

## **AGREEMENT**

dated 28 April 2026

### **on cooperation in the implementation of the project “Building the Polish Beef Brand”**

#### **PREAMBLE**

- a) Guided by the guidelines and objectives set out in the “Polish Beef 2030” market development strategy, developed through a broad consensus among representatives of the livestock and meat sectors,
- b) recognising that the sustainable development of the beef sector requires the creation of value throughout the supply chain – from cattle producers, through processors, to trading partners and consumers – in a sustainable, predictable and mutually beneficial manner,
- c) aware that, in the face of growing international competition, cost pressures and changing market expectations, the further development of Polish beef cannot be based solely on price competition, but should be built on quality, reliable traceability, consistency of the raw material and coherent communication of the product’s value,
- d) recognising that the creation of a strong, recognisable and valued ‘Polish Beef’ brand is in the common interest of market participants, as it paves the way for increasing the commercial value of the product, strengthens the competitive position of Polish enterprises and lays the foundations for more stable and long-term relationships with cattle suppliers,
- e) recognising that the effective development of a sectoral brand also requires cooperation between entities that compete with one another on a daily basis in the market, provided that such cooperation serves to establish common standards, strengthen the position of Polish beef at home and abroad, and develop a modern supply chain model,
- f) confirming that the national QMP (Quality Meat Program) quality system provides a sound foundation for organising the raw material supply chain for the ‘Polish Beef’ brand, as a tool supporting sustainable, low-carbon production, production transparency, and the sector’s readiness to meet growing market, environmental and reporting requirements,
- g) bearing in mind that farmers and cattle suppliers are strategic partners for the success of the Project, and that the sustainability of the “Polska Wołowina” brand requires strengthening their position through clear quality requirements, predictable rules of cooperation, stable development incentives and a share in the value created by the brand,
- h) striving to build relationships based on partnership, transparency, trust and shared responsibility for the development of the entire sector,

**The signatories to this Agreement, hereinafter referred to as the “Signatories”, hereby agree to jointly implement the “Building the Polska Wołowina Brand” project, hereinafter referred to as the “Project”, in accordance with the terms set out in this Agreement.**

## **§ 1. Objective of the Project**

1. The objective of the Project is to build and develop the “Polish Beef” brand as a strong, recognisable and credible sector brand on the domestic and foreign markets, associated with high quality, consistency, professionalism and sustainable sourcing.
2. The objectives of the Project include, in particular:
  - 1.1. increasing the market value of Polish beef by shifting from competition based mainly on price to competition based on quality, brand, production standards, culinary quality and reliable information on the product’s origin;
  - 1.2. strengthening the competitive position of the Signatories vis-à-vis foreign commercial customers, in particular retail chains, the HoReCa sector and export partners, through consistent standards;
  - 1.3. developing an integrated and predictable raw material supply base for the ‘Polish Beef’ brand, based on the national QMP quality system as the leading sustainable, low-carbon production standard;
  - 1.4. building long-term, partnership-based relationships with farmers and cattle suppliers, based on clear quality requirements, transparent communication, predictable rules of cooperation, and mechanisms that reward quality, consistency, animal welfare and measures to enhance the sustainability of production;
  - 1.5. creating conditions for increased economic stability across the entire supply chain, so that the value generated by the “Polish Beef” brand strengthens the development of both meat processing plants and the farms supplying cattle;
  - 1.6. jointly preparing the sector for growing regulatory and market requirements, including those related to environmental impact reporting, customer expectations and the criteria of financial institutions, so as to increase the resilience and credibility of the Polish beef sector;
  - 1.7. strengthening intra-industry cooperation in those areas where joint action benefits the entire sector, whilst respecting the business and market distinctiveness of individual Signatories.

## **§ 2. Project Management**

1. A Steering Committee for the “Building the Polish Beef Brand” Project (hereinafter: “the Committee” or “SC”) is hereby established as the formal inter-organisational body responsible for coordinating and managing the implementation of the Project.
2. The Committee shall operate on the basis of this Agreement and the Rules of Procedure of the Steering Committee constituting Annex 1 to the Agreement.
3. The tasks of the SC shall include, in particular:
  1. establishing the brand development strategy and annual priorities within the Project;

2. adopting the annual plan for the implementation of Project activities and monitoring the effectiveness and progress of their implementation;
  3. determining the Project budget for a given year, including the sources of funding for activities and the amount of the membership fee for that year;
  4. approving the work plans and results of the Project's working groups;
  5. establishing rules for the use of brand identity elements;
  6. coordinating and ensuring the consistency of communication, promotional, certification and development activities undertaken within the Project;
  7. overseeing the operational support for the Committee provided by the Secretariat.
4. Resolutions of the Committee are binding on Committee members in respect of agreed Project activities. Resolutions do not create financial obligations towards Committee members without their separate written consent or the conclusion of an appropriate agreement; in all other respects, they constitute recommendations for stakeholders.

### **§ 3. Composition and appointment**

1. The Project participants are meat processing plants (hereinafter: "Plants") that are Signatories to the Agreement and Plants admitted to the Project in accordance with paragraph 3.
2. The SC comprises one representative from each Plant participating in the Project – the Chairman, Director or a person with equivalent powers – and a representative of the Polish Sustainable Beef Platform (PPZW).
3. A new Plant may be admitted to the Project after submitting a declaration of accession to the Project and the SC adopting a resolution on its admission. Upon admission to the Project, the representative of that Plant shall become a member of the SC.

### **§ 4. Chair and Vice-Chair**

1. The Chairperson shall be elected by the Committee by a two-thirds majority of its members.
2. The Vice-Chair shall be elected by the Committee by a simple majority of votes from among its members.
3. The term of office of the Committee's officers shall be 24 months. Re-election is permitted.

### **§ 5. Meetings, quorum and voting**

1. Committee meetings shall be held at least once a quarter, in person, remotely or in a hybrid format.
2. The Committee shall deliberate in the presence of at least half of its members.
3. Resolutions are adopted by a simple majority of votes, unless the Rules of Procedure provide otherwise; strategic matters, in particular changes to strategic directions, the adoption or amendment of the Rules of Procedure, rules for participation in the brand and joint expenditure, require a two-thirds majority.
4. Circular voting is permitted, including via email or online tools, with a voting period of no less than 72 hours.

## **§ 6. Operator / Secretariat**

1. The Polish Sustainable Beef Platform (PPZW) acts as the Secretariat for the Project and the Steering Committee, responsible for the organisational support of the Committee, maintaining a document repository and a register of resolutions, communication, and ensuring compliance with regulations, including data protection rules and competition law.
2. The detailed scope of the Operator's / Secretariat's tasks is set out in the Rules of Procedure.

## **§ 7. Entry into force and first meeting**

1. The Agreement shall enter into force on the date of its signature by the Signatories.
2. The first meeting of the KS shall be convened by the Secretariat (PPZW) within 14 days of the Agreement entering into force.

