

Management of the quality of products of animal origin

Summary

The Polish consumer, until recently fascinated by new diets and exotic food products, increasingly chooses Polish products from regional and local markets. This is a manifestation of what is known as 'consumer ethnocentrism'. Increasing numbers of Polish people are striving to preserve their cultural identity, which in turn increases the demand for traditional, regional and local food products, making these market sectors increasingly important elements of the food industry. Local products of animal origin constitute an opportunity for regional development and for the development of Polish animal farming and aquaculture, especially of native breeds, lines and strains. The quality of products of animal origin depends mainly on genetic and environmental factors. Genetic factors include breeding of appropriate breeds, lines and strains, and exploitation of the latest advancements in genetics to improve breeding material, determine its authenticity and detect food adulteration. Management of the quality of traditional products of animal origin also includes traditional feeding, without genetically modified fodder, traditional pasturage of sheep and cattle, the use of only grain feed for fish, and free range farming of laying hens.

The safety and quality of a food product must be ensured throughout the production cycle, according to the 'From Farm to Fork' principle. Managing the quality of food products of animal origin also includes quality control and elimination of adulterated food products from the market. It also includes the use of traditional processing methods, such as traditional smoking. Many local and traditional products, especially the oldest ones, have preserved their historical folk names, adding to their value. Quality management also includes European certification and labelling systems for traditional and regional products, which inform the consumer of the high quality of the product and protect manufacturers against counterfeiting.

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