

**APPLICATION FOR REGISTRATION
~~OF THE DESIGNATION OF ORIGIN / GEOGRAPHICAL INDICATION~~¹⁾
FOR AN AGRICULTURAL PRODUCT OR FOODSTUFF**

I. Applicant

1. Name or first name and surname:

1. Kaszubskie Stowarzyszenie Producentów Truskawek [Kashubian Association of Strawberry Producers]

2. Seat and address or residence and address:

Kamienica Szlachecka
ul. Długa 13
83-323 Kamienica Szlachecka

3. Mailing address:

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4. Person acting on behalf of the applicant:

Andrzej Klasa, Piotr Serkowski

5. Group:

KASHUBIAN ASSOCIATION OF STRAWBERRY PRODUCERS

Legal form: **Association** – established and operating under the provisions of the Act on Associations of 7 April 1989 (Journal of Laws of 1990 No. 20 item 104, as amended).

The organisation has had legal personality since 28 August 1998, i.e. the date of its entry into the Register of Associations kept by the District Court in Gdańsk.

¹⁾ Delete as appropriate.

The Association is entered in the National Court Register under number 0000150134.

The organisation is managed by the Management Board, elected by the General Meeting of the Association's members for a period of four years. Current composition of the Management Board:

President: Piotr Serkowski

Deputy President: Andrzej Klasa

Treasurer: Maria Czaja

and members: Henryk Kostuch, Zygmunt Jażdżewski, Karol Baranowski.

The organisation is supervised by the Audit Committee, currently composed of:

Franciszek Ustowski

Regina Reiter

Edward Ulenberg

The Kashubian Association of Strawberry Producers brings together 219 producers of Kashubian strawberries. All members of the Association run agricultural activities on small-scale family farms located in the Kashubian Lake District.

II. Specifications

1. Name:

1. 'Truskawka kaszubska' or 'kaszëbskô malëna'

Two names are used to designate the product covered by these specifications: 'truskawka kaszubska' and 'kaszëbskô malëna'. The name 'truskawka kaszubska' is most often used in commercial transactions involving this product, in particular between Kashubians and non-Kashubian entities. This name is used when the product is exported to foreign markets or sold in parts of Poland other than Kashubia. The other name of the product is 'kaszëbskô malëna'. This name is most frequently used in common parlance. It comes from the Kashubian language, hence it is most commonly used by the inhabitants of the region, i.e. Kashubians.

The two names may be used interchangeably.

2. Application for registration of:

Mark with a cross if the applicant is seeking to register the name referred to in point 1 as a designation of origin or geographical indication.

(1) designation of origin

(2) geographical indication

X

3. Category:

Class 1.6. Fruit, vegetables and cereals fresh or processed

4. Description:

Only the following varieties of strawberries with the following sensory characteristics may be sold as 'truskawka kaszubska' or 'kaszëbskô malëna':

Fruit intended for direct consumption (dessert)

1. Elsanta

- 1.1. Appearance and shape: fruit at least 18 mm in diameter, ranging from rounded conical to conical in shape, whole, free from damage, with stalk.
- 1.2. Colour: the skin is light-red in colour, glossy, with fairly even colouring; the flesh ranges from pale-pink to light-red in colour, fairly even in cross section.
- 1.3. Consistency: the flesh is very juicy, firm.
- 1.4. Taste and smell: sweet, aromatic, balanced, reminiscent of wood strawberry.

2. Honeoye

- 2.1. Appearance and shape: fruit at least 18 mm in diameter, conical and rounded conical in shape, narrowing at the calyx to form a neck, whole, free from damage, with stalk.
- 2.2. Colour: ranging from intense red to dark red, even spread over the entire surface, with a high gloss. The flesh is fairly even light-red in colour.
- 2.3. Consistency: the flesh is juicy, very firm.
- 2.4. Taste and smell: sweet, aromatic, balanced, reminiscent of wood strawberry.

For strawberries of the varieties Elsanta and Honeoye to be called '*truskawka kaszubska*' or '*kaszëbskô malëna*', they must have been graded as 'Extra' or 'Class I' and have the following characteristics:

- they must be intense red in colour, with at least 80% colouring,
- they must be uniform in shape, without any irregularities,
- they must be firm to the touch with no traces of rot or signs of disease.

Fruit intended for processing

3. Senga Sengana

- 3.1. Appearance and shape: fruit of various sizes, broad and conical with truncated top, heart-shaped, heart-shaped/spherical and spherical/rounded, whole, free from damage, with or without stalk.
- 3.2. Colour: ranging from intense red to dark-red, evenly spread over the entire surface. The flesh is a fairly even intense red colour.
- 3.3. Consistency: the flesh is firm, juicy or very juicy, and slightly hard.
- 3.4. Taste and smell: sweet, aromatic, balanced, reminiscent of wood strawberry.

5. Geographical area:

The name '*truskawka kaszubska*' comes from the name of the region where it is grown, i.e. Kashubia. According to "Kaszuby Leksykon Geograficzny" by Edward Klamann, Stanisław Rzymowski, Joanna Skupowa, Jerzy Szukalski, published by Wydawnictwo Uniwersytetu Gdańskiego and Oficyna ZEC, Gdańsk 2002, Kashubia in the Kashubian language is Kaszebe. It is an ethnographic and geographical region of Eastern Pomerania, inhabited by Kashubians – descendants of early Slavs. Kashubia as a territorial name has been known since the 13th century. The geographical area was defined based on the range of the Kashubian Lake District according to Augustowski's theory and taking into account the tradition of cultivation and the location of strawberry plantations.



‘Truskawka kaszubska’ or ‘kaszëbskô malëna’ strawberries are produced in the area of:

- the entire Kartuzy powiat (in the following communes: Chmielno, Kartuzy, Przodkowo , Sierakowice, Somonino, Stężycza, Sulęczyno, Żukowo),
- the entire Kościerzyna powiat (in the following communes: Dziemiany, Karsin, Kościerzyna, Liniewo, Lipusz, Nowa Karczma, Stara Kiszewa),
- the entire Bytów powiat (in the following communes: Borzytuchom, Bytów, Czarna Dąbrówka, Kołczygłowy, Lipnica, Miastko, Parchowo, Studzienice, Trzebielino, Tuchomie) and
- Przywidz commune in the Gdańsk powiat, the communes of Wejherowo, Luzino, Szemud, Linia and Łęczyce in the Wejherowo powiat and the Cewice commune in the Lębork powiat.

The environmental conditions within the area where ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ strawberries are produced are homogeneous. Geographically, the area in question is called the Kashubian Lake District and, historically, it is known as Kashubia.

The natural environment in the Kashubian Lake District is different from that of surrounding areas in terms of climate, land relief and soil type.

Characteristics of important environmental conditions in the Kashubian Lake District are presented in point 8 of the application.

6. Proof of origin:

1. The entire production process is subject to a special control system that enables comprehensive product traceability. Strawberries to be labelled with the ‘kaszubska strawberry’ or ‘kaszëbskô malëna’ PGI must fully meet each of the following conditions:

- (a) they have been produced in the geographical area specified in (5) in accordance with the described production method and have the characteristics specified in the description;
 - (b) their producers have undertaken in writing to comply with the specifications;
 - (c) their producers provided the information listed below to the Kashubian Association of Strawberry Producers.
2. Producers who want to use the PDO are obliged to report this information to the Kashubian Association of Strawberry Producers. They provide the Association with information on the area covered by strawberry crops and their location. Changes to this information should be reported by 1 March of a given year. Producers who want to use the PDO for the first time should report this to the Association by 1 March of a given year. If the willingness to use the PDO or the location of new plantations is reported after the deadline, the PDO may be used only starting from the following year.
3. The Kashubian Association of Strawberry Producers should always be in possession of the up-to-date register of producers interested in producing 'truskawka kaszubska' and the up-to-date locations of strawberry crops. This register may only include producers who own strawberry fields intended for the production of 'truskawka kaszubska' or 'kaszëbskô malëna' with an area greater than or equal to 0.20 ha.
4. Strawberry crops are assigned registration numbers (plot numbers). Boxes or single packages of strawberries are marked with special labels containing a reference to the place of origin (producer's code and the date of harvesting of a given batch). Documents issued by the Association and those kept by producers should guarantee the product traceability.
5. Each producer shall also keep a register in which it records the following data:
 - output and sales volumes and the buyer in a given year
 - areas and numbers of plots where strawberries are grown.
6. If the inspection body finds any discrepancies occurring even at a single stage of the production chain, the product will not be allowed to be marketed under the PDO.

7. Producers must comply with the obligation to meet the conditions specified in point 6(1)(a) from the moment of sending the application for registration to the European Commission. Producers must start complying with the obligation to meet the conditions specified in point 6(1)(b) and (c) no later than three months from the first publication of the application for registration in the Official Journal of the European Union.

7. Production method:

1. Soil

Strawberries covered by the application must be grown in the geographical area specified in point 5 on poor soils of classes IV, V or VI. Each producer decides itself where strawberries are to be grown, based on its knowledge and experience in this regard. When choosing the location of strawberry crops, producers take into account, in particular, the soil and climatic properties acceptable for a given slope inclination, growing techniques and the level of insolation.

Strawberries should be grown in appropriately selected locations that prevent the freezing of the plants in the winter and the flowers in the spring. The best results are achieved on slightly acidic soils (the optimal pH is 5.0-6.0).

2. Forecrops and crop rotation

When deciding on a location where strawberries are to be grown, crops rotation should be taken into account and practised. Strawberries cannot be grown continuously on the same plot for longer than 4 years.

Strawberries should be planted following an appropriate forecrop. The best forecrops for strawberries include cereals, winter rapeseed, agrimony and mustard. Some legumes (lupine, field bean, vetch, field pea), a mix of rye and winter vetch, as well as vegetables such as beans, peas, cabbage, kohlrabi and cauliflower are also good forecrops. Each strawberry producer decides itself what forecrop to choose, based on its knowledge and experience in this regard.

3. Soil preparation

Soil is prepared in accordance with good agricultural practice. Its preparation usually begins a year or two before a plantation is established. Before establishing a plantation, humus is usually added to the soil to improve its lumpy structure.

In order to eliminate from the soil persistent perennial weeds and pests that destroy plant roots, the soil can be disinfected. The most important procedures carried out to prepare a field for growing strawberries include its weeding and disinfecting. The usual practice is to “aerate” the soil by stirring it, e.g. with a rototiller. The use of chemical disinfectants is also allowed. All these procedures must be performed in accordance with the principles of good agricultural practice.

Each producer decides itself what procedures related to the preparation of soil for a plantation to carry out, taking into account natural factors and the specific characteristics of the site, guided by its knowledge and experience in this regard.

4. Planting

The ability to properly select strawberry seedlings has been developed by farmers for a very long time. Strawberry seedlings are usually planted from August to November and less frequently in the spring, in March-April. The date of establishing a strawberry plantation depends on the prevailing weather conditions and the development of the seedlings. It has been found that the earlier the summer strawberry planting date was, the better the root system the plants developed before winter, and the greater the yield they produced the following year.

The simplest system for establishing a production plantation used in Kashubia is the row system. Strawberries should be planted in a row, every 20-35 cm. The distance between rows should be 70-100 cm. Even spacing of plants enables their proper protection against diseases, pests and weeds, is conducive to their growth and fruit colouration, and increases the accuracy and efficiency of harvesting. Kashubian farmers water thoroughly the rows and holes in which strawberry seedlings are to be planted. It is one of the procedures related to the land relief and characteristics of the soil, thus it is particularly important when growing ‘truskawka kaszubska’.

5. Fertilisation

The amount of fertiliser doses used depends on the type of soil and is determined individually by each producer. Fertilisation must be carried out in accordance with the principles of good agricultural practice.

Farmers in this area fertilise their strawberry crops also with manure. Manure is applied before planting. Its dosage depends on soil fertility, but may not exceed 30 tonnes per hectare.

6. Treatments

Treatments that are essential for strawberry plantations include weeding and field irrigation. Due to the land relief specified in point 5 drip irrigation is ineffective and does not work in this area. Each producer determines itself the frequency and timing of these treatments, based on its knowledge and experience in this regard.

7. Protection against frost

It is important to protect strawberry plants against frost that usually occurs when they are flowering. The most effective method of protecting the plantation against frost is to cover the entire crop with non-woven fabric or to use straw.

8. Mulching

Mulching, most often using straw, has a significant impact on the volume and quality of the strawberry crop. Mulching involves spreading straw between the rows, carefully placing it under the fruit and leaves of the plants. It is recommended that mulch be spread before the strawberries are in full bloom. For mulch to serve its function it must be placed under the plants so that growing and ripening fruits can lie on it. This is one of the specific treatments used by local farmers to improve the quality of their crops. After the fruit is harvested, the straw is usually mixed with the soil, thus enriching it with humus. This treatment is permissible, but not obligatory.

9. Flowering

Strawberry flowering time depends on weather conditions and usually lasts from the first decade of May to the third decade of June. Full flowering occurs approximately 30 days before the plant produces fruit. The strawberry flowering time in the Kashubian Lake District is markedly delayed compared to that in other regions of Poland, which is due to the short growing season in this area.

10. Fruit harvesting

The fruit must be picked by hand when it is ripe, properly developed, sound, fresh, firm, whole, undamaged, not crushed or dampened, clean and free of mould and plant protection product residues. Harvesting should take place after the fruit is fully ripe, from the beginning of June to the end of July. If during this period, due to specific weather conditions, the fruit is not fully ripe, harvesting may be postponed. In each such case, the Kashubian Association of Strawberry Producers is obliged to report this fact to the inspection body. In no case may the yield exceed 25 tonnes of strawberries per hectare.

11. Storage

The optimal storage temperature for ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ is below 21°C. If a given producer also grows other strawberries that not covered by the Protected Geographical Indication, they should be stored separately to prevent the fruit from mixing.

12. Packing

Packaging must comply with applicable regulations. The strawberries should be arranged in layers no more than 10 cm deep.

8. Link with the geographical region:

Natural link

The ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ production area covers 32 communes, including 21 located in less favoured areas (LFA) in lowland zone II, and 10 in lowland zone I.

Climate

The climate of the Kashubian Lake District is slightly harsher than that of the surrounding regions, especially the Gdańsk Coast. This is due to high altitudes (about 200 m above sea level) as well as the significant influxes of polar continental air masses from the east. Compared to the coastal climate, the seasonal variations in temperature here are substantial. At 700 mm per year, rainfall is slightly higher than the national average, with prevalent westerly winds. The growing season here – ranging between 180 and 200 days – is one of the shortest in Poland. This harsh climate has a positive effect on the development and ripening of strawberries.

Soils

The Kashubian Lake District is dominated by podsols formed on sand and gravel. These are classes IV, V and VI soils, i.e. the least fertile soil types. Brown soils formed on gravel and clay occur to a lesser extent, and are somewhat more fertile than the podsols. In land depressions, such as lake and river valleys, class IV marshy soils (peat, mud-peat) occur. Land selected for cultivation usually has a pH ranging from 5.0 to 6.0.

The area concerned has a varied post-glacial relief characterised by numerous ponds (kettle lakes) and channel lakes, which additionally favours the cultivation of strawberries, because in the event of water shortage, growers can replenish it from these reservoirs. New water reservoirs are also being dug in depressions near the plantations. The groundwater level is often high, which favours

the supply of water to these reservoirs. These waters have proven to be of importance in recent years with weather anomalies, such as periods of drought during which strawberries are exposed to withering.

Geologically, this area is characterised by a hilly relief, large lake cover and considerable forest cover (over 30%) composed mainly of coniferous forests (pine, spruce, larch), which distinguishes the ‘truskawka kaszubska’ production area from other main European production regions. ‘Truskawka kaszubska’ is grown mainly on slopes (at an altitude ranging from 180 to 300 m above sea level) exposed to sunlight, which ensures ripening of the fruit.

Historical link and reputation

In order to present the reputation of ‘truskawka kaszubska’ or ‘kaszëbskô malëna’, the following method of presenting information was adopted: at first, the history of bringing strawberries to Kashubia and the related controversies were presented, followed by information about the Strawberry-Picking Festival organised there since the early 1970s. Then materials proving the great importance of ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ in the life of the entire region and its economic importance for the local people were cited. Finally, information on purchasing practices related to this fruit and information on attempts to offer other strawberry varieties as ‘truskawka kaszubska’ is presented. All this creates a coherent whole that confirms the reputation of the ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ product.

It is not known exactly what the origins of strawberries in Kashubia were. It is known that they were brought to this area in the early 20th century, but the history of their introduction is controversial to this day. The entire dispute was described in materials made available by the Agricultural Advisory Centre in Kartuzy and based on publications by, among others, Mr Pryczkowski.

It is as follows:

“Who brought strawberries to Kashubia?”

The village of Wygoda near the village of Chmielno is famous for its beautiful church built in 1913-1914 by Fr. Anastazy Sadowski and for the cultivation of strawberries that Kashubia owes primarily to Helena Gruchala née Polaszek. Some people wrongly claim that strawberries were brought there by Fr. Sadowski.

Seedlings from the garden of the burned school

Helena Gruchala lived in Długi Kierz, a village nearby Wygoda. A little farther, there is a village of Szklana. Between these villages, there was a school built in the mid-19th century, that burned down at the end of World War I. The teacher came from the interior of Germany, where he returned immediately after the hostilities came to an end. Nobody remembers his name. No chronicles have survived either. They burned down together with the school. In the school garden, the teacher left frail, overgrown strawberry bushes brought from the interior of Germany. Nearby there lived Wilhelm Warmowski – a partner of Rozalia Lewna who was widowed during the war, Helena Gruchala's neighbour. Warmowski, thinking that what he had found in the former school's garden were wild strawberry seedlings, moved them to his fiancée's garden, where, severely overgrown, they vegetated for three years.

Helena Gruchala, in turn, was keen on growing perennials. She grew wild strawberries in her garden. On 3 May 1922, she brought more wild strawberry seedlings from the forest. In front of the house, she met Łucja Lewna, her neighbour's daughter. She told Łucja about small red berries growing in their garden. Helena found this interesting. Thinking that these were wild strawberries, she asked for some. They looked miserable. Together with Rozalia, she recovered seven seedlings that she planted in her garden. As it later turned out, these were strawberries, called red berries at that time. These events were perfectly remembered by Bronisława Polaszka, Helena Gruchala's sister, who died two years ago. This is also confirmed by older people who say that strawberries grew near the "cepisek". This Kashubian word means a cemetery where people who died of cholera were buried. To this day, there are traces of it between Długi Krzem and Szklana, exactly next to the site of the former school.

Award for Helena

After a few years, she grew plump fruit, a basket of which she took to Anastazy Sadowski, a local priest. The priest was delighted and wanted to see the plantation. When he saw it, he elatedly repeated: miracle, miracle, miracle... He reported this to the Voivodeship Office in Toruń. After some time, horticultural experts arrived. Delighted with the crop, they granted Helena Gruchala an award. It was around 1926.

The proceeds from the strawberries were deposited with a bank

In 1952, on the initiative of the then parish priest, Fr. Zygmunt Poćwiartowski, the inhabitants of the parish erected a monument to the builder of the church. This would not be surprising, if not for the fact that seventeen years earlier, as a result of a conflict with the same parishioners, Fr. Sadowski had to leave the parish because of a bank he founded in 1920. More affluent residents trusted the priest and deposited their money there. This was also the case with Helena Gruchala, who deposited with the bank almost all proceed from strawberry crops. Unfortunately, due to poor management, the bank went bankrupt in 1934. The money was lost as well. To this day, some older residents recall how some rich families became paupers overnight. The Gruchalas probably lost the most. Before that, they had lived in great friendship with the parish priest. Everyone confirms this. – Completely understandable – recalled the late Bronislawa Polaszek. – My sister skimped on my further education. She preferred to take the money to the bank. And here they write that the priest saved Kashubia from poverty! – she says, pointing to No. 13/171 of “Pielgrzym” of 30 June 1996, the journal of the Pelplin diocese. I reads: Life in Wygoda may not be very comfortable, but the people here are quite prosperous due to strawberries brought to the Kashubian land with its infertile soil by Fr. Poćwiartowski. Strawberries took roots and a strawberry-growing region has developed. People work hard, but they do not complain, as right after the strawberry harvest, cars multiply in the parish: those who do not have a car buy one, those who already have cars replace them with better and newer models. Every year, people from Wygoda donate 700 baskets of strawberries to the Major Seminary in Pelplin. This is how they want to express their gratitude to the priest for saving Kashubia from poverty.

Marzena Bławat, the author of the article, relied on the account of the current parish priest, Bogdan Drozdowski, who has been in Wygoda since 1994. She must have not been listening carefully to the parish priest, as she even confused Fr. Sadowski with his successor Poćwiartowski.

Treder's recollections

Franciszek Treder was born in 1903 in neighbouring Borzestów. He grew up there and was an educated person. From his youth, he was interested in Kashubian regionalism, including the economy. After the war, he founded a museum in Kartuzy. In the book

“Wspomnienia działaczy kaszubskich” [Recollections of Kashubian activists] edited by Józef Pawlik, Warsaw 1973, he writes as follows: As the restrictions made breeding increasingly difficult, the farmers undertook another, more profitable production, namely strawberry growing, started by Helena Gruchała from Długi Kierz. Initially, they treated the initiator’s recommendations with reserve and even ridiculed her idea. We learn about this from her account: “When I planted a few beds in the garden, no one paid any attention to this. Then, when I set a larger plantation in a field where a few years ago there was only heather, the neighbours shook their heads and said bluntly: - What do you think, who will eat so many strawberries? – It was only with a hectare plantation that I convinced them and encouraged them to follow suit.

The story about Gruchała came true

Treder did not write where the strawberries came from, although he must have known this, as he knew this area and the people living there very well. The late Karol Rozbicki (real name: Stanisław Dziadoń) tried to figure this out. In 1960, he went to the strawberry-growing region. He published the collected information in the article “Choć Bóg truskawek nie stworzył” (Although God did not create strawberries) in No. 8 of the “Kaszëbë” biweekly of 16-30 April 1960. He began as follows: There are many legends about Helena Gruchała in the Kartuzy region. As these are legends only, no one knows exactly the real story about Gruchała. In Kamienica Szlachecka, Miechucin, Borzestów and Kamienica Królewska – everyone will say: – Gruchała from Długi Kierz brought the strawberry legend here. She brought from somewhere – no one knows where from – a few frail plants and planted them in the garden in front of the house. Rozbicki gives the names of fifteen planters who recalled Gruchała with appreciation. The editor failed to determine many issues, but he knew for sure who should be credited with bringing strawberries, because he ended the article as follows: “Only the story about Gruchała was absolutely true”.

This story is also confirmed by a letter from Fr. Zygmunt Poćwiartowski, Sadowski’s successor, of 3 February 1939. On that day, the 25th wedding anniversary of Mr and Mrs Gruchała was celebrated. The parish priest was supposed to be there. Unfortunately he broke his arm. Staying at the hospital in Kartuzy, he wrote, among other things: “May your turkeys fledge, may your strawberries grow. Now, the entire region is grateful to this quiet, hard-working woman for these “berries”.

Despite disputes about the history of bringing strawberries to Kashubia, it is indisputable that their cultivation in this region increased from year to year. Strawberries began to bring income to the inhabitants of these once poor areas. Their unique flavour and popularity led to a significant increase in the number of their plantations. Favourable soil and climatic conditions accelerated the growth of crops in this region. Strawberry fields expanded for over half a century to eventually become an integral part of the Kashubian landscape. In the early 1970s, it was decided that, given the abundance of strawberries in the region, a Strawberry-Picking Festival should be organised there.

Since 1971 (31 editions took place until 2006; in the 1970s, the strawberry festival was not held four times), on the first Sunday of July on Złota Góra hill near the village of Brodnica Górna, on the occasion of the strawberry harvest, farmers from the Kartuzy powiat – the very centre of Kashubia – have been organising a great folk festival. The highlight are strawberries in various forms, not only those intended for consumption. Strawberries are also the subject of performances and competitions held under to the slogan: **everything about strawberries!** Since that year, the Strawberry-Picking Festival has been growing, attracting more and more exhibitors and visitors – both local ones and tourists. At this outdoor event, numerous commercial and catering stands are arranged. The achievements of Kashubian culture, both amateur and professional, are also presented. There are numerous artistic performances, contests, fishing competitions and stands with strawberries and Kashubian folk handicrafts. The visitors can also have a ride on a horse-drawn tram and enjoy many other attractions. During the event, strawberry producers present their offer and sell fresh and processed fruit in the form of strawberry mousse. The Strawberry-Picking Festival includes numerous competitions, including those related to strawberries, e.g. for the best strawberry cake. A strawberry limerick competition is also held. The invitation to the competition is published in the press and its results are announced during the Festival. An advertisement published in the *Tygodnik Kartuski* weekly may serve as an example here. The advertisement read “Strawberry limerick – “KARTUZY. The *Kaszubski Dwór* Cultural Centre in Kartuzy, the organiser of the 30th Strawberry-Picking Festival, hereby announces a competition for a *Strawberry Limerick*”. Here is a limerick written for the Strawberry-Picking Festival by Ms L. Szutenberg:

“Truskawkobranie 2006 – Wesolej zabawy!” [Strawberry-Picking Festival 2006 – Have fun!]

*Dzisiaj w Brodnicy Truskawka króluje,
Nasza kaszubska co dobrze smakuje,
Wszyscy od rana się nią obiadamy,*

*Świeżą, soczystą, dużo jej mamy.
Tu nawet z piwkiem ona smakuje,
Każdy tu bardzo dobrze się czuje,
Tak przy piwku i przy truskawce
Bawmy się wszyscy na zielonej trawce.*

The following limericks have been written by Ms D. Sikorska:

“Pochwała truskawki” [Strawberry appreciation]

*Kaszubska truskawko w krasie i ozdobie
Barwy, smaku, zapachu, oraz zalet innych,
Tobie wszystkie jagody w pas się winny kłaniać
I tytuły szlacheckie przyznać ci powinny.*

*Ten tylko może wątpić, że królewskie berło
Tobie i tylko tobie słusznie się należy,
Kto nigdy nie spróbował twych świeżych owoców.
Kto spróbował- bez wahań twoją chwałę szerzy.*

“Pokusa kaszubska” [Kashubian temptation]

*Pamiętacie, jak w raju diabeł się natrudził,
Zanim Ewę z Adamem na jabłko uludził?
Gdyby wtedy w Edenie gdzieś truskawki były,
To i bez namawiania ludzi by skusiły.
Ale, jak wszyscy wiemy, tylko na Kaszubach
Najsmaczniejsze owoce do dzisiaj się rodzą
Więc niech wiedzą, co tracą ci, co w obce strony
Po frukta inne, niż truskawki, chodzą.*

“Przestroga” [Warning]

*Zerkał pan na panią, co jadła truskawki,
Siedząc sobie skromnie tuż na brzegu ławki.
W końcu nie wytrzymał, bliżej się przysunął,*

*I jak zwierz dziki na tę panią runął.
Pani zaś krzyk podniosła i uciekła z ławki,
Ale on ją dogonił i skradł jej truskawki.
Morał więc – drogie panie – płyńcie z tego gładki:
Czasem celem zalotów są wasze truskawki.*

“Dialog” [Dialogue]

*Truskaweczko powiedz przecie
Co jest najsmaczniejsze w świecie?
A truskawka się rumieni
I oczęta spuszcza skromnie:
Nie wypada mi się chwalić,
Lecz tak właśnie mówią o mnie.*

“Opowiastka” [Tale]

*Kiedyś pewna Kasieńka pogodnym wieczorem
Czekała na Jasieńka, stojąc pod jaworem,
Ale, choć księżyc wzeszedł i psy się uśpiły,
To na randkę nie przyszedł Kasi chłopak miły.

Więc ze złości rozbiła o najbliższe drzewo
Koszyk pełen truskawek, co miała dla niego,
A nazajutrz pod jawor przyszedł pewien Sławek
Na schadzkę z owo Kasią (choć już bez truskawek).*

Articles about the Strawberry-Picking Festival can be found in the press before its each edition. These articles include information about the history of this event as well as all important organisational tips. One of them, entitled “*Truskawek nie zabraknie*” [There will be no shortage of strawberries] and published in the “Dziennik Bałtycki” daily on 28 June 2000, included an interview with Ms Grażyna Golanko, Director of the Cultural Centre in Kartuszy, conducted by Mr Mariusz Szmidtke.

“...– Where did the idea of organising an annual strawberry festival by the Kartuszy commune on the slope of Złota Góra hill, near the viewpoint, come from? In fact, no one knows exactly who came up with the idea of organising this outdoor event on Złota Góra hill. However, the idea is great. After all, there is no quainter place in Kashubia.

From this hill you can see the southern part of Wielkie Brodno Lake, the village of Brodnica Dolna and the Szymbarskie Hills, including the highest one, i.e. Wieżyca. This place is located almost in the very centre of the strawberry-growing region. Strawberries are grown around it. And that's it..."

"... – Several thousand people participate in the event every year – won't there be a problem with accessing this place and finding a space to park a car there?"

- I think that this won't be a problem. Parking lots for those coming by car will be organised in nearby fields, as in previous years. For other guests, special bus connections will be launched. From 10 am to 8 pm, shuttle buses will run every hour from the Kartuzy Commune Office to Złota Góra. I invite everyone..."

Below this article, there is information that *"The detailed agenda of the event will be presented in the Saturday edition of the newspaper"*, which testifies to the considerable popularity of this event.

Then, as announced, the entire agenda of the Strawberry-Picking Festival and information on how to get to the event is published. The number of additional specially organised bus connections and the very fact that they are organised proves the popularity of the Strawberry-Picking Festival. Relevant examples include the information presented above Ms Joanna Baranowska's article entitled *"Biznes na truskawkach?"* [Strawberry business?] published in the "Dziennik Bałtycki" daily on 30 June 2006:

"How to get. Bus connections from Kartuzy to Złota Góra on the Strawberry-Picking Festival date are provided by Przewozy Autobusowe Gryf from Kartuzy. Gryf buses leave Kartuzy at: 11 am, 12, 1 pm, 2 pm, 3 pm, 4 pm, 5 pm, 6:30 pm, 9 pm and 10 pm. Return from Brodnica Górna: 11:30 am, 12:30, 1:30 pm, 2:30 pm, 3:30 pm, 4:30 pm, 5:30 pm, 7 pm, 9:30 pm, 10:45 pm, 11:30 pm."

Due to the fact that the Strawberry-Picking Festival is the culmination of year-round work and a celebration not only of all farmers growing strawberries, but also of the whole local community, its organisation is subject to special rules, e.g. strawberry exhibitors are exempt from mandatory stand and trade fees. Relevant information can be found, among others, in an interview entitled *"Truskawek nie zabraknie"* [There will be no shortage of strawberries], conducted by Mr Szmidtko and published in the "Dziennik Bałtycki" daily of 28 June 2000.

"... - Strawberry growers have no reason to be glad. First, drought, then frosts caused the harvest and price to be lower than they were previously. Will this fruit be available to be bought this Sunday during the Strawberry-Picking festival on Złota Góra?"

- Indeed, strawberries ripened faster and there are fewer of them than last year. However, participants of the Strawberry-Picking Festival will certainly be able to taste fruit from our plantations. We are not going to bring strawberries from the interior of the country. After all, this largest cultural and commercial festival in Kashubia is the culmination of the work of our growers. Therefore, during the strawberry festival, they are exempt from all stand and trade fees...”

Each Strawberry-Picking Festival is a very big event. Numerous competitions are organised here and guests and folk groups from all over the country and abroad are invited, as reported, for example, in the “Dziennik Bałtycki” daily of 30 June 2006, in Ms Janina Stefanowska’s article entitled “*Złota Góra koło Kartuz. Truskawkobranie z Rico Sanchezem & Gipsy Kings*” [Złota Góra near Kartuzy. Strawberry-Picking Festival with Rico Sanchez & Gipsy Kings].

“...Sunday’s Strawberry-Picking Festival will have an international setting – Rico Sanchez & Gipsy King will perform on the stage on Złota Góra in Brodnica Górna...”

“...Performances will also be given by Polish singers of various generations, from Patrycja Markowska to Andrzej Dąbrowski. Folk bands and groups from our cultural centre as well as the winner of the 3rd Review of Rock Bands and Vocalists – Radio Bagdad will also perform for those present. Every year, the Strawberry-Picking Festival attracts nearly thirty thousand people. Regional artists and strawberry growers set up their stands on the hill. The Festival is organised by the Kartuzy Commune Office and the Kaszubski Dwór Cultural Centre in Kartuzy. It is held under the patronage of the Marshal of the Pomeranian Voivodeship....”

Another article summarising the Strawberry-Picking Festival, entitled “*Truskawkowe święto*” [Strawberry Festival], was published in Express Kaszubski:

“People had fun listening to the music of Patrycja Markowska and Gipsy Kings, eating strawberries and drinking cocktails. For the 31st time, crowds of residents of the Kartuzy powiat and tourists flocked to Złota Góra. Besides good music and Żubr competitions, there were plenty of strawberries in various forms.

- I didn’t know that Kashubia is such a strawberry-growing region – said singer Patrycja Markowska after she had given her performance and tasted our fruit. – They are the sweetest in the world!...

...The dust that floated at the site where the forest had been cleared was a nuisance. The organisers admitted that they had expanded the area to give the audience more space.

- Next year, this place will be covered with green grass – explains the director of “Kaszubski Dwór”. The sun made everyone lazy, but the music of Markowska and Gipsy King made the event participants get up from their seats. Those who danced to gypsy rhythms certainly do not complain.

- The stars did a good job – says Aleksandra Maciborska-Pytka. – I find this year’s Strawberry-Picking Festival really good. – The audience may, of course, have their own feelings...

Here is “*Sprawozdanie z Truskawkobrania 2006*” [Report from the Strawberry-Picking Festival 2006] presented by Ms Aleksandra Raciborska-Pytka, Director of “Kaszubski Dwór” Cultural Centre.

THE STRAWBERRY-PICKING FESTIVAL is one of the largest outdoor events in Kashubia. Its 31st edition took place this year. Its aim is primarily to promote Kashubia and the region’s greatest natural wealth, that is strawberries.

The event is held in a naturally shaped amphitheatre, with Wielkie Brodno – one of the most beautiful lakes in Kashubia, in the background. There are approximately 40,000 people on the slope of Złota Góra near Kartuzy during the event, and considering the fact that we have expanded the site by cutting out the self-seeding trees that were growing on the hill, there will be even more space in the future.

The name STRAWBERRY-PICKING FESTIVAL as well as the course of this event are inextricably linked with the tradition of the strawberry harvest festival. In Kashubian Switzerland known as a strawberry-growing region, this fruit is the greatest natural wealth of Kashubia. Every year, the Strawberry-Picking Festival takes several hours (from morning until late at night). Its agenda includes interesting stage performances (so far given by, among others, Szwagierkolaska, Bajm, Jerzy Kryszak, Zbigniew Wodecki, Shakin Dudi, Krzysztof Krawczyk, Lombard, Krystyna Giżowska, Perfect, Lady Pank, DAAB, Hej, Łzy, Kasia Kowalska, Anita Lipnicka & John Porter, etc.), sports and recreation activities (numerous competitions for the audience, pony and carriage rides, Eastern fighting shows, parachute jumps, fishing competitions, etc.).

These all attractions are complemented by a varied folklore offer – mainly Kashubian, but not only – there are also folk groups from other regions of Poland and abroad.

The commercial offer also plays an important role, as the organisers provide the festival participants with various food stands, drinks, beer and fruit. Traders from all over the voivodeship and beyond appear at the event. This year, we have provided stands to traders from Grudziądz, Olsztyn, Starogard Szczeciński, Mszana Dolna, Piła, Gdańsk, Gdynia, Wejherowo, Straszyn, Kartuzy, Płock, Tczew, Warsaw, Dzierzgoń, Kozich Główn, Rączna, Witnica, etc. Those present can choose something interesting from the industrial offer and folk handicrafts and, above all, taste fresh Kashubian strawberries. Exhibitors present different varieties of strawberries to customers and exchange experiences, which is undoubtedly an additional advantage of the event. This year, there were an exceptionally large number of exhibitors who offered strawberries in various forms, which was emphasised by the press as an advantage of this year's Strawberry-Picking Festival.

This event is widely recognised not only by the local community, but also by tourists and holidaymakers from all over Poland. Performers at this year's Strawberry-Picking Festival included: "Kaszuby" Regional Song and Dance Ensemble from Kartuzy, "Małe Kaszuby" Children's Folklore Ensemble from Przodków - Studio ART.-RE with a programme for children, children and youth from "Kaszubski Dwór" Cultural Centre, Radio Bagdad band, Aso, Andrzej Dąbrowski, Patrycja Markowska with the band, Rico Sanchez & Gipsy Kings. The event – hosted by Kojo – ended with a live fire show."

The great importance of the Strawberry-Picking Festival for the local community is also evidenced by the fact that the local authorities are involved in its organisation. The Marshal of the Pomeranian Voivodeship also extends its patronage over this event to show that it is very important for the entire voivodeship. The involvement of the local authorities is confirmed by, among others, the invitation entitled "*Kaszubskie święto truskawki*" [Kashubian strawberry festival] published in "Forum Pomorskie" bimonthly:

I heartfully invite everyone to the annual STRAWBERRY-PICKING FESTIVAL! Let's meet for the 31st time – on 2 July, on the slope of Złota Góra in the beautiful Kashubian landscape, to enjoy an extraordinary atmosphere of a common feast. For us, this meeting is a specific and unique celebration of strawberries that are grown in the

Kartuzy region in large quantities. On this day, farmers bring piles of red, juicy fruit to Złota Góra to share them with other festival participants. The STRAWBERRY-PICKING FESTIVAL is one of the largest outdoor events in Kashubia. The agenda of this several-hour event (from morning until late at night) includes an interesting stage, sports and recreational offer (numerous competitions for the audience). This year, the STRAWBERRY-PICKING FESTIVAL will feature Patrycja Markowska and GIPSY KING. There will also be a folklore offer presented, among others, by "KASZUBY" Regional Song and Dance Ensemble from Kartuzy, celebrating its 60th anniversary this year. The STRAWBERRY-PICKING FESTIVAL also includes an extensive commercial offer. Besides performers, emotions are provided also by traders representing all kinds of crafts, as well as exhibitors and growers presenting different varieties of strawberries to customers and exchanging experiences, which is undoubtedly an additional advantage of the event.

The excellent atmosphere is probably the main distinguishing feature of the STRAWBERRY-PICKING FESTIVAL. The wonderful inhabitants as well as Kashubian hospitality and openness guarantee unforgettable moments here, so you mustn't miss this event.

Mieczysław Grzegorz Goduński

Mayor of Kartuzy

Information about the Strawberry-Picking Festival can also be found on local websites. At www.kartuzy.info, there is an account of 2004 Strawberry-Picking Festival that reads as follows:

"THE STRAWBERRY-PICKING FESTIVAL is one of the largest outdoor events in Kashubia. Its aim is primarily to promote Kashubia and the region's greatest natural wealth, that is strawberries. The event is held in a special place – a naturally shaped amphitheatre, with one of the most beautiful lakes in Kashubia in the background. Some 30,000 people can gather on the slope of Złota Góra. This Kashubian event is always opened by one of the bands presenting the extremely varied Kashubian folklore, but their performances are also given here by Polish pop music stars, including bands such as Szwagierkolaska, Bajm, Lombard, Perfect, Lady Pank, DAAB, Hey, Łzy, as well as outstanding singers: Krystyna Giżowska, Jerzy Kryszak, Zbigniew Wodecki, Shakin`Dudi, Krzysztof Krawczyk, Kasia Kowalska, and this edition's stars: Anita Lipnicka and John Porter. Besides local artists, we often host folk groups from other regions of Poland and abroad.

There would be no Strawberry-Picking Festival if it were not for fresh Kashubian strawberries. And there are plenty of them in Kashubia, often called a strawberry-growing region. Exhibitors present different varieties of strawberries to customers and exchange experiences, which is undoubtedly an additional advantage of the event. This year, we hosted an exceptionally large number of exhibitors, which was emphasised in the press as the greatest advantage of this year's Strawberry-Picking Festival.

The local press featured numerous statements by people who were going to this event, including farmers growing Kashubian strawberries, guests and politicians, for example a strawberry grower from Dzierżążno in the Kartuzy commune.

“...I am going to the Strawberry-Picking Festival on Złota Góra with my whole family. It is one of the largest and most wonderful events taking place in Kashubia. Every year, it is attended by thousands of residents, tourists and guests from all over the voivodeship. Besides tasting strawberries, you can meet your mates and friends and listen to good music...”

The popularity of the Strawberry-Picking Festival is also proven by the number of people who take part in it. These are residents of Kashubia and other regions, especially the Tricity, as well as tourists from Poland and abroad. This is the largest event in the region. It is estimated that 30,000 people took part in the Strawberry-Picking Festival on 30 June 2002, and in 2004 and 2005, this figure was about 40,000. The popularity of this event is also proven by the fact that almost 2 tonnes of strawberries were sold there on a single day (in 2005).

Kashubian strawberry in the social and economic life of the entire region

What testifies to the high reputation of this product is not only a celebration organised in its honour since 1971, but also numerous articles and evidence showing that it has become part of the culture and identity of the people living in Kashubia. The uniqueness and popularity of the Kashubian strawberry is proven by the volume of its crops in the region as well as numerous press references showing that the inhabitants of Kashubia attach great importance to everything related to strawberries. In particular, attention should be paid to the number of publications related to the unionising of strawberry producers and joint action on the Kashubian strawberry as well as activities aimed at preserving its quality and taste.

These include the article by M.Sc., Eng. Mieczysław Galant published in “Gdański Informator Rolniczy” monthly in January 1999 entitled “*Truskawki na Kaszubach*” [Strawberries in Kashubia], according to which:

“...Strawberry cultivation in Kashubia has a long tradition, in particular in the Kartuzy strawberry-growing region. It was there, in the village of Wýgoda, that the first strawberries were planted as early as the interwar period, and from then on, the growing of strawberries in Kashubia became increasingly popular...”

“...The Gdańsk Voivodeship was 10th or so in Poland in terms of the strawberry crop area, depending on the year, and in terms of yields, it is in the Poland’s top. The share of our voivodeship in domestic crops is approximately 5%. It should be mentioned that these positions are mainly determined by strawberry production in Kashubia...”

The article by Jan Antonowicz entitled “*Truskawkowa szansa*” [Strawberry Chance], published in “Norda” – Dziennik Bałtycki daily of 10 July 1998, includes also other information about production areas and the increasing production volume:

“...Strawberries are grown mainly by farmers from the communes of Chmielno, Stężycza, Sierakowice and Kartuzy. Their greatest quantities are in the vicinity of the villages of Borzestów, Wýgoda, Długi Kierz and Kamienica Szlachecka. More and more farmers are interested in growing this plant, which is a good decision. Apart from tourism and agritourism, this is a fundamental chance for small Kashubian farms to survive. Strawberries grow well on poor Kashubian soil. The fruit has a sweet taste and is easy to store. For this reason, it is eagerly imported by Western consumers...”

On 20 May 2005, the “Dziennik Bałtycki” daily featured an article entitled “*Posłowie – pomocy!*” [MPs – help!], referring to the reasons for growing strawberries in Kashubia.

“Grown in Kashubia since the early 20th century, strawberries were one of the main sources of farmers’ income. There are optimal, favourable conditions for this fruit to be grown here, as opposed to traditional agriculture.”

Mr Grzegorz Skrzypkowski’s article entitled “*Potrzebne są zmiany w rolnictwie*” [There is a need for changes in agriculture], published in “Gazeta Kartuska” of 5 May 1998, shows the importance of strawberry production in this area. During his visit to this region, the Minister of Agriculture has only two meetings planned, including one with representatives of the Kashubian Association of Strawberry Producers.

“...Last Monday, Kartuzy hosted Jacek Janiszewski, the Minister of Agriculture. The government representative took part in two meetings. One of them was organised by the Kartuzy branch of “Solidarity” and the Agricultural Advisory Branch, and the other one was attended by members of the Kashubian Association of Strawberry Producers...”

“...At the other meeting at the Cultural Centre, the Minister was welcomed with bread and salt by children in Kashubian costumes. This meeting concerned a specific matter. The idea of expanding the strawberry freezer and storage facility was presented to the Minister...”

“...The Minister assured that the Kashubian strawberry is the best in the world and that it is missing on large, highly absorbent markets...”

Although the name ‘kaszëbskô malëna’, ‘malënë z Kaszub’ or simply ‘malënë’ is most often used in common parlance, there are also press publications in Kashubian that confirm the use of this name. These include the article by Mr Antonów Janek entitled “*Truskawkòwé wrëje*” [Strawberry rendezvous] (in Kashubian, of course):

“Zbieranié truskawków to je òd lat nôlepszô leznosc do łączeniô sã młodëch. Gòspòdarze sprowòdzają z rozmajitëch stron młodé dzéwczata do robòte, a kawalerzë do nich sã smùłą, a tej sej wnet dôwają na zòpòwiescë. Stòri gbùrzë radzą dobrze sã przëzerac, jak dzéwczãta zbiérają czerwòné jagòdë. Pò tim jidze sã wiele dowiedziec ò charakterze dzéwczëca.

To je tak. Czej dzéwczã zbiérô dëcht wszëtczé truskawczy i kładze do kòszika nawetka nadpsëte i zaplesnialé, tej mòżna wiedzec, że brutka je chcëwò. Taczi ni ma co brac za bialkã. Czej dzewùs przebiérò i òbzérò, a do kòsza kładze blòs piãknë malënë, tej je rozdrzëtné i wëmëslné. W žëcym téz mòże le przebierac, w wëzerac i wëmëszlac. Takò bialka nie je dlò gbùrszczégò knòpa. Zòs jak dzéwczã na wiérzkù kòszika ùłòzi brzòd, a bëne mò schòwóné te gòrszé, tej brutka je cwanò. W žëcym téz wiedno bądze szła cwaniactwem i cëgaństwem, a czãsto sã zdarzi, że chłopa òszukò. Òd taczi brudzi lepi trzëmac sã z dôleka. Czej przë zbiëranim sã wiele òbzérò, tej je zgnilé i ròd klapac bądze.

Nòlepsi mùlk je tej, czej rzetelno kładze do kòsza zebróny brzòd. Trzeba nadpsëté òstawić w pòlu, ale drobné i zdrów misterno zebrac i òstawić je w kòszu tam, gdzie

same sã plac naléżq. Robic nôleżi dërch równo i chwatkò. Czej tak brutka zbiérò truskawczy, tej je dobrò i wòrt miec jã za bialkã.”

The great social and economic importance of strawberries for the Kashubia region is evidenced by a great deal of information and numerous press articles documenting and describing the process of creating an organisation bringing together strawberry producers from this area, i.e. the Kashubian Association of Strawberry Producers. The number of publications on this subject proves that all inhabitants of the region were interested in this process.

Ms Sikorska’s article entitled “*Truskawkowy zwiqzek*” [Strawberry association], published in “Gazeta Kartuska” of 10 March 1998, contains an account of the first meeting initiating the creation of this organisation, presenting the goals of its establishment:

“...On 2 March this year in Chmielno, a meeting initiating the establishment of an association of strawberry producers from the Kashubia region was held...”

“...Such an association of farmers aims to adapt Kashubian farms to future membership in the European Union. The association is to strengthen the position of Kashubian producers on the Polish and European markets, and to increase the competitiveness of Kashubian strawberries by improving their quality and promotion...”

Accounts of this meeting can also be read in another article titled “*Jednością silni*” [Stronger by being united] published in another newspaper – “Głos Kaszub” – also of 10 March 1998.

“...On 2 March 1998 in Chmielno, a meeting initiating the establishment of an association of strawberry producers from the Kashubia region was held.”

“The next meeting, combined with training in strawberry growing, will take place at the Primary School in Kamienica Szlachecka on 25 March this year at 2:00 pm. The organisers invite everyone interested in membership in the emerging association.”

In the article entitled “*Kaszubskie Stowarzyszenie Producentów Truskawek*” [Kashubian Association of Strawberry Producers] published in “Gazeta Kartuska” from April 1998, further information about the process of creating this organisation can be read:

“In the Gazeta of 10 March this year, I informed about the initiative to create an association of strawberry producers from the Kashubia region. This idea enjoys considerable interest, as evidenced by the meeting in Kamienica Szlachecka.”

“The agenda included training in strawberry growing conducted by M.Sc. Mieczysław Galant from the Agricultural Advisory Centre in Lubań, presentation of fertilisers and plant protection products offered by Sumi-Agro Poland, and, above all, the issue of organising a strawberry association.”

In another newspaper (“Głos Kaszub” of 7 April 1998), a whole account of this meeting, presented in Ms Sikorska’s article entitled “*Kaszubskie Stowarzyszenie Producentów Truskawek*” [Kashubian Association of Strawberry Producers], can be read.

“...Nearly 50 farmers joined the association of strawberry producers. The initiative group was established on 25 March this year. At its meeting in Kamienica Szlachecka, the group discussed the organisational form, adopted the draft statute and appointed the Founding Committee...”

“...The name of the organisation is: Kashubian Association of Strawberry Producers...”

In the article (“Gazeta Kartuska” of 9 March 1999) entitled “*Truskawki szansą rozwoju*” [Strawberries – a chance for development], information about the association’s involvement in improving the quality of strawberry crops in the region by organising training in this field can be read.

“On 19 February this year in Klukowa Huta, and on 22 February this year in Kartuzy, seminars for strawberry producers were held. The meetings were organised by the Agricultural Advisory Centre and the Kashubian Association of Strawberry Producers, established last year.”

In subsequent publications (by Mr Ulenberg, entitled “*Spotkanie plantatorów truskawek*” [Meeting of strawberry growers] – “Gazeta Kartuska” of 3 November 1998), the association’s plans and the problems faced by producers are described.

“In its plans, the Kashubian Association of Strawberry Producers has given priority to building a cold storage facility in our area. Since many such facilities in other areas of Poland (as far as strawberries are concerned) are becoming less and less viable, this type of investment in our area would certainly prove to be an excellent strawberry base.”

Information about further activities undertaken by the Kashubian Association of Strawberry Producers can also be found, which shows that the association is developing and taking on subsequent challenges, and all its activities are related to strawberry and Kashubia. In an article

published in “Farmer” of September 2000, entitled “*Truskawki po kaszubsku*” [Kashubian strawberries], the following information can be found:

“Other joint activities include wholesale purchases of chemicals. We [Kashubian Association of Strawberry Producers] are doing this for the third time and this year, over 200 growers purchased them jointly. The benefits are obvious. Not only do we get a 15-20% discount, but we also have the opportunity to pay the dues in full after the harvest. This year, for the first time, we managed to purchase fruit baskets for PLN 2 each. Previously, we had to pay PLN 3.0-3.5.”

“We only have membership fees (PLN 10 per annum). Our immediate plans include creating a graphic logo for the group. Its watchword will be “Kashubian strawberry”, and one of the dominant elements will probably be a fragment of the regional embroidery pattern.”

In Mr Leszczyński’s article entitled “*Idzie kolejny dołek*” [Here comes another decline], published in “Kurier Kartuski” weekly in 2004, further information about strawberry price forecasts as well as producers’ estimates and considerations on the profitability of production can be found.

“...This year, the purchase price of red and juicy fruit is still expected to be decent – about PLN 3.30 per kilogram, but the following years may bring profitability slump...”

“...Members of the Kashubian Association of Strawberry Producers, which is currently headquartered in Kamienica Szlachecka, discussed, among other things, profitability issues and the fruit and vegetable market in the European Union. The sixth General Meeting of this organisation considered the launch of a Farmer Service Centre in the building of the Primary School in Kamienica Szlachecka...”

An account of the association’s activities is provided, among others, in Mr Basman’s article entitled “*Działają lokalnie*” [They act locally] of 2 February 2004. In this case, what is important is not the information itself, but the fact that such information is published in the press. The fact that every step taken by the Kashubian Association of Strawberry Producers is followed so attentively is yet another confirmation of the high reputation of ‘truskawka kaszubska’ and its importance for the region.

“...Current problems related to agriculture, and strawberry growing in particular, were discussed by the members of the Kashubian Association of Strawberry Producers during its seventh General Meeting held in the meeting room of the Kartuzy Commune Office on 22 January (Saturday). Due to the expiring four-year

term of office of the Association's authorities, this was a reporting meeting during which issues related to oncoming elections were also raised...

The particular importance of 'truskawka kaszubska' for Kashubia can be inferred from a very large number of articles and a great deal of other press information when a significant drop in the price of this fruit occurred. Press reactions to this process reflect the social and economic significance of this fruit for Kashubia and show how important it is for the inhabitants and this entire strawberry-growing region. These include examples of considerations on the causes of the price decline and attempts to find answers to questions concerning the entire region, as well as publications of correspondence with the administration.

Mr Dawidowski's article entitled "*Ku uciesze plantatorów*" [To the delight of growers], published in the "Dziennik Bałtycki" daily on 18 October 2006, includes the following comment:

"There are about 800 of them [growers] in our region. The inflow of fruit from China caused a total decline in fruit prices on our market. If this situation continues, this will seriously impend the long-established Kartuzy strawberry-growing region."

In the article entitled "*Posłowie nie lubią truskawek*" [MPs don't like strawberries], it can be read that:

"Another problem is that no one can say how much fruit from China actually comes to Poland. Kashubian growers complain that neither MPs nor people from the Ministry of Economy know the answer to this question."

In another article entitled "*Zaleje nas chińska truskawka?*" [Will we be flooded with Chinese strawberries?], it can be read that:

"...So far, many people have taken advantage of the aid offered by the Kashubian Association of Strawberry Producers that has been supporting farmers for many years by donating plant protection products and fertilisers on consignment. When the forecasts were optimistic, growers decided to buy them. Currently, the expected prices are not impressive, and this may result in a number of consequences..."

"...If this situation continues, we may lose the status of a strawberry-growing region..."

In yet another article entitled "*Powiat kartuski. Wszystko w rękach Unii Europejskiej. Cło na chińską truskawkę*" [Kartuzy powiat. Everything is in the hands of the European Union. Customs duty on Chinese strawberries] by Mr Dawidowski, it can be read that:

“Having repeatedly, since 2004, contacted the Ministry of Agriculture and the Ministry of Economy, our association has finally received a specific answer [regarding customs duties and strawberry prices] – said Piotr Serkowski, President of the Kashubian Association of Strawberry Producers.

The article by I. Stolc and A. Kuczkowska entitled *“Ile za truskawki w tym roku?”* [How much for strawberries this year?], published in *“Gazeta Kartuska”* on 21 June 2005, contains information about the Association’s activities and its requests for intervention regarding strawberry purchase prices.

“Our Association has sent several letters to MPs from the nearest Pomeranian constituency and some of them have submitted a parliamentary question regarding this issue to the Minister of Agriculture. [The scope of the submitted parliamentary question is explained, among others, by the title of this article]”

The article entitled *“Ile za truskawki”* [How much for strawberries?], published in the *“Dziennik Bałtycki”*, daily also confirms the information about the official correspondence between the Kashubian Association of Strawberry Producers and the Ministry of Agriculture and Rural Development.

“Regarding the decline in the prices, the Kashubian Association of Strawberry Producers, bringing together over 320 growers, sent a letter to the Ministry of Agriculture and Rural Development asking for an explanation of this difficult situation. Last Saturday, during the 7th General Meeting of the Kashubian Association of Strawberry Producers at the Kartuszy Commune Office, the Ministry’s response was read.”

Agricultural farms in Kashubia are family-owned. Their average size is approximately 8 ha. Growing strawberries is hard work lasting from spring to late autumn. In the spring and again in the autumn, strawberry plants have to be weeded and sprayed against pests, which involves significant costs and hard manual work. At the end of June, harvest begins and lasts about three weeks. Whole families go out to the fields early in the morning to stay there until late in the evening picking ‘kaszëbskô malëna’ (strawberries).

At the beginning of the season, farmers sell their strawberries at markets and stalls. At the height of the season, strawberry purchase centres start their operation. The fruit is purchased by

intermediaries that then sell it to cold stores. The land relief causes significant difficulties for farmers in growing the fruit and, above all, maintaining strawberry beds.

The presented articles are some of the evidence that aims to show the significant social and economic importance of growing Kashubian strawberries for Kashubia. The press publishes information that the general meeting of the Association was held, that the Association wants to introduce a logo containing Kashubian motifs, that training was organised for strawberry producers, etc. What testifies to the high reputation of this product is not the fact that the Association sends a question to the Ministry of Agriculture and Rural Development, but that after receiving a response, a meeting is organised and the response is read publicly. This response is then published in the local press as something of significant importance to the people living in this region.

Economic importance

In the geographical area specified in point 5, there are approximately 1,500 strawberry plantations, which constitutes 1,800-2,000 ha of strawberry crops. This proves the great economic importance of this fruit for this region.

Growing rules

The specific climatic and soil conditions in this area had to be taken into account when running strawberry plantations, which is why numerous works and studies have been written on this subject, including a diploma thesis by Ms Barbara Szutenberg, a student of the Post-Secondary Vocational School in Barlewiczki near Sztum, entitled “Strawberry growing technology based on Kazimierz Szutenberg’s plantation in Przyrowie”. This work was written in 1979 and describes, among others, the rules for growing strawberries on a plantation located in the Kartuzy powiat in the very centre of Kashubia.

Training and seminars for strawberry producers are organised on an ongoing basis. This would not be surprising if it were not for the fact that information about planned training courses is announced in the press so that producers can take part in them. Information about training courses that have already taken place is provided as well. The number of organised training courses proves that local farmers are constantly striving to improve the quality of the strawberries they produce. It is worth mentioning here the article by M.Sc., Eng. Mieczysław Galant entitled “*Truskawki na Kaszubach*” [Strawberries in Kashubia] published in “Gdański Informator Rolniczy” monthly in January 1999, according to which:

“...To achieve this [rationalisation of strawberry growing], the Agricultural Advisory Centre in Gdańsk organises various training courses for strawberry producers and

implements modern production technologies, such as “Integrated Strawberry Fruit Production” or “Controlled strawberry growing...”

Other examples of such accounts of training for farmers growing strawberries include the article by Ms Marszałkowska entitled *“Plantatorzy zrzeszają się”* [Growers associate] of 22 February 1999.

“The Agricultural Advisory Centre in Gdańsk organised a seminar devoted to modern technology and strawberry growing, held at the Kartuzy Commune Office. Nearly 160 farmers from the Kartuzy powiat participated in it.”

The organisation of training is also covered in the article entitled *“Truskawka w rurze PCV?”* [Strawberry in a PVC pipe?], published in “Dziennik Bałtycki, Tygodnik Kartuzy” of 4 March 2005.

“The meeting of growers of strawberries, commonly known as red berries, that took place in the Hall of the State Powiat Fire Service in Kartuzy, concerned, among other things, innovations in this fruit growing. The meeting was attended mainly by members of the Kashubian Association of Strawberry Producers.”

Press articles (article by Ms Joanna Baranowska entitled *“Biznes na truskawkach?”* [Strawberry business?], published in “Dziennik Bałtycki” of 30 June 2006) also contain information confirming that the strawberry growing rules are very important for local farmers who are prepared for considerable sacrifice to obtain sound and tasty fruit:

“...Henryk Czapiewski is one of many strawberry growers in Kashubia. For as long as she can remember, his parents grew this fruit...”

“...In order not to overdo with chemicals, Henryk removes some of the weeds himself from each bed on a huge area of 1 hectare! After the season, strawberry plants need to be sprayed with chemicals again and weeded...”

Strawberry purchase

The harvest of Kashubian strawberries grown in natural conditions begins at the turn of June and July, thus later than in southern and central Poland, which is due to the natural constraints of this area. The high reputation of the Kashubian strawberry can be proven by the measures taken by its buyers (cold storage facilities and processing plants) that are waiting for the Kashubian strawberry known for its very good taste and greater durability (probably due to more favourable natural conditions – a harsher climate, favourable soil, and good irrigation). Buyers usually purchase insufficient quantities of earlier varieties of strawberries from other regions of Poland and then wait

for the Kashubian strawberry. With purchasing this strawberry in mind, these buyers leave special reserves for its purchasing and storing.

Consumer survey

The high reputation of ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ and its strong link with the geographical area specified in point 5 are also confirmed by the findings of consumer surveys carried out in September 2008. As many as 67% of the respondents knew at least one of the names under which the product is sold (‘truskawka kaszubska’ or ‘kaszëbskô malëna’). ‘Truskawka kaszubska’ is perceived as having more flavour (73%) and being sweeter (68%) than other strawberries. Some 64% of those asked considered ‘truskawka kaszubska’ or ‘kaszëbskô malëna’ to be a product typical of Kashubia. Furthermore, the inhabitants of Pomerania and Kashubia consider strawberries to be the fruit that is by far the most typical of the region.

Almost one third of Kashubians mention them spontaneously, and almost 80% of them are aware of their uniqueness to the region.

Attempts to sell strawberries from other regions of Poland under the name ‘truskawka kaszubska’ or ‘kaszëbskô malëna’

It happens in Kashubia that unfair competitors attempt to mislead consumers offering them strawberries from other regions of Poland under the name ‘truskawka kaszubska’ or ‘kaszëbskô malëna’. Before the ‘truskawka kaszubska’ harvest begins, fruit grown in other, warmer parts of Poland is already marketed. Unfair traders try to sell these strawberries (purchased on strawberry wholesale markets, mainly in central Poland) as ‘truskawka kaszubska’ or ‘kaszëbskô malëna’. These traders seek to take advantage of the high reputation of ‘truskawka kaszubska’, thus misleading consumers. Inhabitants of Kashubia are familiar with the strawberry growing rules and know that strawberries from Kashubia are not available yet, but tourists and holidaymakers can be deceived in this way. This fact is yet another undeniable confirmation of the high reputation of strawberries grown in Kashubia.

9. Control:

Chief Inspector of the Agricultural and Food Quality,

ul. Wspólna 30

00-930 Warszawa

phone: +48 22 623-29-00

+48 22 623-29-01

fax: +48 22 623-29-98 +48 22
623-29-99

or

BioCert Małopolska Sp. z o.o.

ul. Lubicz 25A

31-503 Kraków

phone/fax +48 12 430-36-06

The Inspection is responsible for checking whether the production process is compliant with the specifications. Both documents confirming that relevant measures have been taken by producers and the quality characteristics of the finished product are checked.

10. Labelling:

Please provide specific rules on the labelling of the agricultural product or foodstuff, if any.

11. Specific requirements introduced by applicable regulations:

Please indicate whether there are specific requirements imposed by European Union or national legislation concerning the agricultural product or foodstuff concerned.

12. Additional information:

Please provide any additional information regarding the agricultural product or foodstuff concerned.

13. List of documents attached to the application:

Please provide a list of materials and publications referenced in the application and a list of attached appendices.

1. *Kaszuby Leksykon Geograficzny* – Edward Klaman, Stanisław Rzymowski, Joanna Skupowa, Jerzy Szukalski, Wydawnictwo Uniwersytetu Gdańskiego and Oficyna ZEC, Gdańsk 2002
2. *Truskawka i poziomka* – collective work edited by prof. dr hab. Edward Żurawicz, 2nd edition, Państwowe Wydawnictwo Rolnicze i Leśne, Warszawa 2005
3. *Truskawka i poziomka* – dr hab. Zofia Rebandel, Państwowe Wydawnictwo Rolnicze i Leśne, Warszawa 1974

4. Mariusz Szmidtke's interview with Ms Grażyna Golanko, Director of the Cultural Centre in Kartuzy, published in the article entitled "*Truskawek nie zabraknie*", *Dziennik Bałtycki* of 28 June 2000
5. Article by Joanna Baranowska entitled "*Biznes na truskawkach?*", *Dziennik Bałtycki* of 30 June 2006
6. Article by Janina Stefanowska entitled "*Złota Góra koło Kartuz. Truskawkobranie z Rico Sanchezem & Gipsy Kings*", *Dziennik Bałtycki* of 30 June 2006
7. Texts of the limericks provided by the *Kaszubski Dwór* Cultural Centre in Kartuzy
8. Article by Jan Antonowicz entitled "*Truskawkowa szansa*", *Norda, Dziennik Bałtycki* of 10 July 1998
9. Article entitled "*Posłowie – pomocy!*", *Dziennik Bałtycki* of 20 May 2005
10. Article by Grzegorz Skrzypkowski entitled "*Potrzebne są zmiany w rolnictwie*", *Gazeta Kartuska* of 5 1998
11. Article by Ms Sikorska entitled "*Truskawkowy związek*", *Gazeta Kartuska* of 10 March 1998
12. Article entitled "*Jednością silni*", *Głos Kaszub* of 10 March 1998
13. Article entitled "*Kaszubskie Stowarzyszenie Producentów Truskawek*", *Gazeta Kartuska* of April 1998
14. Article by Sikorska entitled "*Kaszubskie Stowarzyszenie Producentów Truskawek*", *Głos Kaszub* of 7 April 1998
15. Article entitled "*Truskawki szansą rozwoju*", *Gazeta Kartuska* of 9 marca 1999
16. Publication by Ulenberg entitled "*Spotkanie plantatorów truskawek*", *Gazeta Kartuska* of 3 November 1998
17. Article entitled "*Truskawki po kaszubsku*", *Farmer* of September 2000
18. Article by Leszczyński entitled "*Idzie kolejny dołek*", *Kurier Kartuski* of 2004
19. Article by Basman entitled "*Działają lokalnie*" of 2 February 2004
20. Article by Dawidowski entitled "*Ku uciesze plantatorów*", *Dziennik Bałtycki* of 18 October 2006
21. Article entitled "*Posłowie nie lubią truskawek*"
22. Article entitled "*Zaleje nas chińska truskawka*"
23. Article by Dawidowski entitled "*Powiat kartuski. Wszystko w rękach Unii Europejskiej. Cło na chińską truskawkę*"
24. Article by I. Stolc and A. Kuczowska entitled "*Ile za truskawki w tym roku?*", *Gazeta Kartuska* of 21 June 2005
25. Article by M.Sc., Eng. Mieczysław Galant entitled "*Truskawki na Kaszubach*", *Gdański Informator Rolniczy* of January 1999

26. Article by Marszałkowska entitled “*Plantatorzy zrzeszają się*” of 22 February 1999
27. Article entitled “*Ile za truskawki?*”, *Dziennik Bałtycki*
28. Article entitled “*Truskawka w rurze PCV?*”, *Dziennik Bałtycki (Tygodnik Kartuzy)* of 4 March 2005
29. *Bedeker Kaszubski*, Izabela Trojanowska, Róża Ostrowska, Wydawnictwo Morskie, Gdańsk 1974
30. Materials received from the Agricultural Advisory Centre in Kartuzy
31. Information on prices received from Bładowski, owner of the AGRIM trading and service company purchasing Kashubian strawberries
32. Article by Mieczysław Grzegorz Goduński entitled “*Kaszubskie święto truskawki*”, *Forum pomorskie*
33. Letter from Mieczysław Grzegorz Gołuński, Mayor of Kartuzy, to Jan Kozłowski, Marshal of the Pomeranian Voivodeship
34. Article entitled “*Truskawkowe święto*”, *Ekspres Kaszubski*
35. Account of the Strawberry-Picking Festival 2006 by Aleksandra Maciborska-Pytka
36. Consumer survey report, MillwardBrown SMG/KRC, September 2008
37. Reports on sensory evaluation tests using the differential method and the descriptive method, prepared by GIJHAR-S Laboratory in Gdynia
38. Reports on tests on the content of simple sugars in Kashubian strawberries prepared by J.S.Hamilton Poland LTD laboratory.

SINGLE DOCUMENT

COUNCIL REGULATION (EC) No 510/2006 on the protection of geographical indications and designations of origin

‘*TRUSKAWKA KASZUBSKA*’ or ‘*KASZĚBSKŌ MALĚNA*’

EC No:

PGI PDO

1. Name

‘*Truskawka kaszubska*’ or ‘*kaszĚbskŏ malĚna*’

The name *'truskawka kaszubska'* is most commonly used in commercial transactions involving this product, especially between Kashubians and persons of non-Kashubian origin. This name is used when the product is exported to foreign markets or sold in parts of Poland other than Kashubia. The other name used is *'kaszëbskô malëna'*. This name is most frequently used in common parlance. It comes from the Kashubian language, hence it is most commonly used by the inhabitants of the region i.e. Kashubians. These names may be applied interchangeably.

2. Member State or Third Country

Poland

3. Description of the agricultural product or foodstuff

3.1. Type of product

Class 1.6. Fruit, vegetables and cereals fresh or processed

3.2. Description of the product to which the name in (1) applies

Only the following varieties of strawberries with the following sensory characteristics may be sold as *'truskawka kaszubska'* or *'kaszëbskô malëna'*:

Fruit intended for direct consumption (dessert)

2. Elsanta

- | | |
|----------------------------|---|
| 2.1. Appearance and shape: | fruit at least 18 mm in diameter, ranging from rounded conical to conical in shape, whole, free from damage, with stalk. |
| 2.2. Colour: | the skin is light-red in colour, glossy, with fairly even colouring; the flesh ranges from pale- pink to light-red in colour, fairly even in cross section. |
| 2.3. Consistency: | the flesh is very juicy, firm. |
| 2.4. Taste and smell: | sweet, aromatic, balanced, reminiscent of wood strawberry. |

3. Honeoye

- | | |
|----------------------------|---|
| 3.1. Appearance and shape: | fruit at least 18 mm in diameter, conical and rounded conical in shape, narrowing at the calyx to form a neck, whole, free from damage, with stalk. |
| 3.2. Colour: | ranging from intense red to dark red, even spread over the entire surface, with a high gloss. The flesh is fairly even light-red in colour. |
| 3.3. Consistency: | the flesh is juicy, very firm. |

3.4. Taste and smell: sweet, aromatic, balanced, reminiscent of wood strawberry.

For strawberries of the varieties Elsanta and Honeoye to be called '*truskawka kaszubska*' or '*kaszëbskô malëna*', they must have been graded as 'Extra' or 'Class I'. For strawberries to be called '*truskawka kaszubska*' or '*kaszëbskô malëna*', they must have the following characteristics:

- they must be intense red in colour, with at least 80 % colouring,
- they must be uniform in shape, without any irregularities,
- they must be firm to the touch with no traces of rot or signs of disease.

Fruit intended for processing

4. Senga Sengana

- 4.1. Appearance and shape: fruit of various sizes, broad and conical with truncated top, heart-shaped, heart-shaped/spherical and spherical/rounded, whole, free from damage, with or without stalk.
- 4.2. Colour: ranging from intense red to dark-red, evenly spread over the entire surface. The flesh is a fairly even intense red colour.
- 4.3. Consistency: the flesh is firm, juicy or very juicy, and slightly hard.
- 4.4. Taste and smell: sweet, aromatic, balanced, reminiscent of wood strawberry.

3.3.Raw materials (for processed products only)

3.4.Feed (for products of animal origin only)

3.5.Specific steps in production that must take place in the identified geographical area.

All stages of '*truskawka kaszubska*' or '*kaszëbskô malëna*' production should take place in the geographical area specified in (4). The plots of land destined for cultivation must be characterised by poor soils of classes IV, V or VI. The fruit is picked by hand when it is ripe, properly developed, sound, fresh, firm, whole, undamaged, not crushed or dampened, clean and free of mould and plant protection product residues. The strawberries should be planted in a row, every 20-35 cm. The distance between rows should be 70-100 cm. If manure is used, the dosage may not exceed 30 tonnes per hectare. Cultivation techniques, in particular intensive fertilisation, aimed at obtaining yields in excess of 25 tonnes of strawberries per hectare are not permissible.

3.6. Specific rules concerning slicing, grating, packaging, etc.

The strawberries should be arranged in layers no more than 10 cm deep.

3.7. Specific rules concerning labelling

4. Concise definition of the geographical area

'*Truskawka kaszubska*' or '*kaszëbskô malëna*' is produced in the Kartuski, Kościerski and Bytowski districts, as well as in the municipalities of Przywidz, Wejherowo, Luzino, Szemud, Linia, Łęczycze and Cewice.

5. Link with the geographical area

5.1. Specificity of the geographical area

Environmental conditions are homogeneous within the production area for '*truskawka kaszubska*' or '*kaszëbskô malëna*' specified in (4). Geographically, the area in question is called the Kashubian Lake District and, historically, it is known as Kashubia.

The natural environment in the Kashubian Lake District is different from that of surrounding areas in terms of climate, relief and soil type.

The Kashubian Lake District is characterised by a slightly harsher climate than surrounding areas. This is due to high altitudes of between 180 and 300 m above sea-level. Frequent influxes of polar continental air masses from the east also contribute to the harshness of the climate. Compared to the coastal climate, the seasonal variations in temperature here are substantial. At 700 mm per year, rainfall is slightly higher than the national average, with prevalent westerly winds. The growing season here is one of the shortest in Poland, fluctuating between 180 and 200 days.

The area in question is dominated by podsoils formed on sand, gravel and loam. These are classes IV, V and VI soils, i.e. the least fertile types of soil. Brown soils formed on gravel and clay occur to a lesser extent, and are somewhat more fertile than the podsoils. Land selected for cultivation usually has a pH of between 5.0 and 6.0. The Kashubian Lake District has a varied postglacial relief characterised by numerous ponds and channel lakes. The production area for '*truskawka kaszubska*' or '*kaszëbskô malëna*' covers 32 municipalities, as many as 21 of which lie within less-favoured areas in lowland zone II, and 10 are in lowland zone I.

5.2. Specificity of the product

The specificity of the strawberries arises particularly from their very strong, exceptional and intense flavour and smell. Furthermore, '*truskawka kaszubska*' or '*kaszëbskô malëna*' strawberries are characteristically sweeter in flavour than fruit from other regions.

5.3. Causal link between the geographical area and the quality or characteristics of the product (for PDO) or a specific quality, the reputation or other characteristic of the product (for PGI).

The specific quality characteristics described in (5.2) for '*truskawka kaszubska*' or '*kaszëbskô malëna*' are a result of the specific climatic and soil-related factors outlined in (5.1).

The poor soils and harsh climate of the Kashubian Lake District have the effect of delaying the time of flowering of the strawberries and shortening the growing season. Exposure to natural factors, in particular the harsh climate, has a positive influence on the formation and ripening of the strawberries, while the very poor soils and unfavourable farming conditions are unsuitable for other crops. The big variations in relative altitude enable strawberries to be grown on slopes exposed to sunlight, which ensures proper ripening of the fruit. These factors and the slightly acidic soils are conducive to strawberry-growing.

Historically, it is said that the cultivation of strawberries in Kashubia was introduced in the 1920s and 1930s. The high quality and increasing popularity of the strawberries led to the expansion of strawberry fields over the course of more than half a century, causing them to become an integral part of the Kashubian landscape. In the early 1970s, it was decided that, given the abundance of strawberries, a Strawberry-Picking Festival should be organised. This is an open-air event which takes place every year on the first Sunday in July. The Strawberry-Picking Festival is the biggest event in the region, with visitor numbers in the tens of thousands, increasing every year. The fact that nearly two tonnes of strawberries were sold in a single day in 2005 also bears testimony to the popularity of this festival.

The reputation of '*truskawka kaszubska*' or '*kaszëbskô malëna*' is confirmed by numerous articles and pieces of evidence demonstrating that the product has become part of the culture and identity of the inhabitants of Kashubia. The local press publishes information vital to strawberry growers and comments at length on their efforts to join forces and take a common stand on '*truskawka kaszubska*' or '*kaszëbskô malëna*', as well as to take action aimed at safeguarding the specific quality, smell and taste of these strawberries.

Measures taken by buyers (cold storage facilities and processing plants) also reflect the good reputation enjoyed by '*truskawka kaszubska*', as they leave reserves for purchasing '*truskawka kaszubska*' or '*kaszëbskô malëna*', which appear later than strawberries from other regions of Poland. This reputation is also confirmed by attempts to sell strawberries from other regions, which ripen earlier, under the name '*truskawka kaszubska*' or '*kaszëbskô malëna*'.

The reputation of '*truskawka kaszubska*' or '*kaszëbskô malëna*' and its strong links with the geographical area specified in (4) are also confirmed by the results of consumer surveys. No fewer than 67% of respondents knew at least one of the names under which the product is sold ('*truskawka kaszubska*' or '*kaszëbskô malëna*'). '*Truskawka kaszubska*' is perceived as having more flavour (73%) and being sweeter (68%) than other strawberries. Some 64% of those asked considered '*truskawka kaszubska*' or '*kaszëbskô malëna*' to be a product typical of Kashubia. Furthermore, the inhabitants of Pomerania and Kashubia consider strawberries to be the fruit which is by far the most typical of the region. Almost one third of Kashubians mention them spontaneously, and almost 80% are aware of their uniqueness to the region.