

## ROLE OF RURAL DEVELOPMENT IN THE PRODUCTION OF THE HUNGARIAN TRADITIONAL HORTICULTURAL PRODUCTS

### ABSTRACT:

Union and their development is not controlled by strict quota systems. In Hungary a lot of unique products of excellent quality are produced. Here in this essay we would like to find the answer to the question how the two significant products of the southern part of the Great Hungarian Plain can provide the families with the income that they can live on. We aim at the economical examination of the cucumber grown in Méhkerék and asparagus of Homok. To do this we will apply the so called Standard Gross Margin. The agriculture of the states of the European Union is measured with the help of this method. It can also help us in the future to decide whether the different farms belonging to families are economically viable in Hungary.

### KEYWORDS:

unique products, SGM of cucumber and asparagus

### INTRODUCTION

We would like to find the answer to the question how some significant products of Hungary can provide the families with the income that they can live on. I aim at the economical examination of the asparagus, the cucumber. To do this I will apply the so called Standard Gross Margin. The agriculture of the states of the European Union is measured with the help of this method. It can also help us in the future to decide whether the different farms belonging to families are economically viable in Hungary. I make suggestions regarding the sizes of the area, which would be required to provide a livelihood for a Hungarian family. Agriculture has been and probably will be a significant branch in the south part of the Great Plain in the future as well. Besides the mass products and in many cases instead of them when forming the agricultural structure, this region has to pay more attention to the branches that were important in the past (Berde, 2000). Hungarian experts who are famous in foreign countries as well deal with these branches and they provide excellent products (Juhász et al., 2006). The rules referring to these products are more liberal in the market places of the European Union and their development is not controlled by strict quota systems.

### MATERIAL AND METHOD

#### The standard gross margin (SGM)

Our calculations were carried out with the help of a method worked out and applied in the European

Union. In the European Union the agricultural enterprises have been regularly assessed (since 1966) and comparative data have been given to the decision-making organisations of the Union. Because of the number and the variations of the enterprises more than one form of measuring was applied such as the territory of the factory, the number of the employees, the number of the animals bred and the price of the products sold. As it was experienced the achievement of the agriculture in a state could not have been defined by these forms of measuring and by the combination of them. Similar to this they were not sufficient to determine the economic size of an enterprise and to compare the different factories from economic aspect (Kovács, 2001). The unified classification system (the economy typology) was accepted in 1978 that pays attention to two aspects, the type of farming (the structure of production) and the size of the economy. In order to define the economic size the Standard Gross Margin (SGM) was worked out (Kovács et.al., 1999). The natural data referring to the structure of the factory cannot say anything about the achievement of the agriculture of a country and they are not good for economic comparing. The size of the factory is defined the best of all by the potential profitable capacity which equals with the total standard gross margin (SGM) of the particular factory -which is the same as the added value (Agriculture in the European Union 2001, European Commission).

### The calculation of the Standard Gross Margin

According to the regulations of the European Union, in cultivation of plants the costs of the seeds, the propagation, the artificial fertilizers, the insecticides, the heating, the irrigation, the processing, the classification, the packing, the insurance and other variable costs that are connected with the particular production activity have to be taken into consideration among the direct variable expenses. The indirect variable costs are also defined. The variable expenses in connection with the machines belonging to the factory (such as fuel, lubricants, repairing costs) are listed here. These two groups together mean the variable costs of the economy (Hajduné et.al., 2008). It does not include the costs of amortization and the rent of the agricultural land. This method takes into consideration every wages and their complementary costs as constant expenses without paying attention to whether they were paid to the owner of the farm or to a family member or to an employee. The amortization costs of the tangible assets, the rent of the agricultural land and the general costs are referred to as constant expenses.

The SGM1 and SGM2 index numbers can be calculated on the basis of the relations mentioned above.

SGM1 = sales - direct variable cost (direct material costs)

SGM2 = sales - direct variable cost - indirect variable cost (the direct material costs and the direct costs of machine work are deducted from the sales).

The SGM2 index number is in fact the gross income.

### The necessity of live labour

The basis of the economy producing unique Hungarian products is to deal with growing plants that assure the costs of living for a long time; can be easily produced in the south of the Great Hungarian Plain, can be easily sold in the market and can be produced by own live labour.

The necessity of live labour has to be determined especially in the harvesting and the selling period. It can be calculated on the basis of detailed producing technology. In this essay we determine the area that a family can cultivate on its own - without employing workers seasonally. If we take a family with four members we calculate with three manpower units. In our earlier research the working days and working hours in cultivation of plants were defined. These data are essential to calculate the necessity of live labour especially when we plan the working peak. In the harvest phase we calculate with 7-10 working hours per manpower units a day. The family can perform 200-250 hours every ten days.

### RESULTS AND DISCUSSION

#### The economic assessment of the cucumber grown

The training system for growing cucumber assures bigger quantities and better quality comparing to the plough-land cultivation. The cost of it is 3600-4400 euro per hectare that does not include the farmer's labour.

This system can be planned for ten years and can be applied when growing tomatoes as well. A particularity of growing cucumbers intensively is that the size of the desired product is in inverse relation to its yield and average price. The yield is lower if we pick cucumbers every day which are 1cm-3cm, 2cm-5cm and 3cm-6cm big and their price is higher. In the model we plan to pick 3cm-6cm and 6cm-9cm big cucumbers every two days.

From among the direct variable expenses the costs of artificial and organic fertilizers, pesticides, plants, irrigation and other variable costs were calculated in our project. The direct variable cost of the cucumbers grown on family farms with the help of training system and irrigation is 600 euro per hectare. In our technology 800 euro per hectare variable cost was calculated taking into consideration the running and the repairing costs of the machines of own property. The total variable cost in a year (1.400 euro) was compared to the probable income. The yield can reach 80 tons per hectare in the south of the Great Hungarian Plain if irrigation is applied. The 0,24 euro/kg average price could assure the farm a 19.200 euro income. We must not forget about the fact that such an intensive planting culture requires 800 euro costs per hectare at the beginning taking only an average data. This cost cannot be taken into consideration among the expenses (according to the terminology of the European Nations). Similarly to this the salary cannot be deducted although the application of live labour is the highest in case of growing plants in the fields. SGM1 = 19.200 euro income - 600 euro direct variable cost = 18.600 euro/year/hectare. SGM2 = 19.200 euro income - 600 euro direct variable cost - 800 euro indirect variable cost = 17.800 euro / year / hectare. The need for live labour is the greatest first when planting starts. If own labour is used, the work can be finished in time. The next peak of work appears during harvest when 540 working hours of live labour per hectares are needed. Taking into consideration the number of the working hours, one family can manage 0.51-hectare-post system area without employing working seasonally. The area that can be cultivated by the family on average assures only 9.076 euro SGM.

#### The economic assessment of the asparagus

The basis of the production is the asparagus plantation, which has a good effect on the farming. After planting there are three or four years without harvest but the field must be cultivated although there is no income and no other plants can be grown meanwhile to utilize the area. The cost of plantation and cultivation is 8.0000 euro in the proportion of 85+5+5+5 every year. Besides this 1600 working hours are needed. The factor cost of one hectare is 10.400 - 12.000 euro. The length of the period when there is harvest is 6-8 years. The accountable depreciation is 15% a year. During this period the quantity of the yield is not the same: in the first two or three years it is growing, then it is stagnating for two or three years and after that it is decreasing. In this model we

calculate with the yield of a stagnating year. The variable cost of the enterprise is encumbered with almost 220 euro per hectare. This includes the costs of the materials, the artificial and organic fertilizers, the pesticides, the packing and the processing. The indirect variable cost of the farm - according to our survey - is 170 which give a result of a total 400 euro variable cost. In the south of the Great Hungarian Plain - taking into consideration the areas not abounding in nutrients - we can calculate with a five-tonne average yield per hectare.

The distribution must be calculated with care with a 16 euro/kg - average price. The income is 8.000 euro per hectare. The biggest peak of work appears during the harvest. Taking into consideration the number of working hours 0.97 hectare of asparagus plantation ripening at the same time can be accomplished without employing workers for this season.

$SGM1 = 8.000 \text{ euro income} - 220 \text{ euro direct variable cost} = 7.780 \text{ euro / year / hectare}$

$SGM2 = 8.000 \text{ euro income} - 220 \text{ euro direct variable cost} - 170 \text{ euro indirect variable cost} = 7.610 \text{ euro / hectare/ year.}$

The SGM2 for a 0.97 hectare is 7.390 euro.

## CONCLUSIONS

The bread winning capacity of the cucumber in Hungary

In order to get the income expected the cucumber should be grown with the help of post system on a 0.72 hectare big area. On such a big area other workers have to be employed during the harvest period for 540 working hours. The cost of it is 780 euro.

This kind of cucumber growing makes it possible for the family to make ends meet. On the basis of the significant export, the market for the cucumber can be said to be steady. The income depends on the Hungarian sale ring and the processing. The cost of introducing the post system is high but the income of the first year can cover this cost on a successful farm.

The bread winning capacity of the asparagus grown in Hungary

In order to get the income expected the pale asparagus should be grown on a 1.66 hectare big area. On such a big area other workers have to be employed during the harvest period for 469 working hours. The cost of it is 680 euro. The kinds of the asparagus make it possible for the family to make ends meet. On the basis of the significant export, the market for the asparagus can be said to be steady. The income depends on the Hungarian sale ring. Because of the frost in late spring it is not recommended to base the whole income of the farm on the asparagus. Other recommended products can be the ones the harvesting time of which not the beginning of April is or the middle of June.

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