

Kornélia Mészáros

Szent István University, Hungary

THE ECONOMIC IMPORTANCE OF NATIVE CATTLE SPECIES IN HUNGARY

GOSPODARCZE ZNACZENIE RODZIMYCH GATUNKÓW BYDŁA NA WĘGRZECH

Key words: hungaricum, nature conservation product, economical development

Słowa kluczowe: Węgry, produkty ochrony przyrody, rozwój gospodarczy

Abstract. The concept of hungaricum is connected to keeping of Hungarian native animal species. The traditional and regional foods are the part of Hungarians national inheritance. These foods usually are hand made which can create place of work in the regions with unfavourable circumstances.

Introduction

One of the Hungarian native cattle – the buffalo – is not a well-known species but more and more farmer start to deal with keeping of this cattle. Recently the processing of buffalo beef has already started in typical Hungarian product – e.g. sausage with Hungarian hot paprika. The Hungarian grey cattle are already famous in Europe. The processing of grey beef has been becoming international by HIPP baby food. Of course Hungarian goods are made also. At these less-developed areas, the ecological tourism starts also prospering.

The aim of this paper is to introduce how these products can keep the people in rural areas and show how the rural development program can support the producing of marketable goods.

The demand is booming for Hungarian product on the Hungarian market. One of the local made products is the beef of Hungarian grey cattle and Hungarian buffalo as well as the goods made from beef of these animal varieties. More and more farmers realize the possibility of Hungarian native species and start dealing with the keeping of these species. This process increases a rural employment in a small degree. Hungarian native species are touristic spectacles and make possible the development of rural and ecological tourism which is one way of the diversification for enterprises.

Hungaricum

Every country and every nation has characteristics of dishes and products. These characteristics are connected closely to the life style, the culture, the geographical, historical, language and ethnographical aspects. Products which are particular Hungarian, they quality is essential and prominent Hungarian character or natural conditions, the native species with producing and breeding traditions are called “hungaricum” (77/2008 Parl. Decision). In this approach “polonicum” or “germanicum” etc. could be also indicated.

Hungaricums are distinguished and excellent national values. These came into existence during more centuries, more generations or in the recent past and are well-known internationally, too. These products are able to prove the belong to Hungarian national inheritance at inland and foreign countries. As well as hungaricum are qualified by Hungaricum National Committee by means of special law, unique estimate value, national or international acknowledgement [www.hungarikum.eu].

Nowadays the use of the word “hungaricum” is getting more and more popular. The defence of real hungaricums is planned to codify by law (the draft of the law is completed in 6th January 2011) because of the defence of losing of values: “The Hungarian national values within it the Hungarian national treasure and hungaricums are the national heritage protected and unique part. These characteristics of historical and present-day Hungary got become famous by unique and quality, increase estimation in the European Union and in the world”. The European Union get under patronage the traditional special food products, the geographical marking and origin defence are law enact – 510/2006/EK, 1898/2006/EK, 509/2006/EK, 1216/2007/EK.

There are economical species which are developed in the past in different region, adjust to circumstances in other European countries. Generally the importance of old varieties was decreased by the turning up of well-producing varieties at the middle of 20th century. On the other hand genetically values of these species were recognized in recent years. So preserve gene stock and species maintain and gene preserving programs were founded. For example 28 species are acknowledged for gene reserving in Austria [Fischerleitner et al. 2007]. Poland is also rich in grasslands (grazing grounds and meadows) and the local or native beef cattle varieties like red cattle and white backs play an important role in the use of these fields [Malicki, Litwińczuk 2002].

The Hortobágy National Park was one of organizations which rescued Hungarian grey cattle and Hungarian buffalo from the becoming extinct. There are also pastured animals which are connected the Hungarian landscape and cuisine, e.g. (native) sheep varieties [Illés 1992]. The UNESCO declared the Hortobágy to globe inheritance closely connected with these activity. „Hortobágy is a cultural landscape worked by a community of herdsmen that is an outstanding example of harmonious cooperation between man and nature based on traditional and thoughtful land use for two thousand years. It is Europe’s largest contiguous natural grassy plain that was not brought into existence as the result of forest clearance, but instead through human activity, and it has managed to preserve its biodiversity as well”. [www.unesco.hu]. Like this the Bjelowizsei Buffalo Reserve is also member of the UNESCO globe inheritance where the few number European buffalo could become wild again and propagate.

The number of grey cattle and buffalo owners is increasing in Hungary. The stock number is over than 10 thousands in the case of grey cattle and about 3 thousands in the case of buffalo. In addition to National Parks more and more farmers keep these Hungarian native species economically nowadays. The keeping circumstances mean an extreme extensive farming in both cases. Fodder with animal origin is forbidden therefore the growing is slower but the stock is undoubtedly free from BSE [MSZTE 2008, Radics-Seregi 2005].

Hungaricums can be made from beef of Hungarian native cattle – Hungarian grey cattle and Hungarian buffalo, too. The “Hortobágy style Bio-sausages” and HIPP baby food are well-known products. These products assist nature conservations, utilizing of grasslands, increasing of number of grey cattle and Hungarian buffalo stock and can help to develop new safe food-product tendencies [Gencsi 2007, Kárpáti 2010]. The HIPP Ltd. purchases huge amount beef. It prepared the beef of 900 Hungarian bio-beef and 355 bio-cattle in 2009 and all of this beef had to be suitable for the high quality control requirement of the HIPP Ltd. [Kárpáti 2010].

The importance of hungaricums in economy/farming

The hungaricum name could be connected to old Hungarian species. The traditional and regional characteristic foods produced in a hungaricum way are part of the Hungarian national inheritance. These products usually are hand made. One part of the European Union quality politics is the regulation of these foods. This directive supports the increasing of the degree of employment in unfavourable rural areas and can contribute to the keeping of population of rural areas according to the Figure 1. The traditional foods are important not only economically in small regions but they reflect the climatic as well as cultural variety. The market of traditional food is limited nowadays but the increasing is possible in the future [Radics, Seregi 2005].

In Hungary the small meet preparing enterprises deal with processing beef of Hungarian native beef cattle to salami or sausage. These products have not spread in Hungary yet but few butcher’s shop sell them. The HIPP Ltd. is a big buyer up, its products are known internationally but tag of HIPP product not show the beef species.

Enterprises and national parks who keep native species try to deal also with rural tourism because of special animal. National parks are opened all the year round. There are accommodations and lodgings but this is not typical in enterprises. About 3% of enterprises are dealing with accommodation [Hamza 2008]. For small enterprises this can be one way of diversification and helps make living certain.

Hungarian native species farms and these beef preparing enterprises are parts of creating place of works so rural migration can be decreased. Because it is only a little amount in rural areas thus this is not a general solution.

Hungaricums have to be good-quality/first rated because these could mean ‘a little peace of Hungary’ for tourists and these could be export products. These products and tourist spectacles can attract tourists to Hungary. Figure 2 show this process.

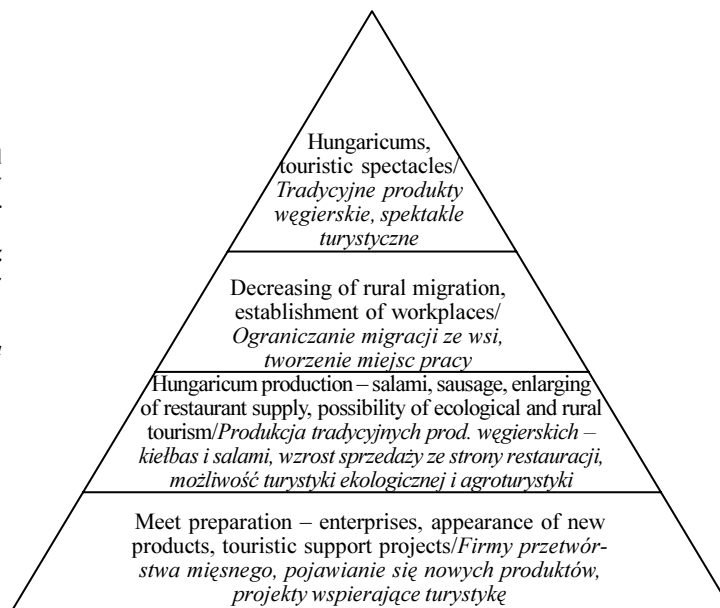
Figure 1. The result pyramid of traditional and regional characteristic food development

Rysunek 1. Piramida rozwoju tradycyjnej i regionalnej żywności
Source/Źródło: Nábrádi 2010



Figure 2. The result pyramid from the standpoint of grey cattle and buffalo keeper farmers

Rysunek 2. Piramida rozwoju z punktu widzenia właścicieli szarego bydła i bawołów
Source: own study based on fig. 1
Źródło: opracowanie własne na podstawie rys. 1



- Seregi [2004] says the traditional Hungarian products popularization possibilities:
- spectacle gastronomy: ox-grilling, cooking in giant stew-pot, cooking competitions etc.,
 - conference gastronomy: dishes, menus for Hungarian and foreign programmes and for scientific conferences with brochure,
 - rural touristic,
 - recreation tourism, advantageous composition of beef.

Since the becoming popular of the healthy nutrition methods the importance of food products from organic farming systems has increased all over the world. The organic animal husbandry is connected to extensive farming methods. As a result of the use of ecological farming methods, the importance of the old traditional Hungarian breeds has increased, too. Only 10% of the domestic

beef cattle stock was certified as bio product in 2001 and nearly the total of the organic production was exported [Boda 2001]. The need for organic beef cattle products shows an increasing tendency [Márai 2008]. The list of Biocontroll Ltd. Hungary shows 42 organic or bio farms dealing with beef cattle keeping. From this grey cattle is kept on 15 farms and Hungarian buffalo is kept on 6 farms.

The Hungarian Grey Cattle Husbandry Association considers necessary to realize origin verification of grey cattle beef products because of the increasing number of cutting. In this interest the Association worked out an origin verification and product certify system in 2003. The trademark can be give only to grey beef suited the requirement of a rescript [MSZTE 2008]: “The Hungarian grey beef name is used exclusively for extreme extensively farming technology, husbandry in Hungary and certified beef of Hungarian grey cattle with pedigree”.

The system is functioned by Origin Protection Certify Corporation. The Corporation checks the Association pedigree work. The trademark can be given by those beef which come from Hungarian grey cattle and the Corporation gives pedigree verification. The verification based on the ENAR database and the pedigree of Hungarian Grey Cattle Husbandry Association. The consumer can check the beef with the ENAR number on the label on the Association webpage or SMS service. The consumer can get more details from this system, e.g. farming place, technology, sex, age, birth date etc. The participants of the system have a report obligation to Origin Protection Certify Corporation. They have to report the input and output products quality and quantity as well as purchasing direction.

Organic tourism possibilities

There are 10 national park, 36 landscape-protection area and 152 national importance nature conservation area in Hungary. The ancestral flora and fauna, the puszta, marshes, catchment areas, grasslands and grazing grounds are remained in untouched condition [www.ithan.hu]. The use of these fields is difficult because these are unsuitable for plant cultivation. One of the best way of the use is the grazing. The number of pastured stock has been decreasing significantly since the change of regime which caused unfavourable changes in these fields [Széles 2001, Stefler et al. 2000].

Because the agronomical use of these fields is impossible in many cases the ecological tourism appeared on the untouched lands. There are fields where buffaloes are used as grass-cleaner. The animals exert favourable influence with chewing and treading thus previously disappeared plants and animals can appear again. Buffaloes are touristic spectacles in these fields but in the course of time with the stock number growing they will be gastronomically specialties, too.

Conclusions

The protection of hungaricum products as a part of Hungary national values is more and more important topic nowadays. It is important that these products mean quality and curiosity in purchasing inland or foreign countries. In the case of native species the main values are beef quality and exemption from BSE.

The sector based on processing of Hungarian grey beef and Hungarian buffalo beef is still developing in Hungary. There are possibilities in product development and in forwarding product to consumer's table in wide range. In addition the increasing of number of processed products the ecological and bio beef as well as salamis and sausages play a significant role in the supply.

The production, the rural and ecological tourism can decrease the unemployment. Both activities are elementary in Hungary. The growing of sector and rural developing programmes can decrease the rural migration, too.

Bibliography

- Boda M.** 2001: Biomarha nem kergül. *Biokultúra*, 12, 2, 4-5.
- Fischerleitner F., Berger B., Atteneder V.** 2007: Der Beitrag der österreichischen Biobauern zur Erhaltung der alten, seltenen Nutztierassen. 9. Wissenschaftstagung Ökologischer Landbau 153. [www.orgprints.org/view/projects/wissenschaftstagung-2007.html].
- Gencsi Z.** 2007: Zászlós hajó a pusztában. *Biokultúra*, 1. szám. [www.biokultura.org/biokultura_folyoiratok/2007/20071/hnp.htm].
- Hamza E.** 2008: A mezőgazdasági jövedelmek kiegészítésének lehetőségei, Agrárgazdasági Tanulmányok, 5, 86.
- Illés B.C.** 1992: A juhágazat jövedelmezőségét befolyásoló tényezők vizsgálata, a versenyképesség növelésének lehetőségei. Gödöllő, kandidátusi értekezés, 201.

- Kárpáti B.** 2010: A legelőtől az asztalig. Biokultúra, 4. szám [www.biokontroll.hu/cms/index.php?option=com_content&view=article&id=841%3Aa-legelol-az-asztalig&catid=109%3Abioallatoktartasa&Itemid=43&lang=hu].
- Márai G.** 2008: Melyiket válasszuk? Az öko és hagyományos szarvasmarha-hústermelés gazdasági vizsgálata. *Biokultúra*, 19, 3, 12-14.
- Malicki L., Litwińczuk Z.** 2002: Economical Significance Polesie Lubelskie. *Acta Agrophysica*, 66, 219-227.
- MSZTE 2008: Termékleírás "Magyar szürkemarkarha hús" oltalom alatt álló földrajzi jelzés. [www.fvm.gov.hu/doc/upload/200904/magyar_szurkemarkarha_hus_termekleiras.pdf].
- MSZTE 2011: A magyar szürkemarkarha hús eredetvédelme. [www.szurkemarkarha.hu/Eredetvedelem.55.0.html].
- Nábrádi A.** 2010: Hagományos és tájjellegű élelmiszerek gazdasági jelentősége. [In:] Marketing a hagyományos és tájjellegű élelmiszerek piacán (eds. Z. Szakály, K.I. Pallóné, A. Nábrádi. 253, 30-35.
- Radies L., Seregi J.** 2005: Ökológiai szemléletű állatiermék – előállítás. Szaktudás Kiadó Ház, 362-364, 383.
- Seregi J.** 2004: Környezetkímélő állattenyésztés lehetőségei az Európai Unió kapujában. Agrártestületi jövőképek. konferencia, Budapesti Agrárkamara, Budapest, március 11.
- Stefler J., Nagy G., Vinczeffy I.** 2000: Különböző adottságú gyepek hasznosíthatósága húsmarhatarással. Állattenyésztés és Takarmányozás: Húsmarhatermésztésünk az Európai Unió csatlakozás küszöbén. 49 kötet 6 szám, 495-496.
- Széles G.** 2001: A gyepgazdálkodás szervezése és ökonómiája. [In:] Mezőgazdasági üzemtan II (eds. E. Pfau, G. Széles). Mezőgazdasági Szaktudás Kiadó Budapest, 293-300.
- [www.unesco.hu/kultura/vilagorokseg-www/hortobagy-national-park], 2009.
- [www.itthon.hu/szakmai-oldalak/turisztikai-termekek/zoldturizmus], 2011.
- [www.hungarikum.eu/erdekessegek/hungarikum-torvenytervezet], 2011.

Streszczenie

Celem artykułu było przedstawienie w jaki sposób produkty pochodzące z chowu rodzimych ras bydła na Węgrzech mogą stać się źródłem utrzymania ludzi na obszarach wiejskich, a także jak programy rozwoju obszarów wiejskich mogą wspierać produkcję towarów rynkowych na wsi.

Corresponding address:

Dr Kornélia Mészáros
Szent István University
Faculty of Economics and Social Sciences
Páter K. Str. 1
2100 Gödöllő, Hungary
e-mail: meszaros.kornelia@gtk.szie.hu