

# Agrarium 2024 program

## Small producers and young farmers, ATTENTION!

Are you a smallholder? Or have you started farming recently? You can now participate in the outstanding spring agricultural event, the **Agrarium 2024** conference in Kecskemét on March 19th, with a **50% discount**.

Please, fill out the **following form**, and Portfolio's professional team will assess your claim so that you can redeem your discounted ticket.

If you have filled out the form, save it and send it to

**kistermeloikedvezmeny@portfolio.hu.**

The subject of the letter: **Portfolio Agrarium 2024 - smallholder application**

You can access the form by clicking **here**.

## Registration

### Session I: How Can You Access Agricultural Subsidies in 2024?

Last year, domestic agricultural operators received record levels of agricultural support; however, in a still uncertain market and economic environment, it is crucial that they continue to have access to the support funds rightfully due to them this year. The session will look at what important changes farmers need to be prepared for in this year's unified electronic support application period. It also highlights the most significant changes to the EU Common Agricultural Policy (CAP) direct aid rules under each pillar. There will also be a discussion on the professional assistance available to beneficiaries in obtaining subsidies and the criteria used by the Hungarian State Treasury, acting as a paying agency, in conducting audits related to support payments.

- What are the most significant regulatory changes this year for CAP direct payments under each pillar?
  - How much per hectare can the basic aid and the redistribution aid be?
- How are the conditions of the Agri-environmental Programme (AEP) changing?
  - How much can crop and livestock farmers expect to receive in coupled

support?

- What changes can be expected in this year's period for submitting electronic applications?
- How much additional income support can young farmers receive?
- According to what criteria does the Hungarian State Treasury carry out subsidy checks?
- What regulatory and administrative changes could make it easier for farmers to access support?

**08:30 - 08:35 Opening**

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Group)

**08:35 - 08:55 Support opportunities for Hungarian agriculture in 2024 -  
The agricultural tasks of the Hungarian EU Presidency**

Speaker:

**István Nagy**, Agriculture Minister, Ministry of Agriculture

**08:55 - 09:05 A series of farmers' protests and European Parliament  
elections: What professional direction will the EU Common  
Agricultural Policy take?**

Speaker:

**Balázs Gyórfy**, President, Hungarian Chamber of Agriculture

**09:05 - 09:20 Record support in 2023, professional plans for 2024 -  
Farmer-friendly developments of the Hungarian State  
Treasury and audit criteria for this year**

Speaker:

**Miklós Detre**, Vice President, Hungarian State Treasury

**09:20 - 10:00 Roundtable discussion: The most significant changes to agricultural support in 2024 - Key information on electronic applications, support control criteria, changes to EU Common Agricultural Policy rules**

Moderator: **László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

Conversation participants:

**Miklós Detre**, Vice President, Hungarian State Treasury

**Balázs Gyórfy**, President, Hungarian Chamber of Agriculture

**Anikó Juhász**, Deputy State Secretary, Ministry of Agriculture

**Ferenc Purgai**, Western subsidiary CEO, Talentis Agro Csoport

**Péter Vajda**, CEO, Phylazonit

## **Coffee break**

### **Session II: Rural Development, Agricultural Financing: Big Opportunities**

The Ministry of Agriculture has set out a timetable for launching the long-awaited new calls for proposals under the EU-Hungarian co-financed Rural Development Programme. This session will outline the upcoming calls for proposals that agricultural businesses can anticipate in 2024, detailing the purposes and the respective amounts they can apply for. The experts will also explain how implementation, evaluation, and payment criteria are changing and what industry players need to do to submit successful proposals. Another important topic of the session will be how the macroeconomic environment, which is also a key factor for agricultural enterprises, can affect the financing possibilities of market players. As expected, the economy may return to a stable growth trajectory, and inflation has noticeably decreased; thus, borrowing conditions could become more favourable. However, the decline in profitability may complicate access to credit for agricultural market participants. The roundtable will discuss the financing situation of the Hungarian agricultural sector, how the interest and other conditions of agricultural loans may change, what new loan products and financing requirements banks are introducing to the market, and what subsidised or discounted agricultural loan schemes agricultural enterprises can expect.

- What are the new calls for proposals under the Rural Development Programme this year?

- How much funding is available under the new Rural Development Programme?
  - Which sectoral actors have the best chance of competing in the new rural development tenders?
- What will be the main criteria for the submission, assessment, and payment of applications?
  - What professional and advisory assistance is available to help agricultural businesses prepare and submit applications?
  - What macroeconomic environment can domestic agricultural and food businesses expect in 2024?
- Under what terms and conditions can agricultural businesses access short- and long-term loans in 2024?
- What characterises the new banking products and requirements in agricultural lending?
  - What subsidised or discounted loans can agricultural businesses use?

**10:20 - 10:30 New rural development calls for applications: How to apply?**

Speaker:

**Zsolt György Papp**, helyettes államtitkár, Agrárminisztérium

**10:30 - 11:15 Roundtable discussion: How can we submit successful applications? - New calls for proposals under the Rural Development Programme, practical requirements of the application system, evaluation criteria and payment schedule**

Moderator: **Gergely Papp**, Deputy Director General, Hungarian Chamber of Agriculture

Conversation participants:

**Tibor András Cseh**, országos alelnök, Nemzeti Agrárgazdasági Kamara

**Károly Göbölös**, ügyvezető, Gömbi Agro Kft.

**Dávid Hollósi**, President, Board Member, Magyar Bankszövetség agrár munkabizottság

**Zsolt György Papp**, helyettes államtitkár, Agrárminisztérium

**Endre Szabó**, Director of the CAP, Magyar Államkincstár

**11:15 - 11:30 Challenges and solutions in the agricultural insurance market in 2024**

Speaker:

**Szilveszter Hajgató**,

**11:30 - 12:10 Roundtable discussion: Will the tough macroeconomic environment ease? - Agricultural financing options in 2024, loan rates, new bank loan products, soft agricultural loan schemes**

Moderator: **Zoltán Bán**, CEO, Net Média (Portfolio Group)

Conversation participants:

**Zoltán Demeter**, Head of Agribusiness Development Department, K&H

**András Herczegh**, Managing Director, Agrár-Vállalkozási Hitelgarancia

Alapítvány

**József Sánta**, Agrárcentrum Small, Medium and Large Farms Sales Network

Director, MBH Bank

**István Szabó**, ügyvezető igazgató, OTP Agrár

## **Lunch break**

### **Session III/A: Animal Production and Feed: The Key to Competitiveness**

What cost conditions, purchase prices, and sales and market opportunities can farmers in the main livestock sectors expect this year? – This is one of the main themes of the session, which will focus on the expected profitability situation of the livestock sector in 2024. In addition, experts will review the regulatory changes and support opportunities that could have a decisive impact on the successful management of livestock farmers this year and analyse current animal health issues related to avian influenza, swine fever, and dairy hygiene. The session will prominently focus on the challenges related to the feed industry this year, including the expected development of feed prices and technological solutions, formulations and product developments that will allow more efficient feeding.

- How can key cost drivers change in the main livestock sectors?
  - What purchase prices can livestock farmers expect in 2024?
- What are the main regulatory and support changes affecting livestock farmers this year?
  - Which are the largest animal health challenges this year?
  - How can feed prices change on the domestic market?
- How can feed efficiency be improved and optimised in today's market and economic conditions?

- What are the latest technological and product developments in animal nutrition?

**Moderator: Zoltán Fórián**, leading agricultural expert, Agricultural Competence Centre, Erste Bank Zrt.

**13:10 - 13:20 Comfortable idleness or the plant of the future? - Stay on your feet with soy!**

Speaker:

**Zoltán Bene**, Manager, Karintia Kft.

**13:20 - 13:35 Costs and price trends in animal husbandry - Investment opportunities and knowledge export in the feed industry**

Speaker:

**Zoltán Kulik**, CEO, Vitafort Zrt.

**13:35 - 14:20 Roundtable discussion: Livestock prices, costs and profitability outlook for 2024 - Support opportunities, animal health situation, trends and competitive technologies in feed**

Conversation participants:

**Zoltán Bene**, Manager, Karintia Kft.

**Emese Kovács**, Business Development Manager Pig&Poultry, Kersia Hungária Kft.

**Zoltán Kulik**, CEO, Vitafort Zrt.

**Tibor Nagy**, Director, Bonafarm Csoport

**Ákos Varga**, Chairman of the board, UBM Group

## **Session III/B: Arable Crop Production: Waiting for Profit**

The big question in the crop sector remains whether the drastic drop in purchase prices will continue this year, or whether there will be a significant price increase on the domestic and international crop markets. Ahead of the spring sowing season, the session will review how cost and price conditions may evolve in key arable crops, and what selling opportunities farmers can anticipate in 2024. The experts answer questions on the prospects for profitability in the crop sector and what farmers should consider when making farming decisions.

- What purchase prices are expected for arable crop production in 2024?
- Which plant species/varieties should be sown in the spring sowing season?

- How might the costs of the main arable crops evolve?
  - Which arable crops can make a profit this year?
- What are the main factors affecting cereal prices this year?
- How should producers develop their sales strategy in 2024?
- What is most worth considering when making farming decisions?

**Moderator: Róbert Görög**, Managing Director, Hungarian Crop Protection Association

**13:10 - 13:25 The National Land Centre ceases to exist - Current changes in land regulation in 2024**

Speaker:

**Tamás Andréka**, State Secretary, Ministry of Agriculture

**13:25 - 13:40 This year's requirements for keeping farm diaries - Electronic Farm Diary (eGN) experiences and opportunities for further development**

Speaker:

**Gábor Várszegi**, Director, Nébih

**13:40 - 14:20 Roundtable discussion: Will prices remain depressed or is another wave of price increases beginning? - Expected purchase prices and earnings projections in arable crop production**

Conversation participants:

**István Bakos**, Production Director, Bonafarm

**Ferenc Czina**, CEO, Agrolink Zrt.

**Dávid Hollósi**, President, Board Member, Magyar Bankszövetség agrár munkabizottság

**Tamás Petőházi**, Chamber Department Chair, President of the Grain Producer's Association - Hungary

**Tamás Pint**,

**Coffee break**

**Session IV/A: New Farm Bill: What Can We Expect?**

The government is submitting a new 'producer protection' legislative package to parliament to improve farmers' bargaining positions against buyers. The session will present and analyse the new regulatory ideas on the agenda and highlight the new tools available to promote a more equitable income distribution in the fields of crop production and livestock. The new regulatory package aims to enable producers to achieve higher selling prices to cover their costs, which can provide them with greater production security than before.

- What does the government's new 'producer protection' legislative package entail?
- What tools can be used to strengthen farmers' bargaining power in the market?
  - What are the most significant price enforcement problems in the livestock, crop, horticulture and viticulture sectors today?
- How to achieve a fairer and more proportionate distribution of income across the agricultural product chains?
- What do farmers need to do to establish a balance of power against buyers?

**Moderator: László Hazafi**, agriculture journalist, Portfolio/Agrárszektor

**14:40 - 15:00 Security of production, higher prices, more equitable income distribution: What can be done for farmers?**

Speaker:

**Tamás Andréka**, State Secretary, Ministry of Agriculture

**15:00 - 15:50 Roundtable discussion: The brand new Farmers' Protection Bill is coming to Hungary's agriculture - How to improve producer bargaining power and increase farm-gate prices in agriculture?**

Conversation participants:

**Tamás Andréka**, State Secretary, Ministry of Agriculture

**Ferenc Apáti**, President, Associate Professor, FruitVeB, University of Debrecen

**Tibor András Cseh**, országos alelnök, Nemzeti Agrárgazdasági Kamara

**Attila Csorbai**, Chairman, Baromfi Termék Tanács

**Tamás Petőházi**, Chamber Department Chair, President of the Grain Producer's Association - Hungary

**Session IV/B: Indicative Forecasts for the Input Market**



What price trends are likely to characterise agricultural input markets this year, and what kind of product offerings can producers expect? – This is one of the main topics of the session, which will cover issues such as fertilisation, seed use, and crop protection. The roundtable discussion will look at how the demands on inputs are changing, what producers need to consider when using them, and how they can make optimal choices in the current market, economic and climatic conditions. The session will also detail the latest product and technological developments in input materials.

- What are the trends in agricultural input markets this year?
- For inputs, what price trends should producers be prepared for?
  - How are the requirements for seed use changing?
- What product range and price developments can be expected in the fertiliser market this year?
  - How will the conditions for pesticide use change?
  - How can farmers make optimal decisions in input management?
- What are the new product and technological developments in the input market?

**Moderator: László Hörömpő**, Commercial Manager, Nufarm Hungária Kft.

**14:40 - 14:50 The European Parliament has voted in favour of the New Genomic Techniques (NGT) proposal - What might be the significance of the decision in the EU seed market?**

Speaker:

**Dr. Feríz Rádi**, President, Innovatív Mezőgazdasági Biotechnológiai Egyesület

**14:50 - 15:00 The European Commission has withdrawn its pesticide regulation proposal - What does the future hold for European plant protection?**

Speaker:

**Géza Gábrriel**, Deputy Head of Department, Ministry of Agriculture

**15:00 - 15:10 The fertiliser market in 2024: What should producers expect?**

Speaker:

**Csaba Varga**,

**15:10 - 15:50 Roundtable discussion: Trends in agricultural input markets: price forecasts and regulatory changes in fertilisation, crop protection, and seed use - New products and technologies in 2024**

Conversation participants:

**Géza Gábrriel**, Deputy Head of Department, Ministry of Agriculture

**András Sándorfy**, CEO, Marton Genetics-Elitmag Kft.

**Imre Sík**, Country Manager, RAGT Vetőmag Kft.

**Beáta Vajda**, Marketing Director, Crop Science business, Bayer Hungária Kft.

**Csaba Varga**,

## **Session V/A: Shock and a Way Out for the Food Market**

What are the most important legislative changes affecting food companies in Hungary this year, and how will the introduction of Extended Producer Responsibility (EPR) and Mandatory Deposit Return System (DRS) related to product packaging affect the management of companies in the industry in 2024?

- These are some of the issues that will be the focus of this session, which will also seek to provide practical answers to questions about the new regulatory requirements. In addition, the experts will explore whether the business conditions of industry enterprises could stabilise in 2024 after the drastic fall in production in recent times and whether the slowdown in inflation and the rise in real incomes could halt further contraction in demand for food products. The session will also present how food companies can use financing, support, marketing and other tools to improve their market access opportunities both at home and abroad in the current situation.
- What are the most significant legislative changes affecting the food industry this year?
- How can companies in the industry comply with the new rules on extended producer responsibility and mandatory deposit return?
  - Can the fall in consumption in the domestic food market be halted?
- What price and profitability conditions are expected this year in the different food industries?
- How can food companies improve their market access in the current situation?
- What marketing and other tools are available to stabilise and strengthen food market positions?
- How are food retailers' expectations changing in relation to their food industry suppliers?

**Moderator: László Friedrich**, university professor, institute director,  
Hungarian University of Agriculture and Life Sciences

**15:50 - 16:05 Potential breakthrough points for EU direct support for the food industry in 2024**

Speaker:

**Dániel Bene**, Advisory, Magyar Fejlesztésösztönző Iroda

**16:05 - 16:20 At a crossroads: The food industry under pressure to invest and export?- Market access through community agricultural marketing**

Speaker:

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**16:20 - 17:00 Roundtable discussion: Major legislation, devastating consumption trends in the food market - Market access opportunities for the food industry, good marketing strategies in 2024**

Conversation participants:

**Tamás Éder**, President, Federation of Hungarian Food Industries

**Beáta Felkai**, Deputy State Secretary, Agricultural Ministry

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre

**János Ruck**, CEO, Gallicoop

**Ákos Varga**, Chairman of the board, UBM Group

## **Session V/B: Space-Speed Progress in Agricultural Mechanisation**

The rapid pace of technological innovation in agriculture continues, and domestic producers must keep up to date with the latest developments to increase their competitiveness. The session will review the latest trends in the use of precision farming, digitalisation, and artificial intelligence in agriculture and seek to explain how their application can benefit agribusiness management.

It will discuss what new mechanical and digital developments farmers can expect to see this year, how they can use drones on their farms, and what the main directions of technical and technological developments in agriculture will be in the coming period.

- What are the main directions for technical and technological developments in agriculture?
- What new precision and digitisation solutions can producers expect to see this year?
  - What could be the biggest benefits of using AI in agriculture?
- How to achieve a higher income with precision machinery and agri-digitisation solutions?
  - When is it worth using drones in agriculture, and what new regulatory requirements will farmers encounter?
  - What trends should be anticipated in agricultural mechanisation, agri-digitalisation, and the use of artificial intelligence in agriculture in the coming period?

**Moderator: Péter Miklós Varga**, Permanent Expert, Cibus Hungaricus Foundation

### **15:50 - 16:05 Digital transition 2.0: New support possibilities in the CAP strategic plan**

Speaker:

**Gergely Lantos**, Government Counsellor, Ministry of Agriculture

### **16:05 - 17:00 Roundtable discussion: The latest mechanisation solutions for modern agriculture - New agribusiness opportunities for precision farming, digitalisation, and artificial intelligence**

Conversation participants:

**László Hadászi**, Director General Innovation, KITE

**Gergely Lantos**, Government Counsellor, Ministry of Agriculture

**Péter Ákos Mesterházi**, Team Leader, Axiál Kft.

**Levente Szabó**, projektigazgató, 4iG Group

**Csaba Udvarhelyi**,

## **Networking & Champagne toast**

Be our guest for a glass of champagne after the technical programme, and don't miss the networking opportunity with conference participants and speakers!