



Use of rare plants and breeds for genuine food in rural tourism:

The European scenario

SAVE-DAGENE Assembly

12-13. June 2008, Kozard, Hungary

Dr. Pal Hajas



















Sellettek (gyomrakkal):

Őrleműcs (300 g)	750 Ft
Őrleműcs (300 g)	750 Ft
Őrleműcs (300 g)	750 Ft

Savanyúságok (pácolt):

Cseresznyepaprika (350 g)	200 Ft
Cseresznyepaprika (350 g)	200 Ft
Cseresznyepaprika (350 g)	200 Ft
Savanyúság (350 g)	350 Ft
Savanyúság (350 g)	350 Ft

Kremek (puha):

Őrleműcs (370 g)	600 Ft
Őrleműcs (370 g)	600 Ft























A MAGYAR VIDÉK GASZTRONÓMIÁJA

**VADVIRÁG ÉTTEREM
KOZÁRD**
TURISZTIKAI NÍVÓDÍJ
FOGLALÁS / BOOKING:
WWW.AGROSERVICE.HU
VADVIRAG@KOZARD.HU
TEL: +36-32-491-076

ÉTTEREM PANZIÓ



Kozárd, Pécs-ny
Tel.: 030 477-
Tel.: 030 491-076
Mobil: 090 565-8770

Agroturizmus

Nógrád A VARÁZSLATOS
VILÁG

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Objectives:

1. Preservation of Plant and Animal Genetic Resources
2. Maintaining agricultural biodiversity
3. Preservation of cultural heritage
4. Contribute to sustainable livelihood of farmers
5. Reduce carbon emission



Preservation of Plant and Animal Genetic Resources

- Responsibilities:
 1. Governments (Local/Global)
 2. Farmers
 3. Professional bodies
 4. Civil Society Organizations



Maintaining agricultural biodiversity

- Diversified and sustainable land use
- Harmonization of crop, forage and animal production systems
- Restoration of fragile ecosystems damaged by monocultural cultivation
- Contribution to landscape management



Preservation of cultural heritage

- Traditional processing and preparation of food is part of the human culture
- Rural gastronomy friendly connects urban and rural societies through tourism
- Traditions in diet can be interpreted in „functional food” research and development



Contribute to sustainable livelihood of farmers

- Agricultural production vs. Rural Development
- Keep farmers and their families alive accross the globe
- Promote access to genetic resources
- Promote fair trade
- Promote rights to healthy food



Reduce carbon emission

- Importance is higher than any imagination!
- Average distance of food transportation in the USA: 1000 km, Latin America: 600 km, Europe: 450 km, Africa: 200 km,
- European Food Transportation Distance doubled in 15 years!
- Marketing of „local food” is reasonable within 100 km



What to do?

1. Streamline Government policies
2. Raise awareness among farmers and stakeholders
3. Educate consumers



What to do?

Streamline Government policies

- Place more emphasis on Rural Development policies (EU 2007-2013: EN RD)
- Point out threats and weaknesses in national govt. plans (over-emphasised biomass production vs. diversified farming, e.g. UMVP, Hungary)
- Rehabilitate agroindustries – regional units



What to do?

Raise awareness among farmers and stakeholders

- Role of breeding societies, farmers organizations
- Role of local and regional governments
- Role of investors and the financial sector



What to do?

Educate consumers

- Role of governments in basic school education
- Role of farmers and producers
- Role of the media
- Role of CSO/NGO



Practical ways to follow:

Connect producers-processors-traders-tourism sectors

Use of local, regional, national and European financial resources

Target EU RD – LEADER funds and other development funds (Norvegia, Swiss etc.)

Introduce good examples and best practices in farming, local food processing, rural gastronomy

Promote rural tourism as value chain



Practical ways to follow:

Keep this matter on your agenda

SAVE, DAGENE, Terra Madre,
Slow Food, LEADER Groups,
EUROCITIZEN initiatives ets.



Good luck!

and

Thank you!