

ECONOMIC ISSUES IN LAVENDER PRODUCTION

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Medicinal and aromatic plants are of greater economic benefit than arable crops. Lavender plays a particularly important role among these plants. Understanding the economic viability of growing medicinal and aromatic plants is an important step in developing future policies. The cultivation of medicinal and aromatic plants can be highly profitable, both financially and economically, for small-scale producers and can provide a decent standard of living for many people. In our country, medicinal and aromatic plants are still grown in relatively large areas and in large quantities. In recent years, the area under such crops has been between 37 and 42 thousand hectares, and the weight of drugs produced has been around 35-40 thousand tonnes. However, it has to be recognised that the Hungarian herbal medicine sector is not up to the international challenges facing the sector. Several solutions have been proposed to address this. However, the authors of the article point out that it is essential to assess the economic viability of lavender as a perspective crop. Many people start lavender cultivation without thinking it through, and sales can also be a barrier to cultivation. They do not look at the market, they do not make economic calculations. This work uses data from a lavender grower. However, in many cases, the authors are forced to use modelling because the small growers themselves do not have the information that would allow them to correctly calculate the profitability of the crop. The main aim of this work is, however, to show a method for carrying out an economic analysis of a medicinal or aromatic plant.