

Continuing the Journey: From Germany to Poland – A Farmer’s Perspective on Ethical Farming

As part of the *mEATquality* project, we are working to help farmers improve the quality of pork and broiler meat by applying extensive husbandry practices that respect animal welfare, environmental concerns, and farm economics. Our mission also includes informing consumers about production methods, supporting traceability to combat food fraud, and developing tools to assess sustainability.

To understand what drives farmers to make this transition, we spoke to several farmers in Germany and Poland. These conversations reveal the motivations, challenges, and hopes behind moving toward more sustainable, animal-friendly farming systems.

Our first story took us to Baden-Württemberg, Germany, where Jürgen and Lukas Eiberger shared their experience transforming Biohof Eiberger GbR into an organic farm. Their journey was marked by determination, creativity, and a strong commitment to soil health and animal welfare.

Today, we share the story of **Maciej Feddek**, the owner of **Pstra Wybiegana**, a farm that has embraced extensive practices from the very beginning in Koronowo, Poland.

A Life Rooted in Nature



Maciej’s story begins almost 30 years ago, not with livestock, but with trees. His family founded an Ornamental Trees Nursery, now known as [Bonsai](#), and over time, their passion for nature grew into something more: a desire to raise animals in a way that reflects care and responsibility. That vision gave birth to [Pstra Wybiegana](#), a free-range animal farm where ethical farming is a daily reality.

“We have been a family extensive farm from the very beginning,” Maciej explains. “For us, this is the only way.”

Why Choose Extensive Farming?

For Maciej, the decision was guided by six principles: humanity, environmental protection, animal welfare, people's health, tradition, and honest profit. These values shape every aspect of the farm, from how animals roam freely to how products reach customers.

When asked to define his approach, Maciej uses three key terms:

- Ethical farming
- Sustainable farming
- Farm-to-Fork strategy

Challenges and Opportunities

Running an extensive farm comes with challenges.

"Farms like ours produce less and require more time compared to modern intensive systems," Maciej says. "This means our production costs are higher, but the exceptional quality of our products allows us to achieve fair prices and maintain profitability."

To make this work, they focus on local markets and apply the Farm-to-Fork strategy. Managing every step of a short supply chain is demanding - it's a real challenge - but at the same time, it's a great opportunity to build trust with customers and succeed in today's agri-food market.

Tools That Make It Work



For Maciej, "From social and business perspective, Farm2Fork strategy and short supply chain are useful and necessary tools to be an extensive farm today."

It ensures that every step - from production to delivery - reflects the farm's values and keeps the connection between the farmer and consumers alive.

A Message to Fellow Farmers

Would he encourage others to follow this path? His answer is clear:

“Of course, yes. This is how small farms can survive today - by caring for nature, supporting local communities, and earning a fair living.”

Looking Ahead

Offering products of the highest quality, Maciej hopes for continued support, satisfaction, and gratitude from those who choose his products. Judging by the success of Pstra Wybiegana, that hope is becoming reality.

This second story in our series shows that while every farm’s journey is unique, the commitment to sustainability and animal welfare is shared. Stay tuned for more farmer insights as we explore how extensive husbandry practices can improve meat quality and consumer trust across Europe.



This material was prepared by Tatiana Kugeleva (Ecovalia) and Ewa Sell-Kubiak (Poznan University of Life sciences). All photos are provided by M. Feddek.

The *mEATquality* project aims to provide consumers with better-quality pork and broiler meat and animals with a high level of welfare by developing scientific knowledge and practical solutions together with farmers and chain partners. The project is coordinated by Wageningen Research (The Netherlands) and is a multidisciplinary team of 17 partners organisations representing 7 EU countries. The project is running from October 2021 to March 2026. Learn more about the project at <https://meatquality.eu>



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