

## TNA Report Hungary

### **Method Used:**

I went to different Agricultural companies, and asked them to do a survey for the HELP project.

To find them I used these methods:

-Internet, [www.telefonkonyv.hu](http://www.telefonkonyv.hu), aranyoldalok.hu, google.hu, search engine.

-Printed phone book, and Yellow pages.

-Recommendations, and local knowledge.

I tried to choose companies, that were close to the HELP office in Szarvas.

Between 21 July 09 and 12 August 09, I visited 50 companies in these towns;

Szarvas; Szentes; Gyomaendrőd; Hódmezővásárhely; Békésszentandrás; Kondoros;

Orosháza; Örménykút.

### **Business sectors surveyed:**

-For this project I was asked to select Agricultural and Food production companies. In the companies I chose, there were multifunctional large companies e.g. Árpád Agrár Zrt, Hódmezőgazda Zrt. And specialised smaller companies e.g. growing, agricultural machine trading, seed production, meat production and trading, food production and trading, cereal processing, bakery, irrigation systems, gardening produce trading, all different animal farming.

-I was told to categorise the companies into, micro, small, medium and large.

-I tried to get a representative sample of the different sized companies, and used [www.ksh.hu](http://www.ksh.hu) to find the statistic details of the companies. But unfortunately these statistics covered the whole of Hungary, and all companies. So I was unable to use it for just, Agriculture and Food production companies.

-I discovered the micro companies were 88%, and large companies 12%.

-From my results I found that although the micro companies have the higher percentage, they don't have as high percentage of employment, so the percentages are more balanced as these statistics show: micro;36.5%, small;36.7%, medium;15.1%, large;13.7%.

### **Problems Encountered:**

The structure of the Agricultural industry is special because, the micro companies are usually family run farms, that don't tend to employ permanent staff, only seasonal workers. It is extremely difficult, to find these family run companies contact details. I went to the MGSZH Agricultural society to see if they could help in my search for companies, but they could not give out the information. I also asked the Békés county Agricultural Organisation(kamara), but due to the fact that since 2004, they no longer require the companies to be members, the information is not always valid. In the local area, I found more small and medium sized companies than I thought, so I concentrated mostly on those.

### **Other comments:**

I felt it was a difficult time of year to do this project, as the summer months are very busy with harvesting etc. And also a lot of people take holidays. There were numerous companies that I called, that asked if I could call back in few weeks, which of course was too late.

## **Business Response**

### **General impression of the local interest in HELP project:**

The general reaction was very positive, and out of all the companies I called, only 3 refused to see me. Unfortunately many of them were very busy, and although they were interested, I was unable to arrange a meeting in the given time.

After talking to the companies and doing the survey, 22 of the 50 companies were interested in the HELP project.

interested		%
micro	4	44,4
small	12	42,9
medium	3	30
large	3	100
szum	22	44

### **Willingness of the companies to participate in TNA**

In answer to the 'D1H' question, 26 companies were interested in the training.

Yes, immediately	5
Yes, sometime in the future	21

### **Willingness of business to cooperate with HELP**

My personnel impression is that, it would be very beneficial to work with the following companies:

**Hungerit Zrt.** – baromfifeldolgozás és élelmiszeripar - Szentes Attila u. 3.; 63-510545; [ulbertne@hungerit.hu](mailto:ulbertne@hungerit.hu)

**Hómezőgazda Zrt.** – termény (gabona) kereskedelem – 6800 Hódmezővásárhely Serháztér u. 2.; 62-530630; 30-7438346; [tothaniko@hodmgrt.hu](mailto:tothaniko@hodmgrt.hu)

**Biohungarikum Kft.** – mezőgazdaság- élelmiszeripar - Szarvas Kültérület 030/2; 66-312681; [szantosine@freemail.hu](mailto:szantosine@freemail.hu)

**Moroko Farm Kft.** – növénytermesztés, mezőgazdasági szolgáltatás – Szarvas 3. KK. 223.; 66-311171; [zoldseg@szarvasnet.hu](mailto:zoldseg@szarvasnet.hu)

**Szarvasi Kenyér Kft.** – Sütőipar - Szarvas Béke u. 49.; 66-312986; [szkenyerkft@szarvasnet.hu](mailto:szkenyerkft@szarvasnet.hu)

**Rózsás Major Kft.** – szarvasmarhatenyésztés - Szarvas 5. KK. 231.; 66-312866; [rozsasmajor@szarvasnet.hu](mailto:rozsasmajor@szarvasnet.hu)

## **TNA results**

### **Quality of the information obtained**

I believe the medium and large companies, offer a much more objective view on this topic. They have more experience in employment, and staff management. The managers and owners of the smaller companies, have degrees and are usually well qualified, and they employ themselves in their own company. When these people answered the questions, their answers were based on themselves, so I felt it wasn't particularly accurate. Generally I felt the asked people, gave honest answers.

### **Main areas of common response**

The most common response was in the 'C6' question, as most, if not all the companies went for the recommendation, when it came to employing new staff. I found usually only the managers have qualifications (and often it is a different qualification), and a lot of the workers are experienced, but unqualified. Many companies didn't offer training, and the ones that did were large.

### **Main areas of divergent response**

The answers split depending on the size of the companies e.g. training: the small companies don't do training and don't have apprenticeships, they only do what is required by law i.e Health and safety. The medium and large companies often offer extra training, however there are a few exceptions e.g. HAKI Szarvas (medium size 80 people), they employ mostly qualified staff, so they feel they don't need further training. The HAKI is special, as it is not market orientated, it is government funded. After 1990 a few companies split from the HAKI, and formed private companies, and I felt they were very sceptical about outside training. The companies in Gallicoop Intergartion are also an exception, due to the fact they only trade with Gallicoop. The workers are unqualified and not very well paid, so there is no training given. Most of the managers are based on their physical work skills and not their academic abilities. Many of these smaller companies are interwoven with each other and Gallicoop, and there are some complicated contracts between them, so they are also not market orientated.

### **Conclusions**

#### **Possible areas for HELP training development**

Most of the companies, are interested in the work place technology training. I think it maybe useful to put the companies in to their relevant groups, and issue training that is required for each individual group. I also feel it would be beneficial to carry out another survey, of different companies at a different time of year. As there were many interested, that were unavailable at this time. To get a more accurate statistical analysis, I think 100 companies is required.

It is very insightful going to the companies personally, as I could get a real feel of the atmosphere. Many companies really opened up, and I could see from talking with them which ones were dying and which ones were growing and thriving.

## Possible partners of training experience

### Bakery:

Szarvas Kenyér Kft. Szarvas Béke u. 49.; 66-312986;

szkenyerkft@szarvasnet.hu

Szentesi Kenyér Kft. 6600, Szentes József Attila út 1. ; 63-317254

### Cow farm- milk farm

Rózsás Major Kft. Szarvas 5. KK. 231.; 66-312866;

rozsasmajor@szarvasnet.hu

Szarvasi Agrota Alcsired Tejtermelő Kft. Szarvas Tanya 2. KK. 204.;

30-2793192; 66-210099; agrotaalcsired@mail.globonet.hu

Fríz Zrt. Kondoros , Csabai út 22.; 66-388769; friztej@freemail.hu

### Vegetable growing - trading.

Biohungaricum Kft. Szarvas Külterület 030/2; 66-312681;

szantosine@freemail.hu

Moroko Farm Kft. Szarvas 3. KK. 223.; 66-311171; [zoldseg@szarvasnet.hu](mailto:zoldseg@szarvasnet.hu)

### Gardening - Irrigation

Áramlás Kft. Szarvas Kossuth u. 28.; 30-9856925; kugyela@aramlas.hu

### Multifunctional, large company-mainly growing

Hódmezőgazda Zrt. 6800 Hódmezővásárhely Serháztér u. 2.; 62-530630;

30-7438346; tothaniko@hodmgrt.hu

Szarvasi Agrár Zrt. Szarvas, Szabadság u. 30.; 66-814617-202;

lhavran@agrarrt.hu

Agro-M Orosháza, Zöldfa utca 1. 68-412611; agro-m@agro-m.hu

Árpád Agrár Zrt. 6600 Szentes Aponyi út 12. ,63-510100; kozpont@arpad.hu

### Meat industry – “chicken meat factory”

Szarvasi Alfa Bt. Szarvas Arany János u. 108.; 66-214182;

[buzasne.eva@freemail.hu](mailto:buzasne.eva@freemail.hu)

Hungerit Zrt. Szentes Attila u. 3.; 63-510545; ulbertne@hungerit.hu

### Mill industry

Szarvasi Medicago Kft. Szarvas Ipartelep út 1.;

66-312491; medicago@szarvasnet.hu

Gabonatóroló és Forgalmazó Kft. Gyomaendrőd Ipari Park; 20-4406267;

miklosorban@gabonatarolo.hu

### Poultry breeding

Orker Kft. Szarvas Hársfa u. 46.; 20-3464241; orkerkft@freemail.hu

Pulyka Profit Kft. Szarvas 3. KK. 529/1. ; 66-216935;

Horvath.tamas@pulykaprofit.hu

### Medicinal herb trading

Kamilla Gyógynövény és Mintabolt Szarvas Szabadság út 37.; 70-3680095;

kondacsm@szarvasnet.hu

### Forestry

Electric Forest Bt. 6625 Fábiánsebestyén, Ady Endre út 6/A; 30-4695777;

electricforest@freemail.hu

### Cross-breeding

Mezőmag Kft. Békésszentandrás Fő utca 13.; 66-312376;

mezomag@net.info.hu

### Agricultural machine trading

Habi Kft. Orosháza, Csorvási út 54. ; 68-412301; oroshaza@habi.hu