



# REL

## EXPO'24

KONFERENCIA A RÖVID ELLÁTÁSI LÁNC SZEREPLŐINEK

### III. SFSC EXPO

*The conference and expo for short food supply chains*

## PROGRAMME

29 FEBRUARY 2024 | 9:00-17:00

JAKABSZÁLLÁS, AERO HOTEL & RESTAURANT



# WHAT'S THE SFSC EXPO ABOUT?

In 2024, the **Short Food Supply Chain Expo**

is organized for the third time, by the founder, Kislépték Association.

This year, the National Agricultural Chamber and the Hungarian National Rural Network has also decided to partner up with us, in order to organize the event.

The first and second Expositions presented numerous innovative payment, logistics, packaging machinery producing companies, local producers' groups and supporting organizations, to create a forum on local production, and opportunities for market access. The importance is prevelant in the fact that the first event gathered 40 exhibitors and 200 visitors, while in 2022 this augmented to 50 exhibitors and 300 visitors!

We welcome companies and enterprises as exhibitors, who are connected to the short food supply chain (SFSC) by producing production, feeding, processing, packaging, banking, billing, IT, logistical tools, offer such services or financial opportunities. Our target audience are the professionals of the field, short food supply chain organizers, advisors, rural developers, and those interested in subsidies (e.g. minicipalities), domestic small-scale producers, family farms.

**LET'S BUILD THE SFSC COMMUNITY OF THE CARPATHIAN BASIN TOGETHER!**

**COME AND MEET SFSC GROUPS AND ORGANIZERS!**



# THEME



In 2024 the focus is on the cooperation opportunities lying in supply chains, and this year's highlighted products are **honey, honey-based products and the grains' value chain.**

The presentation of domestic honey and information on their roles has a huge importance in informing the consumers, which encourages quality honey production and supports the increase of domestic honey consumption - both quality and quantity-wise.

To combat the 2023 grain market anomalies we are creating a separate section for **small-scale grain processing and sales solutions in the exhibition.** During the Expo, many small mills, the **"farmer-miller-baker network"**, the new and traditional ways of processing and selling grains will all be introducing themselves.

We will also touch on the **60/2023 order of the agricultural minister concerning the hygiene requirements for small-scale, local and marginalized food production and sales**, published november 15th 2023, which contains the current regulations for small-scale producers, and which offers new possibilities for small-scale processing and easier market access.

The SFSC EXPO in reaction to today's challenges is focusing on the quality, traditional-tasting, innovative food produced by Hungarian producers, namely domestic product offer that can satiate the current consumers' expectations.

Based on the above-mentioned challenges and opportunities we would like to offer good practices and patterns for SFSC actors (producers, market organizers, rural developers, basket communities, suppliers, consultants, restaurants and merchants selling local products, municipalities, LEADER organizations, gardeners) in the framework of this country-wide and international event.





# WHO IS THE ORGANIZER?

The National Association of Representation of Small-scale Producers and Service Providers (Kislépték Association) for the past 10 years has been working on providing specialized support for small-scale producers, manufacturers, social farms and cooperatives, who want to produce safe, reliable, quality local products.



Our main goal is to help innovative short food supply chains to spread which could guarantee the market access for domestic small-scale producers, which also contributes to fair income for them and preservation of our national country-side's diversity.

## OUR PARTNERS



## WHAT DOES THIS EXPO OFFER?

👥 Meeting and consulting point for small-scale producers, manufacturers, village catering (falusi vendégasztal) service providers, experts of rural tourism and rural development;

🔄 Information on innovative opportunities of accessible SFSC tools and equipment, services to process food and handmade products, packaging, logistics and sales;

👍 Offering models and services catered to diverse, small-scale producers and entrepreneurs;

🤖 Machinery by vending machine producers, small-scale meat, milk and fruit processors, and available services at webshop operators;

📖 Opportunities to consult with official and chamber experts on unique questions, including organic growing, processing, packaging, catering, sales, hospitality and taxes;

🌍 Learning international good practices;

🇫🇷 Assistance from a French trademark and branding expert;

👥 SFSC groups, SFSC communities;

🍷 Presentation of organizations supporting agrotourism;

🍯 Opportunities for development of the bottled honey and honey products' value chain;

🚶 Guided tours with Q&A's.



09:30 - 09:50

## OPENING CEREMONY

- Felkai Beáta Olga - Ministry of Agriculture
- Gáspár Ferenc - president, Hungarian Chamber of Agriculture, Bács-Kiskun county
- Székely Rita - secretary general, Hungarian National Rural Network
- Nemes Imre - president, National Food Chain Safety Office
- Molnár Ferenc - National Hungarian Beekeeping Association
- Kujáni Katalin - president, Kislépték Association



09:50 - 10:10

## AWARD CEREMONY FOR BEST HELPING OFFICIAL EXPERT OF THE YEAR

10:10-10:30

## ANNOUNCEMENT OF THE COOPERATION BETWEEN MASTIFF CARGO BIKE AND KISLÉPTÉK ASSOCIATION

10:40-11:00

## INNOVATION FOR DEVELOPING THE VEGETABLE AND FRUIT SECTOR, PRESENTATION OF THE CO-FRESH PROJECT

Inés Echeverría Goñi, project coordinator, CNTA, Spain

11:00 - 11:20

## PRODUCT DEVELOPMENT AND GOOD SALES PRACTICES SHOWN THROUGH THE EXAMPLE OF OYSTER MUSHROOMS - INNOVATION CREATED IN THE CO-FRESH PROJECT

Adrienn Somosné Nagy, Pilze-Nagy LLC

11:20 - 11:40

## PRODUCT DEVELOPMENT GOOD PRACTICES THROUGH THE EXAMPLE OF FAVA BEANS FROM THE NETHERLANDS

Minke Burgers, projektmanager, Foodvalley, Netherlands

11:40-12:00 QUESTIONS & ANSWERS

12:00-12:20

## WHAT AWAITS US BY 2030? THE FUTURE OF SMALL-SCALE FARMERS AND THE COUNTRY-SIDE

Zoltán Fórián, leading agricultural expert, Agro Competence Centre, Erste Bank Ltd.

12:20 - 12:40

## WHY ARE TRADEMARKS GOOD? A TOOL FOR RURAL DEVELOPMENT AND BRANDING FOR SMALL-SCALE PRODUCERS

Philippe Bouvet, secretary, Planete Terroir, France

12:40 - 13:00

## HOW TO PACKAGE TO ENCOURAGE SALES? NEW SFSC CHANNELS AND METHODS FOR SUCCESS

Dóra Matus, Myfarm Harta, Birsbirtok

13:00-13:20 QUESTIONS & ANSWERS



# ROUND TABLE DISCUSSION



14:00 - 14:40

## THERE IS NO FUTURE WITHOUT BIODIVERSITY

MODERATOR: ÁGNES SZEGEDYNÉ FRICZ

**Borbála Baktay** - director-general, National Biodiversity and Gene Conservational Centre

**Zsófia Benedek** - researcher, ESSRG és KRTK

**Fruzsina Szira** - leading researcher, Ecological Agricultural Research Institute

**Erika Vargáné Topor** - editor in chief, owner of Kertportal.hu

14:45 - 15:25

## THE HIDDEN OPPORTUNITIES AND TREASURE OF THE HONEY MARKET, WITH INNOVATIVE SOLUTIONS

MODERATOR: DEZSŐ KOVÁCS



**Nikoletta Hierholcz** - Fürtös Honey

**Ferenc Molnár** - consultant, National Hungarian Apicultural Association

**Gergely Molnár** - Apiary of "Honey Gergő"

**Krisztián Simai** - Simai Apiary



15:30 - 16:10

## SMALL-SCALE PROSPECTING

MODERATOR: KUJÁNI KATALIN

**Anikó Juhász** - Deputy state secretary of Ministry of Agriculture

**Zoltán Mátrai** - owner-CEO, Agrotrend group and Tulipgarden

**Katalin Kujáni** - elnök, Kislépték Association



# EXPO AND OTHER ACTIVITIES

PROFESSIONAL EXHIBITION ALL DAY LONG  
WITH MORE THAN 80 EXHIBITORS

## TEMATIKA



DIGITALIZATION



PROCESSING, HYGIENE,  
PACKAGING, LOGISTICS



GRAINS' VALUE CHAIN



MUSHROOM



LOCAL PRODUCTS



HONEY



PRODUCTION



REGULATIONS AND TRAINING



TOURISM, AGROTOURISM

## CONSULTATION TIMESLOTS

10:00-12:00 **BALÁZS KULCSÁR, HUNGARIAN PERMACULTURE ASSOCIATION**  
VENUE: KISLÉPTÉK EGYESÜLET STALL

12:00-15:00 **HUNGARIAN PLANT-PROTECTING ENGINEERING AND HERBALIST  
CHAMBER'S LOCAL BODY IN BÁCS-KISKUN COUNTY**  
VENUE: KISLÉPTÉK EGYESÜLET STALL

13:00-14:00 **REGENERATIVE AGRICULTURE - TÁNCOSKERT; HOLISTIC  
AGRICULTURE, INTERMITTENT GRAZING**  
VENUE: KISLÉPTÉK EGYESÜLET STALL

## CONSULTATION ALL DAY

CHAMBER ADVICE, TAXATION INFORMATION

TRADEMARK (GEOGRAPHICAL INDICATIONS OF ORIGIN, BRANDS)

REQUIREMENTS AND OPPORTUNITIES FOR PARTICIPATING IN PUBLIC CATERING  
SFSC

HOW CAN YOUR FARM AND YOUR PRODUCTS BECOME ORGANIC?

## GUIDED TOURS

12:00-12:40 SFSC GROUPS

12:40-13:20 GRAIN, HONEY AND TOURISM

13:20-14:00 TECHNOLOGY, INNOVATION AND OTHER ORGANIZATIONS

**MEETING AT THE STALL OF KISLEPTEK ASSOCIATION**

INTERPRETATION WILL BE AVAILABLE



MAGYAR NEMZETI  
VIDÉKI HÁLÓZAT



NEMZETI AGRÁRGAZDASÁGI KAMARA

CO<sub>2</sub>FRESH



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# OUR PARTNERS

## CHIEF PATRON OF THE EXPO

ISTVÁN NAGY DR., MINISTER OF AGRICULTURE

## PATRONS

FERENC GÁSPÁR, NAK, PRESIDENT OF BÁCS-KISKUN COUNTY

RITA SZÉKELY, MNVH SECRETARY-GENERAL

## PARTNERS



MAGYAR NEMZETI  
VIDÉKI HÁLÓZAT



NEMZETI AGRÁRGAZDASÁGI KAMARA



KIVÁLÓ  
MINŐSÉGŰ  
ÉLELMISZER





## MORE INFORMATION

For more information, please visit our website.

If you have any questions, feel free to contact our team via email,  
at [rendezveny@kisleptek.hu](mailto:rendezveny@kisleptek.hu)

Follow us on Facebook and Instagram, so you'll always be up-to-date with information on the event!

