

# POLICY BRIEF

## Recommendations for the wheat sector

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**1.** Introduction of the policy focused on strengthening of diversified production in farms since specialization and “monoculture” profile of production might result in economic risk and the distraction of natural environment.

**2.** Strengthening the role of credit unions that seem to be more sensitive and flexible in responding for producers` requests quite contrary to commercial banks.

**3.** Strengthening the role of producers in confrontations with purchasers and processors through the strengthening of local apple processing and more intensive cooperation among individual producers.

**4.** Policy focused on reduction of prices and qualities of means of production among EU countries.

**5.** Introduction of the policy focused on an independent (from purchasers or processors) evaluation quality of the product.

### **In the Polish case study wheat production identified four effective marketing strategies/arrangements:**

- **Producer group** – provides farmers with better bargaining position in relation to both the retailers of means of production and the purchasers of their product (namely wheat).
- **Direct marketing** – involves direct selling of wheat to a grain elevator, had a rather good reputation among farmers. It allowed for flexible reactions and selling wheat at the moment, when the price was the best.



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According to the surveyed farmers, this was an ideal strategy for medium farms that were not big enough to create channels to directly market or sell their products to big processors but at the same time were too big to concentrate on dispersal distribution within niche sales channels.

- **Selling to processors** – selling wheat directly to processors, but this was only feasible for larger producers who had large quantities of homogenous grains at their disposal.
- **Selling during harvest time** – only suitable for the smallest farms, whose area did not exceed 30 ha. This strategy could be summarized as immediate sales of wheat during harvest necessitated by an inability to store the grain.

In addition to these arrangements, **operating collectively** within a producer group was a **common strategy** and was seen as commonplace in Polish wheat farming.