Consistency of communication and action in rural development Hungary

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Hungary - background information

- Traditionally agricultural country;

- Land privatization of the last 20 years – concentrated ownership structure;

- Small scale farming decreases;

- Growing share of large agro business;

- Eroding work moral in villages.

Official communication – The National Rural Development Strategy

Key words

small and medium scale family farm model,

cooperatives,

local markets and economy, local employment,

increasing rural livelihood,

quality, environment,

food safety,

local farmers in focus;

Rural development reality

Land tendering

- Personal changes in the administration;

- Anomalies in land rental results (withdrawn tenders, contracts without tendering, obscure scoring system);

- Lack of transparency in the tendering process;

- Priority of <u>local</u> farmers' did not seem to be realized;

Subsidy schemes

- Over-bureaucratic processes;

- System of rules hard to overview;

- Control and sanctions are excessive;

- Many farmers turn away from RD subsidy scehemes;

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Conclusions

- Policy and actions often contradict;

- Communication can not compensate policy anomalies;

- Bureaucracy can make communication ineffective (and spoil good ideas).

Our role

- NGOs (environmental, community development and rural development – landscape management);

- Generating pilots, samples for natural land management;

- Communicate for the local public, foster participation and activity;

Project topics

- Flood plain management along rivers (water retention, mosaic landscape, diversification of land use);

- Grassland rehabilitation, extensive grazing (local products, processing);

- Animal keeping (poultry, cattle);

- Farm pedagogy for school children;

- Horizontal: rural livelihood
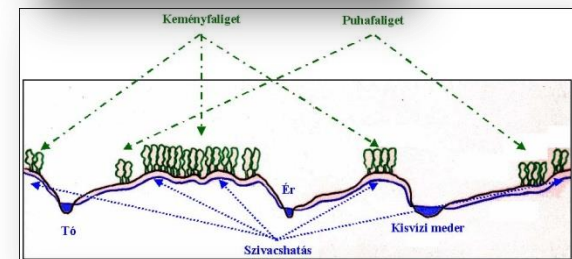
Local product festivals

Cattle back to homestead – the Carpathian brown program

Farm pedagogy

Thank you for your attention!