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# ADAPTING TO CHANGES

HOW EUROPEAN AGRICULTURAL COOPERATIVES COPE?



- BALATON-KER-TÉSZ COOPERATIVE WAS FOUNDED IN 18.02.2003
- IN 2022 THE COOPERATIVA HAD 160 MEMBERS WITH 2450 HECTARS OF ORCHARDS.
- WE HAD MEMBERS IN 6 HUNGARIAN COUNTIES.
- THE PRODUCT RANGE WAS UNIQUE: WALNUTS, APRICOTS, SOUR-CHERRIES, PEARS, APPLES, NECTARINES, PLUMS, HAZELNUTS, CHERRIES.
- THE COOP. HAS BEEN A PARTICIPANT OF THE SCHOOL-FRUIT PROGRAM SINCE THE BEGINNING (2022- 40000 STUDENTS)

# CHALLENGES IN RECENT YEARS (HUNGARY)

- LABOR SHORTAGE
- COVID-19
- WAR - ENERGY CRISIS
- A WEAKENING OF THE HUF COMPARED TO THE REGION OTHER CURRENCIES (EUR/HUF 35% DIFFERENCE IN THE LAST FIVE YEARS)
- BLACK MARKET ( 27% VAT – FRUIT AND VEGETABLES )
- AGING PRODUCERS

# LABOR SHORTAGE

- DECREASING EARNING POTENTIAL / INCREASING DEMAND
- POOR WORKING CONDITIONS
- DECLINING WORKFORCE
- BETTER CONDITIONS OF OTHER SECTORS (CAR FACTORIES)

# WAR - ENERGY CRISIS

- CRITICALLY HIGH ELECTRICITY BILLS
- ENERGY-WASTING FARMING/LIFE IN THE LAST 10 YEARS
- PRICE CAPS AND DISAPPEARING PRICE CAPS
- LOW LEVEL OF RENEWABLE ENERGY CONSUMPTION
- RECORD INFLATION
- THE PRICE OF INPUT MATERIALS IS AT ITS PEAK



**Hard times create strong men.**



**Strong men create good times.**



**Good times create weak men.**



**Weak men create hard times.**

## HOW WE CAN HELP ?

- AS A LARGER COMPANY, WE HAVE MORE OPPORTUNITIES TO TAKE OUT LOANS
- FAST PAYMENT FOR OUR MEMBERS
- WE HAVE INSURANCE FOR ALL OUR CUSTOMERS
- ADVANCE FINANCING OPTION
- ENERGY EFFICIENCY AND WORKFORCE OPTIMIZATION ARE PRIMARY ISSUES IN OUR OPERATING PROGRAM
- BEING BIG CAN BE EXPENSIVE, BUT BEING EFFICIENT IS NOT

## HOW WE CAN HELP ?

- WE EDUCATE AND KEEP INFORMED ALL OF OUR PRODUCERS
- OUR COOPERATIVE OFFERS A WIDE RANGE OF SERVICES TO OUR PRODUCERS
- OUR PRODUCERS BENEFIT BY GETTING PERSONALIZED MARKETS TO THEIR PRODUCT
- WE HAVE COMMITMENT TO ADVANCING GOOD AGRICULTURAL PRACTICE TO OUR PRODUCERS
- WE STANDARDIZE THE PRODUCTS OF DIFFERENT PRODUCERS

AND THE MOST IMPORTANT THING IS : WE WORK ON THE OP EVERY DAY



THANK YOU FOR YOUR ATTENTION!

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