

ÚJ KIHÍVÁSOK ÉS KITÖRÉSI PONTOK AZ ÁLLATI EREDETŰ ÉLELMISZEREK PIACÁN

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ABSTRACT – New challenges and break-out points in the food market of animal origin

The food sector is the largest manufacturing sector in the European Union and it is open to world markets and therefore challenged by them. In order to ensure that the Lisbon Strategy is fully realized the European Technology Platform Food for Life (ETP) seeks to ensure that competitiveness is enhanced through technological solutions that build on existing strengths, or seek to open up new fields which the industry see as providing good opportunities for exploitation. Concurrently, the ETP will address the growing health and social problems that will need to be tackled by a society that is ageing, and where a healthy diet can play a pivotal role in optimizing human health and ensuring the population has a reduced risk or a delay in onset of long-term, diet-related diseases. There are many opportunities in the Hungarian food industry to develop because we have appreciable lag from the European food market. In this study I wish to investigate the strengths, weaknesses, opportunities, threats of the Hungarian food market of animal origin.

Kulcsszavak: egészségtudatos étrend, minőségi termékek, élelmiszer-jelölések, fogyasztók, táplálkozási propaganda