

LOCAL PRODUCTS, SELF-ORGANIZING PRODUCER COMMUNITIES IN SZIGETKÖZ

Within the workshop, possible sales methods for local products, the current preferences of consumers, and the exploration of special characteristics appearing in consultancy with regard to local products are discussed.

The attempt at a clear definition of 'local product' appears to be an interesting question, as it has always been disputed in literature. Besides favourable reception by consumers, the ability to offer a decent living is an important motivation factor for local products production.



From a consultancy point of view, supporting local product producers is a complex task as it is not sufficient to support the producers with professional information for the production of suitable base material and final product. In order for local product production to provide a living as an independent activity, it is necessary, in addition to establishing the appropriate sales method, to determine and implement a certain marketing strategy, and logistics questions are raised as well.

Moderator

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