



ECONOMIC PERSPECTIVES OF ALPACA FARMING IN HUNGARY

Helga Kovács, Bernadett Edit Rotics, Krisztina Gémes-Matusek, Ágnes Süli

Faculty of Agriculture, University of Szeged, Andrásy út 15, H-6800 Hódmezővásárhely, Hungary
e-mail: kovacs.helga.02@szte.hu

ABSTRACT

The aim of the research is to investigate the situation of alpaca breeding in Hungary, the sales of alpaca wool and other attributes that ensure profitability. The alpaca farming and market situation was assessed by means of structured interviews completed by 15 alpaca breeders and farmers. A SWOT analysis was used to examine alpaca farming. One of the major strengths of alpaca farming is its ability to strengthen several economic sectors simultaneously through its multiple uses. The primary agricultural sector includes wool production and the sale of nutrient-rich manure. Wool production supports the textile and clothing division of the industrial, secondary, light industry sector. The impact of alpaca farming on the tertiary sector is also significant in terms of tourism, as it increases the tourist attractiveness of certain rural communities and areas due to its curiosity, thus providing employment opportunities for local residents and increasing the turnover of other tourist services.

Keywords: alpaca, wool, rural development, SWOT analysis, agriculture