place in the year 2011. To this day Kołocz Śląski has been the only regional product in the EU from Opolskie region. Despite extensive advertising the majority of production is sold on the local market, which is deeply rooted in the tradition of eating Kołocz.

Basic collective actions and decisions within the Association "Producers Consortium Kołocz Śląski" are performed by the Management Board:

President – Benjamin Godyla

Vice President – Edyta Grabowska

Secretary - Antoni Bończyk

Treasurer - Paweł Schlensag

The detailed list of companies that currently belong to the Association "Producers Consortium Kołocz Śląski" is presented in Table 1.

**Table 1. Companies belonging to the Association "Producers Consortium Kołocz Śląski"**

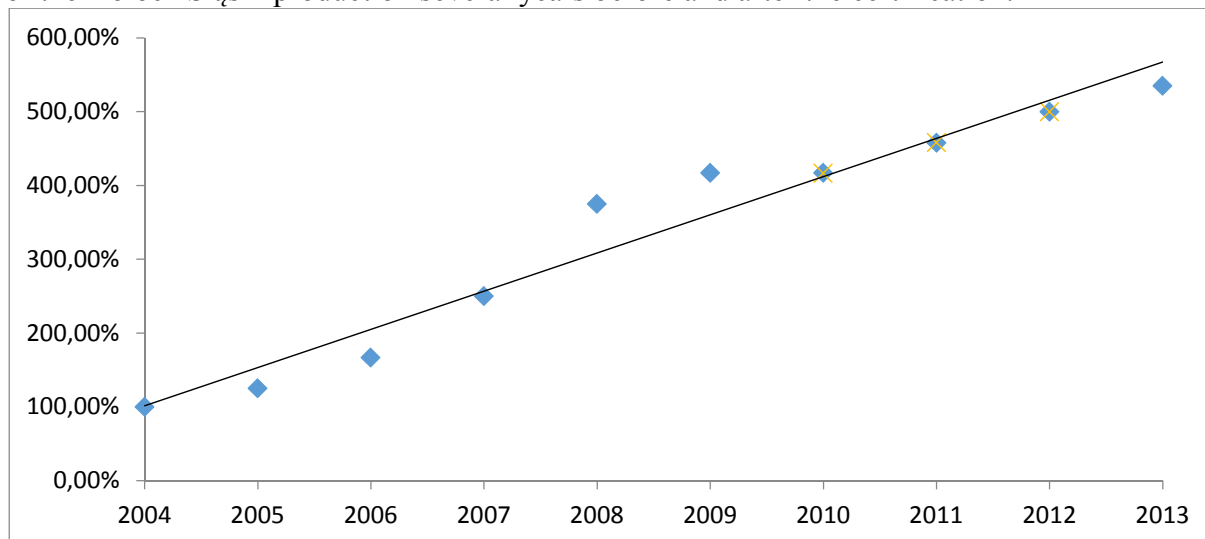
	Name of company	Address	Business profile
1.	Przedsiębiorstwo Produkcyjno-Handlowo-Usługowe „KŁOS” S.C. Benjamin Godyla, Ewa Godyla	Ul. XXX-lecia 30A 46-211 Kujakowice Górne	bakery and confectionery
2.	Przedsiębiorstwo Produkcyjno-Handlowo-Usługowe „Piekarnia Grabowski” Edyta Grabowska	Ul. Kościuszki 67 Otmice 47-180 Izbicko	bakery and confectionery
3.	Cukiernictwo S.C. Józef i Ryszard Izydorczyk	Ul. Ks. Lange 11 47-100 Strzelce Opolskie	confectionery
4.	Gminna Spółdzielnia „Samopomoc Chłopska”	Ul. Góry Św. Anny 6 47-300 Zdzeszowice	bakery and confectionery
5.	Kawiarnia – Cukiernia „Europa” Krystyna Długosz	Pl. Wolności 7/8 45-057 Opole	confectionery
6.	Ciastkarnia „Paweł” Paweł Schlensag	Nowa Kolonia 77 47-133 Jemielnica	confectionery
7.	Zakład Piekarniczo - Cukierniczy L.B. Zimmermann S.J.	Ul. Powstańców 50 47-320 Gogolin	bakery and confectionery
8.	Piekarnia – Cukiernia Krystian Stosiek	Rzepcze 30 48-250 Głogówek	bakery and confectionery
9.	Cukiernia "Ptyś" s.c. Teresa i Urszula Wieczorek	ul. Dworcowa 2 47-330 Zdzeszowice	confectionery
10.	Piekarnia Józef Lipa	ul. T. Boya-Żeleńskiego 2 40-750 Katowice-Kostuchna	bakery and confectionery
11.	Piekarnia-Cukiernia Antoni Bończyk	ul. Oswobodzenia 67 40-404 Katowice	bakery and confectionery
12.	Cukiernia MAGOSZ Maria Magosz	ul. Prudnicka 31 47-300 Krapkowice	confectionery

13.	Piekarstwo-Ciastkarstwo Handel Krzysztof Poloczek	ul. Ks. Tunkla 110 41-707 Ruda Śląska	bakery and confectionery
14.	Piekarstwo Cukiernictwo Produkcja Sprzedaż Marek Jakubiec	ul. Piastowska 6 41-700 Ruda Śląska	bakery and confectionery

Source: [www.kolocz.info](http://www.kolocz.info)

### Results and discussion

Figure 1 shows the results of the survey research concerning changes in the dynamics of the Kołocz Śląski production several years before and after the certification.



**Graph 1. Dynamics of production of Kołocz Śląski**

Source: Own study based on a questionnaire

Over the past eight years from 2004 to 2013 the production has increased five-fold. A gentle rise is noticeable in 2007 when in the mid-year there was a meeting of the founding committee of the consortium. This resulted in the increased media interest in the subject of the certification. In 2008 there was a sharp increase by 125 per cent against the previous year. In 2009, you can still see an increase, but not as big as in the previous year, but still above the trend line. In 2010, the growth slowed down, production remained at the same level as the year earlier. The next three years show a trend similar to that observed in 2004-2006.

The line which is the highest is the trend line for the years 2010-2013, the lowest line is for 2004-2006, and the middle one is for all the years. It may be noted that the increase in production in 2007-2009 resulted in an upward trend line which is almost parallel, so if it was not for the certification effort, probably the production trend would run as shown the lowest line. On the other hand, there are also shown various barriers which limit the development of the market for this type of products. Examples of such barriers may include: inadequacy of legislation to the specificities of these products, too low consumer awareness of the products, high production costs due to the traditional recipe<sup>1</sup>. Local newspaper in Opole writes a lot about grow the production this cake. This shows that Kołocz Silesia is important in the region<sup>2</sup>.

Nowadays in the bakery and confectionery „KŁOS” is being baked 1600-2000 kg of cakes per week. The biggest production per day in this company is on Christmas and Easter. The day before the feast of is being baked 1500 kg. One baking tray cake weighs an average of 6,2 kg (depending on filling) and has dimensions 600x400mm. 1500 kg cakes

<sup>1</sup> Minta S. (2013). Bariery rozwoju rynku produktów regionalnych i tradycyjnych na przykładzie Dolnego Śląska, Roczniki Naukowe SERiA, Vol. XV, Z. 4, pages 280-284.

<sup>2</sup><http://www.strefabiznesu.nton.pl/artukul/rosnie-sprzedaz-kolocz-slaskiego-w-opolskiem>

this is ~60 m<sup>2</sup>. Normal cake is being baked from Monday to Friday and time to time on Saturday. 85% cake is being sold in manufacturer's retail store, 7% in restaurants, 6% in other stores, 1,5% for local organizations and 0,5% for foreign customers.

Producers Consortium Kołocz Śląski are promoting the product through spots in local newspapers, on radio and television. In 2013 the consortium has placed 14 arrays promoting the product in region. Two arrays promoting are in district Kluczbork, Olesno, Strzelce Opolskie, Rudniki, Krabkowice, Prudnik and Opole. Producers uses EU subsidies for advertising.

### Conclusion

Regional and traditional products are strongly associated with the image of the region<sup>1</sup>. Based on the survey we have found a sharp increase in production in the early years of efforts to be granted the certificate. This was due to the curiosity of the people, willing to try the baked product, which the media gave a lot of attention to. It would seem that being granted the certificate should have a significant impact on the size of production, but it did not happen. In the year 2011 we can see a slight increase against the previous year, but it is not like in 2007-2008. This is due to the saturation of the local market, which is the main recipient of the product. Opportunity for further growth could be opening up for sale in other parts of the Polish and foreign markets. It will not be easy because kołocz Śląski is not as well known as the most famous Polish regional products, such as Rogal Świętomarciński or Oscypek.

One factor that certainly does not have a direct impact on the demand for Kołocz is the price, as in the case of regional products it is generally higher than in conventional food. Consumers are people who can always afford to buy the product or those who buy occasionally. A large impact on the demand have the tastes and preferences of buyers<sup>2</sup>.

The result of our study is a clear indication for other manufacturers who want to obtain a certificate for their regional product. Before you announce to the public in the media your intention to apply for the certificate you must already have a ready formal aspect for the application, the elaborate sales and advertising and promotional tools. The example of Kołocz Śląski shows that the first year may be the most important. Receiving a certificate is just the icing on the already formed cake. What really works here is the folk saying that you have to strike whilst the iron is hot. The coming years will show how much people's minds have been affected by the promotional and informational campaign in the years 2007 - 2011 when the interest in the product was the greatest. Certainly, it will be interesting material for further study of the problem.

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<sup>1</sup> Tańska-Hus B., Minta S. (2012). *Miejsce produktów regionalnych i tradycyjnych w kształtowaniu wizerunku regionu*, Zeszyty Naukowe Uniwersytetu Szczecińskiego Nr 709, Problemy Zarządzania, Finansów i Marketingu Nr 23, pages 217-230.

<sup>2</sup>M. Gąsiorowski, *Specyfika produktów tradycyjnych na rynku żywności*, Prezentacje z seminarium "Znaczenie produktów lokalnych dla rozwoju regionu na przykładzie Karpia Zatorskiego 20-21.10.2011"

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