

Black garlic is pure health

Improving the production of black garlic and developing a profitable sales system that drives income and customer health.

EFRD-funded projects

Location: Malbork, Poland

Programming period: 2014-2020

Priority: P6 – Social inclusion and local development

Focus Area: Diversification & job creation

Measures: M06 – Farm & business development

Funding:

Total budget	280 000 (PLN)
RDP support	255 000 (PLN)
Private/own	25 000 (PLN)

Timeframe: 2021 – 2023

Project promoter: Tomasz Kapuściński

Email: Tomasz.kap@wp.pl

Summary

The project was promoted by Tomasz Kapuściński, a farmer in Malbork, Poland. Looking for new income generating opportunities, he started growing and processing garlic in an innovative manner. This involved the fermentation and oxidisation of garlic into black garlic, a substantially health-promoting new product. The project supported Tomasz in improving the cultivation and processing of black garlic and in promoting and selling this unique and new product to a wide customer base.

The project improved the entire cultivation and production process of the farm, increased community interest and generated more customers and sales. In addition, new cooperation opportunities were established.

Project results

- The production of black garlic doubled due to improved cultivation and fermentation processes along with a more efficient marketing and distribution system to clients.
- Because of the supported information campaign, awareness of the local community increased and the farmer and its products are now better known by a wide customer base. This led to a significant increase in demand.



© Tomasz Kapuściński

Key lessons and recommendations

- During the project's implementation, it was important to actively pursue cooperation with the local community and institutions, including local government, non-governmental organisations and young people.
- Good and positive communication with customers is key to introducing them to an entirely unique product and facilitating the purchase easily.

Context

The farm of Tomasz Kapuściński is located in the North of Poland and produces crops such as wheat, flax and sugar beet. In search of new activities that would support and expand his professional activity, he started growing and producing garlic in a new manner involving an entire technological process. The on-farm activities start from cultivating seed plantation from which planting material is obtained, to growing garlic at scale, processing and selling. The farm uses specialised machines and a drone with a camera to assess the quality of growing garlic.

Producing black garlic is based on fermentation and has developed into a unique speciality of the farm. When garlic is fermented under precisely defined and controlled conditions (temperature and humidity), black garlic is produced.

Its health-promoting properties are extensive and include antibacterial and antifungal effects to increase immunity. This process is called fermentation, maturation or 'ageing'.



Whole garlic bulbs are fermented for about 4-6 weeks at about 70°C. Another two weeks supports natural oxidising. This process generates enzymatic reactions that cause garlic to lose its typical taste and smell and improves the absorption rate of active substances, creating the final product of black garlic.

It became clear to Tomasz that this new innovative activity had development potential. To increase demand for this health-promoting product, black garlic needed promoting to raise awareness of all its advantages.

Objectives

The project aimed to increase black garlic production and develop a sales system. The plan was to reach a wide group of potential customers with information about this healthy product cultivated in their region through broader information and cooperation with local institutions and schools.

The main objective of the project was to increase demand for black garlic and offer easy purchase options. This would lead to an increase in production and generate more income.

Additionally, the project aimed to help promote healthy eating and community interest in other vegetable products. Because black garlic is unique, plans were also made that its production and sale would contribute to the overall promotion of the region.

Activities

In addition to supporting the farmer in developing the black garlic production and fermentation process and thereby improving its quality, the main project activities focused on developing 'black garlic' as a brand and organising a wide market introduction of this healthy product. This included using online advertising and social media and providing information about purchasing options.

The promotional campaign targeted young people and involved relevant cooperation with educational institutions, schools and charitable organisations.

The project further facilitated cooperation with local governments to promote black garlic as a specific local product to the wider community across the region.

Main results

- The production of black garlic doubled due to improved cultivation and fermentation processes along with a more efficient marketing and distribution system to clients.

- Because of the supported information campaign, awareness of the local community increased and the farmer and its products are now better known by a wide customer base. This led to a significant increase in demand. The product 'black garlic' became a showcase for the region and its visitor promotion.
- The farmer established new business contacts and cooperation opportunities with various organisations, local governments and schools to promote healthy eating with black garlic. This included the agriculture faculty of the University of Economy located in Malbork.
- The project increased the production and interest in black garlic, as well as interest in other healthy vegetable products.

Key lessons and recommendations

- Precision is needed to make a high-quality product. The project's implementation improved the entire process of black garlic production and processing and its organisation. Specialised processing relies on strictly defined conditions and dedication by the workforce to create high-quality black garlic with the right taste, aroma and health properties.
- During the project's implementation, it was important to actively pursue cooperation with the local community and institutions, including local government, non-governmental organisations and young people.
- Good and positive communication with customers is key to introducing a unique product to them and facilitating the purchase easily. This approach has led to customers returning with subsequent orders.

Quote

"Implementing the project, we have comprehensively improved the entire cultivation and production process, reached a wide group of the local community and created a product that our region can promote, resulting in greater tourist traffic."

Tomasz Kapuściński



**Funded by
the European Union**