



ABOUT ORGANIC FARMING AND PRODUCTION IN THE WORLD AND IN HUNGARY

Gábor Gyarmati

Óbuda University
Keleti Faculty of Business and Management

Abstract: Organic farming is an important form of sustainable agriculture. Unlike integrated production, it does not use chemicals and artificial fertilizers during production. In the markets of developed countries, where the environment and health remain important for consumers, it reaches 3-4% of the market for food. It accounts for 5% of the production area. The world's largest crops are located in Europe and Australia. It is very important to know how much consumers are aware of the benefits of organic products and their environmental impact.

Keywords: organic products, market food, environmental, sustainable agriculture

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Material and methodology

Without this, it is only a luxury item that is the product of this product range. If you know the benefits of the consumer, you can decide whether you want to, or not, have the opportunity to consume such products. That is important in terms of management of a company focused on food production, which means they should inform fully about the quality and features of products. Such flow of information is one of the most important aspects of progressive globalisation processes, the companies should follow (Grabowska 2015). Food sector has become a competitive activity for enterprises oriented on foreign markets. Therefore, it is also for them to take into account the concept of Corporate Social Responsibility (CSR) in the process of the decision – making and organisational methods in production. The concept of CSR included in the management of the company helps to bond the entity with the consumers, and this in case of organic food production may be essential in terms of effecting marketing (Skowron-Grabowska, Tomski, Dunay, Illes 2016). In case of production of ecological, organic food, such responsibility of business is very important its products one supposed not only to satisfy the consumers, but also should build the trust towards the company (Fiedor 2016). Another important aspect is whether there are such products on the market and their prices can be paid. Many people even mention the mistrust of producers and products. Unfortunately, surveys show that this is very important in the Hungarian markets, but it also has an impact on international markets.

I used the domestic and international literature of recent years to write, but it was also my own research. In addition to a questionnaire survey by consumers, deep interviews with producers were also given. Based on these lessons learned, we have analyzed changes in recent years to find the underlying causes.

My hypotheses are the following:

- H1 – In the past decade, consumption of organic food in the domestic food consumption has not increased in quantity or turnover.
- H2 – One of the main causes of the downturn is the decline in household spending on food, with particular reference to the prices of organic products. That is, in terms of household income / consumer price, organic products are in a worse position.
- H3 – Another major obstacle to the procurement of domestic organic products is the scarcity, time and distance of purchasing opportunities, especially in rural areas.
- H4 – Another important cause of low consumption is mistrust and related ignorance. Awareness could improve the consumption of this product range.

Introduction

In the literature, one can notice that agricultural activity in terms of management of agricultural holdings is based on the concept of integrating management and information flow in order to increase economic of profits and development of the food sector (Brzozowska, Galych 2015). Approximately 20 years ago, the growth of organic farming was significant. Then, according to several authors and surveys, it seemed that, besides significant traffic growth and production growth, this alternative farming method has taken a significant part in the agri-food trade and its related food trade. Despite this great expectation, it did not happen. More to say, it only took place in a few countries. From the side of production, in the countries with large free pastures (Argentina, China, Australia), there has been great gains in sales, while in the developed countries with more knowledgeable and prosperous purchasing layers.

End-of-year 2015 figures are the most recent in the world. According to these, 50.9 million hectares of organic farming were cultivated worldwide. This means 6.5 million hectares increase compared to the previous year and 20.7 million hectares compared to 2005 figures. Based on continent-sharing, we can see that the largest increase was in Australia and Oceania and it was followed by Europe's growth of 1 million hectares. Australia has achieved this large growth, involving 97% of organic areas, with large-scale pastures. Significant land area growth of 17% was found in free pastures, which make up 2/3 of the organic areas. So, not a high-tech horticulture or cereal production is a major part of the area, but the easy-to-expand, accessible, migratory pastures. The proportion of areas is 20% of all organic areas, typically with rice growing, green fodder, oil seeds and cotton, and seed production. The share of the permanent crop is 4 million hectares, accounting for 8% of the total area. It includes coffee, olive oil, walnuts, grapes and tropical fruits. Australia and Oceania has almost half of the world's organic

rated areas, while Europe is one quarter and Latin America with 13%. The size of the wilderness areas amounts to 39.7 million hectares. This means that these areas may not be owned by the farmer, but are typically in the hands of a forestry, and the collection and collection of crops (eg mushrooms, forest berries, raisins, etc.) sell or process and so on. This activity is typically a way of earning income for the poorer countries. For these people, their own land is impossible to own in many cases, but owners of large land or forest areas contribute to the exercise of this activity, they can offer herbs and forest crops.

The number of producers reached 2.4 million in 2015. Producers typically come from Asia, Africa and South America. This also indicates that Africa and Asia have smaller plant typically, and South American producers do not have large areas on average, apart from livestock farming. Not surprisingly, most organic farmers came from these continents. India (585,000), Ethiopia (203,000), Mexico (200,000) are counted as leaders. Compared to the previous year, there was a 7% increase in the number of growers, which numbered more than 160,000 plants. It is typical that only a quarter of the territorial growth, but 89% of the producer increase is affected by the developing countries and their respective markets. That is, these producers can sell their products on a non-domestic market but are typically exported and the developed markets and consumers can buy them (Willer, Lernoud (eds.) 2017).

The world market

(This chapter is based on (Willer, Lernoud (eds.) 2017). If a part has different source I mark it separately).

In 2015, organic food and beverage sales amounted to \$ 81.6 billion in global markets. Not surprisingly, North America and Europe accounted for 90% of this. So, production is scattered across the globe, while consumption is concentrated on two continents. The other is that the number of consumers in these countries is not large, that is, the solvency of the narrow layer and the change in their consumer preference affects demand and supply. If we look at the country's turnover, we can see that the United States has a turnover of 35.8 billion euros, followed by Germany (8.6 billion euros) and France (5.5 billion euros). The European Union's turnover is below the US's total turnover, but it is still significant, as it accounts for 35.1% of the world's total organic turnover by EUR 27.1 billion. China is next with its 4.7 billion euros turnover. It is also worth examining the per capita consumption. It shows what countries are concentrated on consumption. In this indicator, we are not examining the countries with the highest consumption in the absolute value but the magnitude of individual consumption. We have more than € 170 average personal consumption per year in Switzerland, Denmark, Luxembourg and Sweden. In these countries, the market share of organic products is well above the 7% in the world. 8.4% in Denmark and 7.7% in Switzerland, for example.

North America has the largest organic product market in the world. With an annual turnover of 43.3 billion dollars (39.03 billion euros). The United States is the largest market for which the market for organic products accounts for up to 5% of total food turnover. Indeed, in the category of fresh vegetables, fruits reach 10%

of organic food. This is followed by the turnover of dairy products, with a similar percentage, of which milk and yogurt are the leading products. As domestic supply does not reach demand levels, organic products are imported from almost all continents. Only vegetables and fruits can satisfy demand, and for all other products the import is decisive. At the same time, both the US and Canada have appeared in international organic trade, typically with EU, Swiss and Far Eastern exports. Major commercial units are characterized by their own branded products in the organic product market.

In Europe, the organic product range was EUR 31.1 billion (EUR 28.03 billion). Typically, Germany, France, Italy and Switzerland have the highest turnover, but Denmark has the largest market share, with 8.4% of organic food being harvested. Europe is also characterized by the fact that its largest retail company stands out with its own branded organic products with its own label. For example, Dennree has more than 200 units in Germany and Austria, or Biocoop with approximately 400 stores in France, but 300 Collobora B'io units in Italy, while many large chain stores have opened an organic supermarket such as REWE or Auchan.

Looking at other continents and regions, we can see that the Chinese organic market has a major breakthrough due to not too high level of food safety and their scandals. Since then, for some basic foodstuffs, organic certification is indispensable. For example, the role of children and baby foods is decisive.

Let's compare the organic and the fair trade world market. Total turnover was \$ 7.3 billion. In order to combine organic with fair trade, we use the average annual rate of the European Central Bank, which is 1,1095 (EUR/USD) in 2015. Thus, the fair market value in euros is EUR 6.58 billion. We can see that the market of organic products has been more than 12 times the fair trade market, it is a market with a larger turnover. It is based on other principles and shows a special value when a product follows both principles, but the pursuit of health in this case means a stronger market than generosity and morality. It is also understandable if we accept some of the contents of the Maslow's need pyramid, since the need for health is more fundamental than morality (Warمیńska 2017).

It can be seen that the markets of organic products are developing very dynamically, and we can see that this development seems to be unbroken. Both product range and demand are expanding from year to year. According to some visions, by 2030, 50% of the European land will be guided by the principles of health, environmental protection, care and integrity. For this, dynamic growth indicators need to be kept in mind. This is still realistically feasible. At the same time, we can also see that one of the sources of danger is that this will not happen if Europe misses the possibility of bringing it closer together and eliminating the gap between supply and demand over the longer term. That is, supply is not able to catch up. This is partly political, partly economic.

The markets of organic products in the developed parts of the world are constantly growing and developing in Europe. To what extent is variable. For example, retail sales grew twice in Sweden (45%) or France (10%); but in Belgium (3.8%) or in the UK (4%), growth was below the average in 2014. There is also a

large spread among EU Member States as regards per capita consumption. Slovakia and Bulgaria have the worst ratios but Denmark and Luxembourg are leading.

At present, the following trends are observed in EU organic products markets.

- Dynamically strengthening retail markets. This market is growing steadily every year in Europe. It accounts for 3-4% of all food consumption today.
- Consumers spend more and more on organic food in absolute terms. For example, between 2005. and 2014. this increase was 110% and from EUR 22.4 (2005) to EUR 47.4 (2014) on average per person. During this time period, all food and non-alcoholic beverages consumed by households remained virtually constant, rising by only 13%.
- Some premium organic products have achieved more than the average market share in their product categories. Organic eggs have 11-22% share in Austria, Belgium, Finland, France, Germany and the Netherlands.
- Milk products have a 5-10% share in Austria, Germany or the Netherlands, for example. Biotech alone reached 15.7% in 2014 in Austria.
- In the fruit and vegetable market, 20% of the products in many countries are organic products. Italy, Ireland, France, Germany and Sweden, for example (Meredith, Willer (eds.) 2016).

It can be said that the potential of organic products has not yet been dumped. Research has shown that women, young people and foodies are most interested in organic products. Although nearly every consumer is aware of organic production, communication can still be improved. About half of consumers are aware of the difference between organic and non-organic production and the exact terms of certification. In the United States, 92% of consumers say organic-products have the same good taste as traditional ones, and waiting for a better taste in Western Europe is one of the main reasons for the consumption of organic products. Professional cooks also agree with this.

If we want to combine the size of organic areas with the size of the market, we can state the following. Organic cultivation accounts for 5.7% of the EU's total cultivated land. So the size of the cultivated land is higher than the turnover. Average area growth has fallen to 1.1% in 2014. The number of producers increased by 0.2% over the same period. In many countries we find stagnation in the number of producers, especially in pioneering countries such as Denmark, Austria, or Germany, the United Kingdom (Meredith, Willer (eds.) 2016).

Table 1. Organic production and market according to country groups

Country group	Retail turnover (billion euro)	consumption per person (euro)	The number of producers	Area (million ha)	% of whole area
EU-28	24,000	47,4	257 525	10,3	5,70%
Europe	26,200	35,5	339 824	11,6	2,40%
World	62,600	8,3	2 260 361	43,7	1,00%
EU-15	23,500	58,0	194 979	7,8	6,10%
EU-13	0,500	4,0	62 546	2,4	4,70%
CPC	0,005	0,1	73 375	0,5	1,50%
EFTA	2,100	154,0	8 500	0,2	4,40%
Other european countries	0,100	1,0	424	0,7	0,20%

Source: (Meredith, Willer (eds.) 2016)

This is also confirmed by Luczka, which is behind the spatial growth of traffic growth. Many organic farmers in Poland are forced to sell their product as a conventional one because they do not meet demand for supply. In Central and Eastern Europe, the main reason for this is the average price of high ecological products (Luczka 2016).

Subsidies

Support for organic production can be found in the new Rural Development Program. This rate varies from one country to another. We can observe a big scattering. 0.2% in Malta and 13.2% in Denmark, for the total Rural Development Program for organic agriculture. The purpose of the support is to encourage the conversion of conventional areas into organic areas and, secondly, to preserve it in areas already organically cultivated. The purpose of the support is twofold. On the one hand, the protection of the environment is a guarantee of beneficial effects, for example preserving biodiversity, protecting the soil from lower environmental loads, protecting the water bases and promoting higher nutritious foods. Until 2020, Hungary intends to allocate a total euro 207 589 705 in the amount of HUF 64.4 billion. 80% of this can be used for ÖKO support. The supporting intensity is 100%, no degression is applied. Support is a field-based, non-refundable subsidy. The purpose of the aid is to compensate for over-costs and to compensate for lost profits and revenues (NAK 2016).

Issues of the efficiency of ecological supply chains

(This chapter is based on (Meredith, Willer (eds.) 2016). If a part has different source I mark it separately).

Supply chains suffer from shortcomings in supply and demand, logistical problems that do not allow supply and demand to be coordinated. Studies on organic supply chains address a number of issues that include:

- characterized by high operating costs,
- the lack of consistency between supply and demand, not meeting the two,
- poor reliability of supply,
- lack of cooperation between the members of the chain,
- different values and motivations between different actors in the chain,
- lack of information flow.

We do not have the right information on this issue. For the end users and the supply chain members, the entire system is not transparent and thus the operator who is transparent to the system is very rare. The system of organic products satisfies ever-changing consumer demands, but will need to adapt to rapidly changing demographic and consumer preferences as well as to a more complex and more global business environment. To do this, it is necessary to improve traceability and to develop the insurance system. As the long distribution chain is difficult to track and cost, the distribution chains need to be shortened, and it is also necessary to improve fairness, reliability and accuracy in order to increase consumer confidence again (Szymczyk 2015). Which is, moreover, a fundamental issue in the production and marketing of organic products.

Organic farming developed primarily at the level of primary production, since at the beginning of the 20th century it started to use cereals, vegetables, fruit and vegetable raw foods, and the regulation was associated with it. Initially, there was no need to regulate processing modes, but the food industry's development has become increasingly needed. This primary level regulation is reflected in ecological research, innovation and sectoral regulation. At the same time, it can be said today that due to the high spread of processed foods, consumer expectations are often perceived at the end product level and appear there. However, processing is less regulated than the primary production level. Therefore, it would be of paramount importance to regulate this and to ensure better processing technology, sustainable and reusable packaging, and quality and safety issues in the ecological supply chains. Reducing the size of the ecological footprint and minimizing the effects of climate change are also challenges for the ecological supply chains and draw attention to the simplification and shortening of logistics in organic production networks. Realizing this would also help to Transparency in the market is weak and does not provide sufficient information on future investments. The development of the organic sector requires not only reliable political support for farmers and food businesses, but also a reliable information system. Despite the efforts made by the private sector sectoral ecosystems, and despite the fact that EU eco-legislation requires the collection of relevant statistical information, organic market data is not nearly as detailed and reliable as general agricultural and food

statistics. This is the case even in countries with relatively developed ecological markets. It is as if this sector is out of sight, avoiding any attacks or transparency. Since control fees in this sector are a compensation for rating, producers and traders would be more vulnerable as a result of detailed disclosure. However, retail chains with existing detailed data will treat this information as business secrets, and will not voluntarily outsource it. restore confidence while reducing costs. Indeed, in most countries very simple basic data is available and most EU countries do not have data on domestic markets, international trade, consumer prices or production volumes. The incomplete resolution of the crop or product is less useful for businesses. What makes matters even worse is that there is no uniform, harmonized distribution system that can aggregate and compare data. There is no information on the economic performance of organic economies in the EU either. For example, Bulgaria, Malta and Romania do not publish any organic farms in the EU Farm Accountancy Data Network (FADN). At the half of Member States organic farms in FADN are incomplete and the small sample size does not allow for conclusions on the competitiveness of organic farms. Consequently, there is no transparency in the organic market, which means that it does not attract investors.

What is necessary to make better use of the growth dynamics of the ecological agriculture sector? First of all, the obstacles that have emerged should be overcome. In particular, transparency should be ensured and attracting the sector to investors. To do this, it is necessary for the decisive players of both politics and the economy to make openness and change.

Member States should be clearly obliged to follow the organic sector and follow the strategy. The production of organic food and agricultural subsidies should be designed to address the most important bottlenecks for further development. With each country, region and producer customized solutions, they can contribute to exploiting sector potential.

- Support for shorter ecological supply chains, enabling environmental and social benefits. As a result, national and regional rural development projects should place greater emphasis on local food markets (producer markets) and supply chain management (supply chain for special projects). This promotes greater balance between local, regional and international organic products.
- Improved statistical processes are needed to increase the accuracy of ecological market data collection. In order to avoid stopping dynamic ecological market growth, reliable market and economic data are needed, especially from the internal information system of farms. To this end, authorities and decision-makers must take action and the EU must strengthen the institutional framework for the collection, analysis and dissemination of organic market data. It is essential to have reliable information on the competitiveness and economic performance of organic farms in the EU. Therefore, the EU FADN should also have the economic data of each Member State for sample size organic farms that allow for proper analysis and sound decision making.

For further development, the following principles must be implemented.

- Emphasize the transformative nature of organic production.
- Ensuring that there is always a fairness in the value chain that is based on organized cooperation between farmers, workers and processors, distributors, traders and consumers.
- Implementation of paradigm shift in education to enhance the sharing of expertise and know-how already created by the organic community in recent decades.
- To recognize the need to address the most pressing challenges facing the ecological sector.

Further development of the agri-food systems and the development of knowledge transfer require additional private and public investment in the field of agri-ecological research and innovation. Systems that follow the deepened practice of organic farming can achieve 20% higher profits, so innovation returns in the results (Dinis et al. 2015).

A supportive policy environment and private sector investment based on ecological principles can jointly assist the future development of the organic food and agriculture sector (Meredith, Willer (eds.) 2016).

Sales and marketing channels

Channels in different countries differ from country to country. France, Italy and Germany have achieved strong market growth in recent years. Typically, specialized retailers perform a larger sales slice. Expertise and the size of sales space play an important role in sales. Nevertheless, we can see that the supermarket countries have been able to continually increase the sales of organic foodstuffs (eg Austria, Denmark, Sweden, Switzerland and the United Kingdom). At the same time, in countries such as Germany, specialist marketing channels (organic shops) have grown significantly, while the sale of supermarkets has stagnated before 2014.

Almost half of retailers engaged in the trade in mass products increased the turnover and supply of natural products. The most successful merchants have developed their own labeling product line to designate and differentiate their natural products (Richmann 1999).

There are many products that have a significant share of the entire sales market:

- In many countries, organic eggs are one of the success stories of the entire retail market. For example, Switzerland and France have a market share of more than 20%. In most other countries where data is available.
- Organic fruits and vegetables continue to be very popular with European organic-consumers. After the egg, organic vegetables have the highest market share, which is 9 to 15% of the sales volume of all vegetables sold in

Switzerland, Austria and Germany. For example, fresh carrots have only 30% market share in Germany.

- In some countries, organic dairy products account for about 5% of all milk production. In Switzerland, they still reach 10%.
- Individual products can achieve a much larger market share. In Germany, organic baby food and meat supplements, representing more than 40% and 60%, are good examples.
- On the other hand, products such as organic beverages (except wine) and meat (especially poultry) generally have a low market share. Often, these products are highly processed and / or very cheap in the traditional market. Growth trends in European organic food and farming.

Some organic products within the European organic markets are more typical.

A survey conducted as part of the OrganicDataNetwork project shows that:

- Fruits and vegetables are pioneer organic products in Europe. Currently, about one fifth of the national organic markets are represented. In Europe, the organic market is dominated by perishable fresh produce on traditional markets. Fresh products are particularly characteristic in Italy, Ireland, Norway, Sweden and Germany.
- In many countries and in particular in northern Europe, animal products, in particular milk and dairy products, account for a large proportion of all organic products sold (up to 20%). Organic meat and meat products are very successful and account for about 10% of the organic market in Belgium, the Netherlands, Finland and France.
- Drinks, especially wines, are an important part of the organic market - they have more than 10% share in France and Croatia.
- Hot drinks (coffee, tea, cocoa) account for 3-5% of the organic market in many countries.
- Grain products easily sold and stored in supermarkets have a high market share in the Czech Republic, Finland and Norway.
- Bread and pastry are very important in the organic range, with 10% market share in Switzerland, the Netherlands, France, Sweden, Finland and Germany (Meredith, Willer (eds.) 2016).

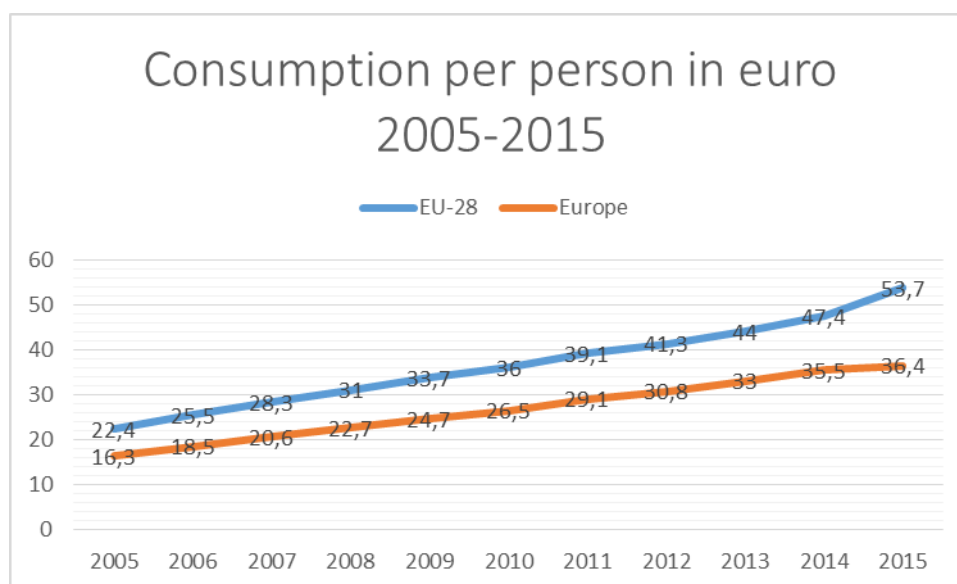


Figure 1. Consumption per person in Europe

Source: (Meredith, Willer (eds.) 2016; Willer, Lernoud (eds.) 2017)

By repeating a 2006 research, I compared what happened and what has happened in the past 11 years. In addition to the demographic data, the questionnaires examined household income and the typical consumer and consumption habits. The questionnaire asked about the qualification of organic products, such as their beneficial and disadvantageous properties. She has been researching what kind of foods typically are placed in the basket of consumers and what are the main purchasing locations. He also looked at the motivations of consumption, and sought out the possible even more acceptable surcharges.

According to Hofer, the consumption of organic products also plays an important role in the health and environmental aspects of economic competitiveness. However, he adds that the cause of health is due to the consumption of organic products, while the other two aspects are the consequence. Because of the health reason, consumption can be increased, with the consequence of increasing production, which calls for the product structure to improve, with which competitiveness also increases. This also implies a more environmentally friendly technological presence, which will improve the environmental performance of production (Hofer 2009).

The survey consisted of a questionnaire of 20 questions, both on the one hand and on the other by selected consumers. The survey is still ongoing, so at the time of writing this article only the processing of less than 100 questionnaires was possible. Over time, this number will increase and reach the hundreds of magnitude. The survey is true that it can not be considered representative at this time, but its results are similar to those of Hofer's research conducted 11 years ago.

The main problem of organic products was the higher consumer price of the respondents. He followed the question of reliability and non-domestic affiliation. Among its benefits, it is clear that its chemical non-chemical properties and its environmental impact are considered. So the positive effect on health has come out in this case. Reliability and quality are also important for consumers. So, an important aspect of the consumption of organic products is how far the producer and the goods are trusted. So there is not enough certification here, credibility and confidence in the qualification process and in the qualifiers are important for the consumer.

The location of the place of purchase for the interviewees was of the utmost importance and, accordingly, many people buy hyper- or supermarket products if they are consumed at all. Typically, they only consume organic products on a monthly basis and the amounts to be paid for them did not reach 10,000 HUF (35 euros) per month. The role of specialty shops in Germany seems to be negligible. Typical purchase of organic products is that when shopping in the shopping cart is sold in the basket.

Consumption motivations include better quality, healthier status and environmental aspects as they generally link these properties to organic products. Just as the consumption of self-made product and the health aspects are of paramount importance. Just as the use of advertising opportunities did not play a role in motivating factors.

Consumption also has attractive packaging and availability, so the right distribution channels are required to have a higher consumption of this product range.

According to consumer impressions, the price of organic products is roughly twice that of traditional products. What they would tolerate for consumers is very similar to the 20-30% premium known in the literature. So the interviewees are very price-sensitive about this product range. In order to spread the product range to lower prices, confidence-building and a good example of friends and acquaintances are needed to make these products more appropriate.

Indeed, it is also apparent from consumers' inquiries that, in order to promote better distribution, it is essential to broaden and deepen awareness, to strengthen and apply advertising campaigns. In addition, with the help of unique marketing tools, the consumer can be increased by using more modern, digital means of marketing (Cairns 2013).

Summary and Conclusion

The health factor of domestic organic-products is the great importance, but the consumer price of the product range is one of the biggest obstacles to widespread use of these products. The role of mistrust is significant. The surveyed consumers are skeptical as to whether the product is truly organic or not reliable. This fits in with the fact that consumers do not have reliable and thorough knowledge of organic production, its rules and procedures. Developing awareness should definitely be given more emphasis if we want to exploit the market potential of this

segment in our country. Indeed, over the past decade, consumption of organic food has not increased in terms of quantity and turnover in HUF, in proportion to domestic food consumption. This was also confirmed by the questionnaire results. One of the main reasons for the downturn in particular a decline in food expenditure of households on organic products. This is partly true, as the respondents were not justified by the income situation as reducing their spending, but with the scarcity of sales channels, excessive consumer prices and the scarcity of knowledge on organic products was still the cause of the decline. Another major obstacle to the procurement of domestic organic-products is the scarcity, time and distance of purchasing opportunities, especially in rural areas. This is true in the region, the capital is becoming less and less. Hyper and Supermarkets are becoming increasingly popular in these products.

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GOSPODARKA ROLNA I PRODUKCJA NA ŚWIECIE I NA WĘGRZECH

Streszczenie: Rolnictwo ekologiczne jest ważną formą zrównoważonego rolnictwa, które w przeciwieństwie do produkcji zintegrowanej nie wykorzystuje chemikaliów i sztucznych nawozów podczas produkcji na rynkach krajów rozwiniętych, gdzie środowisko i dom pozostają ważne dla konsumentów. Artykuł porusza kwestie dotyczące wiedzy konsumentów odnośnie korzyści płynących z produktów ekologicznych i ich wpływu na środowisko, aby nie traktowali ich tylko jako wyroby luksusowe. Kolejną ważną kwestią jest cena, jaką konsumenci mogą płacić za tego typu produkty na rynku, a także istniejący problem nieufności klientów względem producentów i samych produktów. W artykule uwzględniono omówienie wyników badań dotyczących powyższej kwestii, które wskazują, iż jest to bardzo ważny problem, dotyczący rynku węgierskiego, ale także i czynnik mający wpływ na rynki międzynarodowe.

Słowa kluczowe: produkty organiczne, ekologiczne gospodarstwo, rolnictwo, uprawa i produkcja żywności ekologicznej