

CULINARY RICHNESS OF THE SUBCARPATHIAN REGION

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The Subcarpathian region is the most southeastern voivodeship in Poland. It borders with Ukraine to the east and Slovakia to the south. The area of Subcarpathian Voivodeship is 17.8 thousand km², which constitutes 5.7% of the country's area and 0.4% of the EU area. This area is inhabited by over 2 million people. The Subcarpathian Voivodeship has specific farming conditions resulting from the large diversity of natural, socio-economic, ecological, historical and infrastructural conditions. This region includes mountain, sub-mountain, submontane, valleys and lowland areas. History, culture, environmental conditions, tradition, agricultural production of Subcarpathian made it a great region of culinary richness. It is here that meals are made with a far-reaching tradition associated with various rituals, festivals and customs that used to be celebrated in the countryside. Diversity in this region's culinary heritage can be seen in the list of traditional products maintained by the Ministry of Agriculture and Rural Development. The aim of this study is to present the richness and culinary diversity of Subcarpathian region on the example of products included in the List of Traditional Products.

Traditional and regional products, in contrast to mass-produced, highly processed, generally available products of international quality, are characterized by individuality, interesting and unique taste and above all are related to their place of origin. These products are often produced using unique animal breeds and their natural way of breeding, unusual crops, old plant varieties and traditional processing technologies. According to Newerla-Guz and Rybowska (2015), regional and traditional food is still a luxury product due to its composition, quality, production methods, but also tradition and history of the region. Półtorak and Bielec (2011) state that consumers more often pay attention to the values of products other than usable ones, namely: uniqueness, style, originality, emotional value or origin. Skillful determination of the commercial quality of commonly known traditional products, protection of knowledge and production methods may bring recognition and constitute an additional source of income. Often, it is precisely these products that recognize a region. Subcarpathian regional and traditional food is generally simple, unsophisticated, but tasty, aromatic and family-oriented. This region with its uniqueness and a wide range of traditional food has a chance to take a prestigious place among the leaders of high quality food market. The diversified culinary heritage of this region due to its rich cultural heritage is an opportunity to stand out from other regions.

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