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NON-FARMING ENTREPRENEURSHIP IN THE FARM ACTIVITY DIVERSIFICATION PROCESS

Adam Czudec[✉], Dariusz Zajac

Uniwersytet Rzeszowski

Abstract. The article shows the scale and reasons of regional disparities in the development of selected activities in multifunctional farmers in Poland, which are an example of the diversification of farm activities. Moreover, they presented the benefits for farmers as a result of taking up and pursuit of selected multifunctional activities. Empirically, the paper is based on primary and secondary data. The primary data is derived from the findings of a survey carried out among farmers (interview with a questionnaire), whereas the secondary data comes from the Central Statistical Office of Poland. The findings of the research show high regional diversification of the development level of farmers' nonfarming activity. The highest discrepancy was observed in the case of the percentage of organic farms in the total number of farms. Less intense were those in the case of the share of agritourism farm households, whereas the lowest regional differences were recorded for the farm households holding its own direct sales scheme of farm produce. Another important finding from the survey of the farmers running nonfarming economic activity is that the highest advantages of such activity are the increase in farm household income and improvement of the farm family living standard. However, farmers found it difficult to observe any advantages of nonfarming economic activity in rural areas.

Keywords: nonfarming entrepreneurship, farmers, multifunctional agriculture

INTRODUCTION

The agricultural sector of the world's developed economies demonstrates a growing trend for the development

of two types of agricultural holdings: a relatively small group of farms with large land and capital resources, strongly related to non-agricultural segments of agribusiness (mainly to the agro-food industry); and an ever-increasing group of farms which, due to low competitiveness, are poorly integrated with other agribusiness areas and look for methods to increase their revenues by diversifying their activities.

Diversification means splitting, enriching and expanding the production processes into various disparate domains. Also, diversification is defined as the introduction of new products not manufactured before, which are based on existing or different technologies and address other needs than the current products. Diversification may refer to products and services, outlets, technologies, suppliers, customers, sources of financing, activity structure (production mix) and investments (investment portfolio). Diversification makes it possible to compensate the reduction of income from one source with income from other ones (Tyran, 2010).

Today, the disappearance of typical agricultural (production) functions of Polish farms, especially in the case of small semi-subsistence farms, becomes an increasingly frequent phenomenon. Therefore, new development strategies must be found for them. Diversification provides an opportunity to do so as it means the differentiation of the agricultural production mix and the use of production factors (land, labour and capital) for non-agricultural activities (Majewski and Radzikowska, 2001). Diversification means the initiation of additional

[✉]prof. dr hab. Adam Czudec, Katedra Polityki Gospodarczej, Uniwersytet Rzeszowski, ul. M. Ćwiklińskiej 2, 35-601 Rzeszów, Poland, e-mail: aczudec@ur.edu.pl, dzajac@ur.edu.pl

non-agricultural activities in the farms and may include production and processing of high-quality food (e.g. organic farming, based on traditional, regional or local recipes etc.), direct sales of food and agricultural products, agricultural production for energy purposes, non-agricultural business activities (e.g. agri-tourism, agricultural services, trade, craft etc.), rural landscape management, services of care, social activities, preschool education etc. (Nurzyńska, 2011). Benefits from diversification include: reaching excellent results with combined resources, ideas or skills; creating a growth opportunity for the agricultural holding; ensuring financial security and stable revenues; forcing changes to gain a competitive edge; and reducing the risk of business activities through a multidirectional dispersion. While reducing unemployment and increasing revenues in rural areas, diversification projects reflect the activation of rural population, the development of entrepreneurship and the creation of new ideas. Activity diversification also results in the socio-economic recovery of specific regions and makes people look for new jobs. At the same time, the population consistently wants to preserve the specifics of rural areas and their regional and cultural difference. In turn, adverse effects of diversification include: the risk of losing the initial specialized skills of the agricultural holding and the difficulties involved in running such a diversified holding (Tyran, 2010).

Therefore, diversification means that the farms embark on new functions whose common feature is the exploitation of their resources to a greater extent than before, including without limitation human labour and capital. Usually, this is how the holding adopts a development model which is characteristic of a multifunctional agricultural sector. In that context, a question arises as to the regional conditions for the diversification process of agricultural holdings' activities, and as to the role of non-farming entrepreneurship in this process.

PURPOSE, EMPIRICAL MATERIAL AND METHODS OF STUDIES

The purpose of this paper is to determine the scale of and reasons for the regional differentiation of the levels of selected forms of the Polish farmers' multifunctional activities caused by the diversification of activities performed by agricultural holdings. Organic farming, direct sales of products from agricultural holding and non-farming business activities, including agri-tourism,

are the forms of such activities considered in this study. Also, this paper shows the benefits enjoyed by the farmers as a consequence of initiating and running selected forms of multifunctional activity.

The empirical material used in this study is data from the Central Statistical Office (GUS) in Warsaw, including the Local Data Bank and the 2010 Agricultural Census, as well as the results of surveys conducted in 2011 and 2012 (i.e. questionnaire-based interviews with 210 farmers, owners of individual holdings engaged in non-agricultural business activities). A partial (representative) survey with purposive and random sampling was conducted. The sample unit were individual farms running non-agricultural business activities in South-Eastern Poland, i.e. in three voivodeships: Świętokrzyskie, Małopolskie and Podkarpackie¹. The research area was identified based on Poland's division into agricultural regions, as proposed by W. Michna (Michna, 1999). It includes mega-region 1, sub-region b, i.e. the overpopulated rural region with fragmented agricultural structures. The above spatial scope of research was selected purposefully because a hypothetical assumption was made that multifunctional rural and agricultural development, with specific focus on non-agricultural activities of farmers, is particularly necessary and highly sought in regions with fragmented agricultural land (in Poland, the division into voivodeships was assumed to be equivalent to regions).

SURVEY RESULTS AND DISCUSSION

According to studies conducted by many authors, the need to diversify the activities of holdings and to develop the agriculture in the multifunctional model is determined by various factors which include ensuring the high quality of agricultural products; extending the

¹ The study was conducted as a part of the postdoctoral research project No. NN114191240 financed by the National Science Center in Cracow under the direction of Dariusz Zajac, Ph.D. For more information on the selection of agricultural holdings for this study, see: Zajac, D. (2014). *Znaczenie pozarolniczej działalności gospodarczej rolników w procesie rozwoju wielofunkcyjności rolnictwa i obszarów wiejskich* (The importance of non-farming business activities of farmers in the process of developing the multifunctional character of agriculture and rural areas), Scientific Papers of the Faculty of Economy of the Rzeszów University, series: Monographs and Studies No. 17. Rzeszów: Rzeszów University Publishing House.

scope of the holdings' activities; restructuring the holdings for an improved use of resources; and the commitment to reduce the production risk (Huylenbroeck and Durand, 2005; Czudec, 2009; Czyżewski and Smędzik-Ambroży, 2013).

One of the compelling reasons for diversifying the activities of agricultural holdings is the need to care for preserving the natural environment by using the holdings' production resources in a way to harmonize the increase of income with the minimization of environmental impact (unlike in the case of highly specialized holdings strongly integrated with other agribusiness areas). This is why the diversification and multifunctional development of the agriculture sector should be particularly important in regions with high natural values, i.e. regions with an important share of legally protected areas, where the environmental conditions are conducive to the development of organic manufacturing.

Polish regions are highly diversified in terms of the share of legally protected areas in the total area of specific voivodeships. Świętokrzyskie, Małopolskie, Warmińsko-mazurskie and Podkarpackie are the voivodeships with the highest share of legally protected areas (Table 1).

Regions with a high share of legally protected areas in their total area generally tend to demonstrate low values of agricultural commodity production per 1 ha of agricultural land. This is especially true for three voivodeships, i.e. Podkarpackie, Warmińsko-mazurskie and Małopolskie. It seems that these are the very regions where organic farming should be developed due to the above characteristics. However, despite the extreme regional differentiation in terms of the share of organic farms in Poland, this is not the case. Only the Warmińsko-mazurskie voivodeship demonstrates a high share of such holdings which makes it the only region where natural values are correlated to a high share of organic farms in the total number of agricultural holdings. Meanwhile, the lowest shares of organic farms are recorded in Opole, Łódź, Śląsk, Kujawsko-pomorskie and Wielkopolskie voivodeships which demonstrate a low share of legally protected areas in their total area (Table 1).

What also needs to be mentioned is that south-eastern Poland (the region covered by farm surveys) has a high share of legally protected areas in its total area and a low value of agricultural commodity production per 1 ha of agricultural land, and therefore should demonstrate high development levels of organic agriculture. However, this is not the case as the region has a low

share of organic farms. The main reason seems to be the fragmentation of agricultural land which is an important barrier to the development of organic farming. Meanwhile, according to relevant studies, organic farms are usually larger and economically stronger holdings.

Organic production, as a form of diversification of the agricultural holdings' activities that has a favorable environmental impact and provides high-quality food to consumers, is supported with funds from the EU and national budget, which is an important condition for the development of that management model. The 2014–2020 support programs provide for relatively larger amounts of aid for holdings with smaller areas. This may enhance the interest in organic farming in regions with highly fragmented agricultural land which primarily include the Małopolskie, Podkarpackie and Świętokrzyskie voivodeships (Kondratowicz-Pozorska, 2014; Niewęgłowska, 2014).

One of the ways to diversify the agricultural holdings' activities and make them multifunctional are direct onsite sales of agricultural products to consumers. This reduces the distance between the farmer and the consumer by eliminating some links of the agri-business chain (processing, trade). As a consequence, these functions are taken over by farmers (Czudec, 2009; Czyżewski and Stępień, 2013). The development of this form of non-farming business activities is all the more relevant to regions with a high share of holdings poorly linked to the market, as well as to regions with a high development level of the production of organic food which, in order to preserve its high quality, should be processed to the minimum extent possible and reach the consumers as soon as possible upon completing the production process.

According to Table 1 and to other studies (Gołębowska, 2014), low levels of farm commodity production are reported mainly in the agricultural holdings from south-eastern Poland (Podkarpackie, Małopolskie and Świętokrzyskie voivodeships) which should be a motivating factor for farmers to seek new trading channels for their products, including direct sales.

Poland is geographically diversified in terms of the share of the so-called farms in local markets, defined as those selling at least 50% of their agricultural commodity production in direct sales. The lowest share of such holdings was reported in two voivodeships (Podkarpackie and Opole) while the highest levels were observed in

Table 1. Protected areas, farm commodity production and share of organic farms in Poland and in the respective voivodeships
Tabela 1. Obszary prawnie chronione i rolnicza produkcja towarowa oraz odsetek gospodarstw ekologicznych w Polsce i w poszczególnych województwach

Specification Wyszczególnienie	Share of protected areas in the total area (%)* Udział obszarów prawnie chronionych w powierzchni ogólnej (%)*	Farm commodity production per 1 ha of farmland (PLN)* Rolnicza produkcja towarowa na 1 ha użytków rolnych (zł)*	Share of organic farms (%)* Odsetek gospodarstw ekologicznych (%)*
Poland – Polska	32,5	5 312,0	1,9
Dolnośląskie	18,6	4 084,0	2,0
Kujawsko-pomorskie	31,8	6 024,0	0,6
Lubelskie	22,7	4 649,0	1,2
Lubuskie	38,8	4 582,0	6,7
Łódzkie	19,6	5 808,0	0,4
Małopolskie	52,1	4 090,0	1,3
Mazowieckie	29,7	6 840,0	1,2
Opolskie	27,2	5 155,0	0,3
Podkarpackie	44,9	2 750,0	1,3
Podlaskie	32,0	4 404,0	4,3
Pomorskie	32,7	4 864,0	2,3
Śląskie	22,2	5 717,0	0,4
Świętokrzyskie	64,9	4 543,0	1,3
Warmińsko-mazurskie	46,7	4 050,0	9,9
Wielkopolskie	31,6	7 850,0	0,8
Zachodniopomorskie	21,7	3 935,0	12,5
The coefficient of variation <i>V</i> (%) Współczynnik zmienności <i>V</i> (%)	38,7	25,2	125,5
The region covered by the research survey results** Region objęty badaniami ankietowymi**	54,0	3 794,3	1,3

*The 2013 data; **the south-eastern region of Poland consisting of the three voivodeships of Małopolskie, Podkarpackie, and Świętokrzyskie.

Source: Local Data Bank, Central Statistical Office of Poland, Warsaw.

*Dane z 2013 roku, **region południowo-wschodniej Polski obejmujący trzy województwa, tj.: małopolskie, podkarpackie i świętokrzyskie.

Źródło: Bank Danych Lokalnych, GUS w Warszawie.

Mazowieckie, Lubusz, Świętokrzyskie, Podlaskie and Łódzkie voivodeships (Fig. 1).

In view of the above, it is difficult to clearly connect the direct sales of agricultural products with such regional characteristics as the share of legally protected areas in the total voivodeship area and the agricultural

commodity production value per 1 ha of agricultural land. However, it seems that as regards direct sales of agricultural products, the highest growth rates should be reported in regions with a high share of legally protected areas as they are attractive for tourism which generates local demand (for instance, the Świętokrzyskie

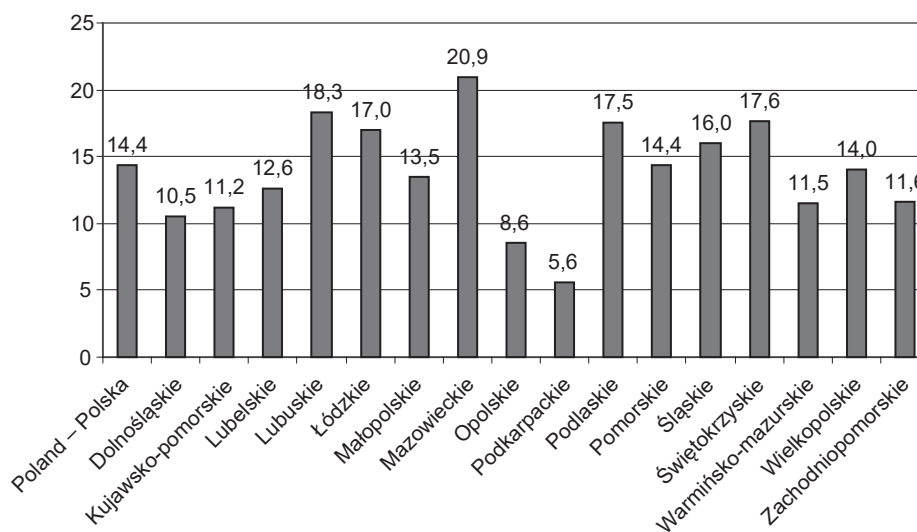


Fig. 1. Share of farms in local markets* in Poland and the respective voivodeships (%), the 2010 data).

*Farms selling at least 50% of agricultural commodity production in direct sales.

Source: Local Data Bank and National Farm Survey 2010, Central Statistical Office of Poland, Warsaw.

Rys. 1. Odsetek gospodarstw rolnych rynku lokalnego* w Polsce i w poszczególnych województwach (%), dane z 2010 roku).

*Gospodarstwa rolne realizujące powyżej 50% rolniczej produkcji towarowej w sprzedaży bezpośredniej.

Źródło: Bank Danych Lokalnych oraz PSR 2010, GUS w Warszawie.

voivodeship), or in regions with large urban agglomerations where local demand is generated by the urban population (for instance, the Mazowieckie and Łódzkie voivodeships) (Fig. 1).

Note also that in south-eastern Poland, the share of farms in local markets stands at the average level and is close to the national average. Therefore, in the two voivodeships of that region (other than the Świętokrzyskie voivodeship), the direct sales of agricultural products cannot be correlated with the high share of legally protected areas attractive to tourism (Fig. 1).

One of the forms of multifunctional agriculture, which is especially important to holdings where the resources are not fully used for agricultural production purposes, are non-farming business activities directly related to the agricultural holding (except for activities based solely on labour resources). According to studies by various authors, most of the forms of non-farming business activity do not only increase the income of farming families but also have a positive impact on the creation and development of social and cultural capital (Alsos et al., 2011).

The Polish territory is highly diversified in terms of the share of agricultural holdings engaged in non-farming business activities, especially as regards agri-tourism. The lowest share of agricultural holdings engaged in non-farming business activities is reported in the Podlaskie, Podkarpackie, Świętokrzyskie, Lublin and Mazowieckie voivodeships and (as regards agri-tourism activities) in the Łódzkie, Lublin and Mazowieckie voivodeships. In turn, the highest share of agricultural holdings engaged in non-farming business activities was recorded in the Western Pomeranian, Opole and Śląskie voivodeships and (as regards agri-tourism activities) in the Warmińsko-mazurskie, Pomorskie and Zachodniopomorskie voivodeships (Table 2).

The area structure of agricultural holdings needs to be considered among the determinants of important regional differences in the share of holdings engaged in non-farming business activities. According to the relevant studies, owners of larger farms show relatively greater interest in such activities (Czudec, 2013). Therefore, this form of multifunctional business could be of minor significance in regions with highly fragmented

Table 2. Share of farms with non-agricultural economic activities and agritourism farms in Poland and the respective voivodeships
Tabela 2. Odsetek gospodarstw rolnych z pozarolniczą działalnością gospodarczą i agroturystycznych w Polsce i w poszczególnych województwach

Specification Wyszczególnienie	Share of farms with non-agricultural economic activities* Odsetek gospodarstw rolnych z pozarolniczą działalnością gospodarczą*	Share of agritourism farms** Odsetek gospodarstw agroturystycznych**
Poland – Polska	8,1	0,5
Dolnośląskie	10,1	1,1
Kujawsko-pomorskie	8,8	0,4
Lubelskie	6,0	0,2
Lubuskie	8,8	0,4
Łódzkie	10,0	0,1
Małopolskie	11,7	0,9
Mazowieckie	6,3	0,2
Opolskie	13,3	0,4
Podkarpackie	4,9	0,7
Podlaskie	4,0	0,8
Pomorskie	10,4	1,6
Śląskie	12,5	0,7
Świętokrzyskie	4,9	0,3
Warmińsko-mazurskie	10,2	1,7
Wielkopolskie	8,4	0,3
Zachodniopomorskie	15,4	1,3
The coefficient of variation <i>V</i> (%) Współczynnik zmienności <i>V</i> (%)	36,0	70,9
The region covered by the research survey results** Region objęty badaniami ankietowymi**	7,2	0,6

*The 2010 National Farm Survey data; **the 2011 Central Statistical Office of Poland data; ***the south-eastern region of Poland consisting of the three voivodeships of Małopolskie, Podkarpackie, and Świętokrzyskie.

Source: Local Data Bank and National Farm Survey 2010, Central Statistical Office of Poland, Warsaw.

*Dane z PSR 2010, **dane z GUS z 2011 roku, ***region południowo-wschodniej Polski obejmujący trzy województwa, tj.: małopolskie, podkarpackie i świętokrzyskie.

Źródło: Bank Danych Lokalnych oraz PSR 2010, GUS w Warszawie.

holdings, as illustrated by the situation in the Podkarpackie voivodeship.

It is difficult to clearly connect the phenomenon of non-farming business activities run by farmers (including in the area of agri-tourism) with such regional characteristics as the share of legally protected areas in the

total voivodeship area and the agricultural commodity production value per 1 ha of agricultural land. However, it seems that as regards non-farming activities run by farmers (including in the area of agri-tourism), the highest growth rates should be reported in regions with a high share of legally protected areas which are attractive for

tourism while demonstrating low values of agricultural commodity production per 1 ha of agricultural land, as illustrated by the example of the Warmińsko-mazurskie, Zachodniopomorskie and Pomorskie voivodeships; or in regions with large urban agglomerations where local demand for products and services is generated by the urban population, as illustrated by the example of the Śląskie voivodeship (Table 2).

Note also that in south-eastern Poland, the share of holdings engaged in non-farming business activities (including in the area of agri-tourism) stands at the average level and is close to the national average. Therefore, in the two voivodeships of that region (other than the Małopolskie voivodeship), the phenomenon of non-farming business activities run by farmers (including in the area of agri-tourism) cannot be correlated with the high share of legally protected areas attractive to tourism and with the low values of agricultural commodity production per 1 ha of agricultural land (Table 2).

The agricultural holdings survey conducted in south-eastern Poland was an attempt to answer the question on the benefits gained by farmers as a result of engaging in, and running, selected forms of multifunctional activities which reflect the diversification of the holdings' activities, including organic farming and direct sales of agricultural products².

According to Table 3, the farmers cited the following important benefits from organic farming: improving the economic situation and becoming eligible for financial

² The complete results of studies presented in this paper are published as a scientific monograph by Zajac, D., Ph.D. *Znaczenie pozarolniczej działalności gospodarczej rolników w procesie rozwoju wielofunkcyjności rolnictwa i obszarów wiejskich* (The importance of non-farming business activities of farmers in the process of developing the multifunctional character of agriculture and rural areas) (2014), Scientific Papers of the Faculty of Economy of the Rzeszów University, series: Monographs and Studies No. 17, Rzeszów: Rzeszów University Publishing House, p. 385.

Table 3. Benefits of organic agricultural production, as rated by farmers

Tabela 3. Korzyści wynikające z produkcji rolniczej metodami ekologicznymi w ocenie rolników

Benefits Korzyści	Farmers' ratings* Ocena dokonana przez rolników*	
	A	B
1	2	3
Improving the economic situation of farm Poprawa sytuacji ekonomicznej gospodarstwa rolnego	8,4	16,5
Gaining financial support from the European Union Uzyskiwanie wsparcia finansowego z Unii Europejskiej	8,3	15,8
The development of farm Rozwój gospodarstwa rolnego	8,2	22,9
Rising incomes and livelihoods of families Wzrost dochodów i źródło utrzymania rodziny	8,1	26,0
Improved utilization of labour resources on the farm Poprawa wykorzystania zasobów pracy w gospodarstwie rolnym	6,9	17,2
Improving the situation of the family Poprawa sytuacji materialnej rodziny	6,4	22,6
Improving the living conditions of the family Poprawa warunków życia rodziny	6,2	46,4
Improved utilization of assets on the farm Poprawa wykorzystania majątku w gospodarstwie rolnym	5,2	40,3
It is a source of food for the family Stanowi źródło żywności dla rodziny	4,9	29,3

Table 3 cont. – Tabela 3 cd.

	1	2	3
Is a factor in attracting tourists and increasing demand from their side Stanowi czynnik przyciągający turystów i zwiększający popyt z ich strony		4,9	89,9
Preservation of rural heritage Zachowanie dziedzictwa kulturowego wsi		4,4	79,3
Improving the economic situation of non-agricultural economic activities Poprawa sytuacji ekonomicznej pozarolniczej działalności gospodarczej		4,2	106,7
The development of non-agricultural economic activities Rozwój pozarolniczej działalności gospodarczej		4,1	107,6
Maintain family traditions Podtrzymanie tradycji rodzinnych		3,8	91,2

*Farmers assessed the importance of each benefit within a 0–10 score range: 0 – irrelevant; 1, 2 – of very little relevance; 3, 4 – of little relevance; 5, 6 – of medium relevance; 7, 8 – relevant; 9, 10 – very relevant; A – average; B – variation coefficient.

Source: own elaboration based on the farm survey results.

*Rolnicy oceniali istotność każdej korzyści w skali od 0 do 10, przy czym 0 to nieistotna; 1, 2 – bardzo mało istotna; 3, 4 – mało istotna; 5, 6 – średnio istotna; 7, 8 – istotna; 9, 10 – bardzo istotna; A – średnia, B – współczynnik zmienności.

Źródło: opracowanie własne na podstawie badań ankietowych gospodarstw rolnych.

support from the European Union which increases the incomes and livelihoods of their families and is conducive to improved utilization of labour resources on the farm.

In turn, the preservation of rural heritage, the development of non-agricultural economic activities and the maintenance of family traditions were found by the farmers to be benefits of minor importance. However, note that the farmers' ratings in this group of answers were highly differentiated. This could suggest that farmers running an organic farm have quite divergent views

on the role of organic farming in shaping the family traditions and in preserving the rural heritage. It is quite the contrary for economic benefits from organic farming. In that case, the opinions were highly convergent (low coefficients of variation) (Table 3).

The benefits from direct onsite sales of agricultural products were rated similarly by the farmers. Also in this case, increasing the income and improving the holding's economic situation turned out to be the most important issues (Table 4).

Table 4. Benefits of farm production direct sales, as rated by farmers

Tabela 4. Korzyści wynikające ze sprzedaży bezpośredniej produktów z gospodarstwa rolnego w ocenie rolników

Benefits Korzyści	Farmers' ratings* Ocena dokonana przez rolników*	
	A	B
1	2	3
Rising incomes and livelihoods of families Wzrost dochodów i źródło utrzymania rodziny	7,4	32,2
Improving the economic situation of farm Poprawa sytuacji ekonomicznej gospodarstwa rolnego	7,0	31,9
The development of farm Rozwój gospodarstwa rolnego	6,4	46,1
Improving the situation of the family Poprawa sytuacji materialnej rodziny	6,2	41,4

Table 4 cont. – Tabela 4 cd.

	1	2	3
Improving the living conditions of the family Poprawa warunków życia rodziny		5,5	51,9
Improved utilization of assets on the farm Poprawa wykorzystania majątku w gospodarstwie rolnym		4,8	59,5
Improved utilization of labour resources on the farm Poprawa wykorzystania zasobów pracy w gospodarstwie rolnym		4,6	57,7
Improving the economic situation of non-agricultural economic activities Poprawa sytuacji ekonomicznej pozarolniczej działalności gospodarczej		3,7	111,1
The development of non-agricultural economic activities Rozwój pozarolniczej działalności gospodarczej		3,4	112,6
Is a factor in attracting tourists and increasing demand from their side Stanowi czynnik przyciągający turystów i zwiększający popyt z ich strony		2,8	149,5
Preservation of rural heritage Zachowanie dziedzictwa kulturowego wsi		2,7	146,5

Notes as for Table 3 above.

Source: own elaboration based on the farm survey results.

Objaśnienia jak w tabeli 3.

Źródło: opracowanie własne na podstawie badań ankietowych gospodarstw rolnych.

In turn, the importance of direct sales for attracting tourists and, as a consequence, increasing the demand for products offered by the farm, was found by the farmers to be a benefit of minor importance. Furthermore, just as in the case of farmers running an organic farm, little attention was paid to the role of direct sales in preserving the rural heritage. On this basis, it can be concluded that direct sales, just like organic farming, are perceived by the farmers mainly as an economic benefit which means increasing their families' income (Table 4).

CONCLUSIONS

1. The Polish territory is highly diversified in terms of the development level of the analyzed forms of the farmers' multifunctional activities which result from the diversification of agricultural holdings. The largest differences were stated in the share of organic farms in the total number of agricultural holdings, while the share of holdings engaged in non-farming business activities (including agri-tourism farms) was less differentiated. The smallest interregional differences were recorded for the share of agricultural holdings active in direct sales.

2. South-eastern Poland demonstrates a relatively low development level of various forms of multifunctional

activities undertaken by the farmers. This is the case even though these voivodeships have the characteristics that drive the development of multifunctional agriculture, especially because of the high share of legally protected areas in their total area, and the low value of agricultural commodity production per 1 ha of agricultural land.

3. As a result of initiating and running various forms of multifunctional activities, the farmers are provided with a series of different benefits. These activities result primarily in increasing the income, and underpin the livelihood of farming families while fostering the improvement of their financial situation and living conditions. Also, they are conducive to a better use of the agricultural holding's assets and labour resources.

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PRZEDSIĘBIORCZOŚĆ POZAROLNICZA W PROCESACH DYWERSYFIKACJI DZIAŁALNOŚCI GOSPODARSTW ROLNYCH

Streszczenie. W artykule pokazano skalę i przyczyny regionalnego zróżnicowania poziomu rozwoju wybranych form działalności wielofunkcyjnej rolników w Polsce, będących przejawem dywersyfikacji działalności gospodarstw rolnych. Ponadto zaprezentowano korzyści, jakie uzyskują rolnicy w wyniku podejmowania i prowadzenia wybranych form działalności wielofunkcyjnej. Materiał empiryczny artykułu stanowią dane pierwotne oraz wtórne. Pierwotny materiał pozyskano w drodze badań ankietowych gospodarstw rolnych (wywiad z kwestionariuszem z rolnikami), zaś materiał wtórny stanowią dane z Głównego Urzędu Statystycznego w Warszawie. Na podstawie przeprowadzonych badań stwierdzono duże regionalne zróżnicowanie poziomu rozwoju analizowanych w artykule form działalności wielofunkcyjnej rolników w Polsce. Największe różnice występują w przypadku odsetka gospodarstw ekologicznych, mniejsze w przypadku odsetka gospodarstw rolnych z pozarolniczą działalnością gospodarczą, w tym agroturystycznych, najmniejsze zaś w przypadku odsetka gospodarstw rolnych prowadzących sprzedaż bezpośrednią. Z badań ankietowych przeprowadzonych wśród rolników wynika, że w wyniku prowadzenia analizowanych w artykule form działalności wielofunkcyjnej uzyskują oni szereg rozmaitych korzyści zarówno dla gospodarstwa domowego i rodziny rolniczej, jak i dla gospodarstwa rolnego. Z opinii rolników wynika przy tym, że nie dostrzegają oni większych korzyści z tego tytułu dla obszarów wiejskich.

Słowa kluczowe: przedsiębiorczość pozarolnicza, rolnicy, wielofunkcyjność rolnictwa

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