



## THE TERRITORIAL SIGNIFICANCE OF FOOD HUNGARICUMS: THE CASE OF PÁLINKA

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### **Abstract**

Food Hungaricum<sup>1</sup> can be key elements of long-term sustainable rural development in numerous Hungarian regions. The purpose of this paper is to present the territorial impacts of four Pálinka fruit spirits under protection of designation of origin. They are the Pálinka made of plum of Békés, apricot of Gönc and Kecskemét and a grape-based pomace spirit of Pannonhalma. The results indicate that the Hungaricum<sup>2</sup> certification made a significant contribution to the increased reputation of the regions studied and promoted the country's image to a limited extent, too. However, the investigations also highlight that these endogenous products should be even better exploited in the future. To achieve this aim, further state interventions (e.g. change of legislative regulations, etc.) and specific subsidies would be necessary, since the Hungaricum examined have not been presented meaningfully or even not at all in strategical and regional planning documents.

**Keywords:** Hungaricum, Pálinka, endogenous resources, local economic development

**JEL Codes:** Q00, Q13, Q19, R19, R58

### **1. Introduction**

One of the consequences of globalisation is that the roles of regions, localities have changed, their importance increased (Kis and Pesti, 2015), which also resulted in the fact that defining the conditions of competitiveness has already not belonged solely to the government, but has become a task for settlements and regions. Kis and Pesti (2015) state that Hungaricum can

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<sup>1</sup> Food Hungaricum are traditional food products that have historical past and due to their distinguished quality they represent added value.

<sup>2</sup> Hungaricum are special items from Hungary that characterise the Hungarians by their uniqueness and high quality. Hungaricum is a thing or phenomenon, a noteworthy asset that is representing great value for the Hungarians.

significantly contribute to the proper process of localization. Since Hungaricums may express strong ties to their regions, localities (as a scene of production and existence) and they are unique products with special attributes, which help differentiate them from the like products.

Due to new regional politics, local, endogenous resources have turned to key factors in the economic development in Hungary (Káposzta, 2007). Local potentials as endogenous resources have a wide scale. An initial assumption is that they are '*interpreting the system of all geographical, environmental, historical, cultural, social and economic factors found in the settlements and regions, and factors influencing these value sets' activation*' (Rechnitzer, 1990, p.49.), which may play a definitive role in setting the course of the area or region towards modernisation. However, Katona Kovács (2014) notes that the recognition of values around us is a difficult task.

In case of neo-endogenous rural development which has recently spread in developed countries, regional economy has to be based on regionally specific resources that should be developed continuously (Katona Kovács, 2014; Kulcsár, 2006; Ploeg and Dijk, 1995). According to endogenous theories, developments can only become successful if they give space to social participation, and local initiatives (Cernea, 1992). Moreover, developments can be separated from the dependence on outside subsidies, and so serve the idea of sustainable development (Murdoch, 1995). Terluin and Post (2001) state that not only local resource, but also local activities, the local actors, and the integrated approach are also important in endogenous developments. Furthermore, Kis and Szekeresné Köteles (2010) emphasize the role the cooperative activities of local organisations (e.g. local action groups) in such developments.

Moseley (2003) believes that favouring local resources instead of imported resources and capital creates a safer and sustainable future for economic development. This requires knowledge on local resources, and new business ventures, not to mention the know-how. Using local resources assures that invested capital remains in place, and is recycled. Furthermore, advocating and advertising local diversity, aiding the area's specialities, and developing and marketing the local identity and its related quality products also protect against the effects of globalisation.

Naturally, developing the economy using local resources can only achieve an important role in the economic growth of a region, if the product manufactured creates income for further developments via being placed on the market. Based on Belletti *et al.* (2003), connections of local products to the region's rural development is ensured if the product is unique due to its connection to its manufacturing place, which also greatly influences their demand. Therefore, rural areas have to look at these products as potential and unique resources.

Endrighi (1999) believes local, unique products can influence their manufacturing environment in two distinct ways:

- the products' success yields economic profits to companies manufacturing them, and the more a product is known, the more it influences other actors of the local economy (e.g. tourism, catering industry, and crafts);
- the product's success usually requires the involvement of local actors (e.g. employed as labour), which also results in strengthened social cohesion and local identity.

Pacciani *et al.* (2001) noted that actors interested in local specialities' value added may greatly differ from each other, and each party will only ever keep their own interests in mind. Some actors directly play a part in the manufacture process of a product, while others will remain in an indirect role, and in some cases, don't even conduct their own activities where the product is being manufactured.

Many local communities have understood the special and valuable attributes, production traditions, and the special know-how of labour of their settlement or region in recent years, and have achieved comparative advantages against other regions by activating the region's cultural characteristics. This is why finding attributes which contribute to one region's more self-sufficient economic and social evolution and development became more important. Food Hungaricums - for example, the apricot produced in Gönc or Kecskemét, or the red plum of Békés, and Pálinka (distilled alcohol, similar to brandy), all under EU Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) - primarily appears in rural areas, therefore, endogenous theories, and competitiveness approaches both consider Hungaricums to be capable of taking part in rural development activities and rural strategies based on internal resources. Török and Jámbor (2013) research findings show that PDO and PGI products have relevant business values. On the other hand, they also note that the competitive and comparative advantages in European markets of such products have still been unclear.

The goals determined in the rural strategy of the EU and Hungary are the creation of a diverse rural economy and sustaining it both plan to utilise the more competitive- and marketable manufacturing of Hungaricums, producing quality food, sustaining traditional ecosystems, keeping our rural, natural and cultural heritage intact, expanding rural employment, and integrating rural tourism (Péli *et al.*, 2015). The method by which local and regional communities treated the environment for centuries, and cultivated land resulted in a peerless diversity of the rural areas and land usage. These areas help various regions to develop their own, distinct identities, and their diversity is a treasure of the European cultural heritage. They have a value not only in bio-diversity, history and aesthetics, but also an economic advantage. A distinct rural area can even be used for

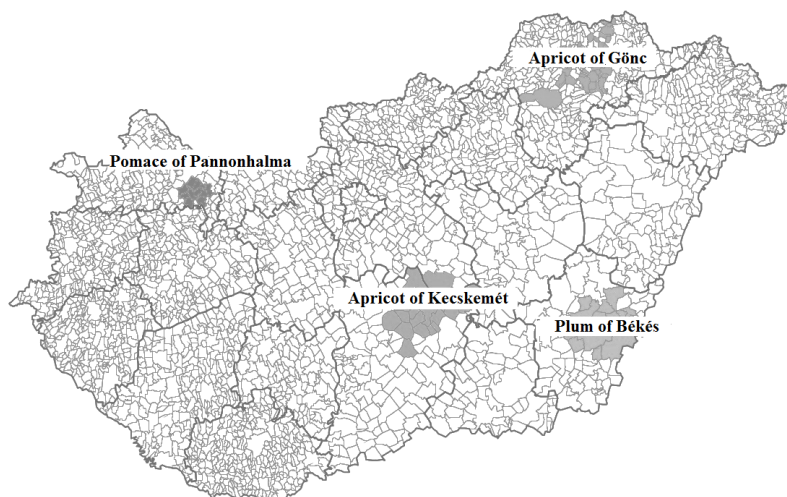
highlighting the region's attributes which attract new businesses, and revitalise tourism. Our research also shows that the development based on a specific product may also advocate for a diversified economic development, and serve as an opportunity for multiple take-off points. Our study analysed the effects of four unique products closely related to important rural regions among Food Hungaricums.

## 2. Methodology

The goal of our own research, referring to the theories briefly mentioned in the introduction, was to evaluate through the examples of PDO Pálinka variants how Food Hungaricums can contribute to a region's development, and if they offer a unique resource that can support local, endogenous development processes. Taking the Food Hungaricums that served as a focal point for our research, the Pálinka, and the situation of domestic rural areas into consideration, we formed a few hypotheses before conducting our field research:

- Hungaricums are an area's unique, internationally known endogenous resources, and can therefore potentially serve as the basis for economic development processes.
- We can determine direct and indirect territorial impacts of Hungaricums. Therefore, Hungaricums - as special endogenous resources - contribute to the examined regions' local expansion of economic opportunities and local development, creating and preserving jobs, improving the life quality of locals, and thereby aiding rural economic development.
- The appearance of Pálinka as Hungaricum, and the Pálinka sector in local development plans and concepts is inadequate, as it does not have proper priority and is not given proper focus.

**Figure 1. Examined Pálinka fruit spirits under protection of designation of origin**



**Source:** authors' editing based on FVM (2000, 2001, 2009, 2012), 2016

Our research covered the production area of red plum of Békés, the apricot of Gönc, the apricot of Kecskemét, and the grape-based pomace Pálinka of Pannonhalma under Protection of Designation of Origin and Geographical Indication. It was limited to settlements listed in the four Pálinkas' descriptions (FVM 2000, 2001, 2009, 2014) (Figure 1).

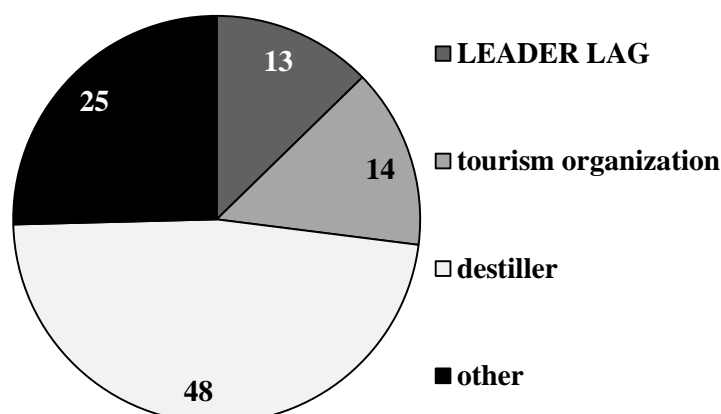
Both primary and secondary data collection methods were used. First, statistical data were collected about regions and settlements under the geographical indication (Annex IV). We used several databases of the Hungarian Central Statistical Office (STADAT, General Agricultural Census - ÁMÖ, Settlement Statistics Database - T-STAR). By analysing these data, we present the general state of examined regions and agriculture - focusing on the fruit industry - its role, and the condition system of production.

Using document analysis, we evaluated the socio-economic situation of related LEADER Local Action Groups, and their local rural development strategies, furthermore, we studied other development concepts of the regions concerned (e.g. integrated urban development strategies, area development plans, economic development strategies, strategic programs of micro-region associations, etc.) (Annex I). We analysed if there are Hungaricums present in these development documents, and if there are, are they in proper focus, including the measures and development ideas related to them.

Our primary data collection consisted of 63 deep interviews, conducted with persons taking part in manufacturing and treating Pálinka variants under protection of designation of origin (fruit cultivators, employees of Pálinka distillation facilities, and merchants), the important local actors of rural development (farm-managers, mayors, representatives, LEADER project managers, leaders of rural- and regional development social organisations), and the tourism service providers of the studied area (owners of restaurants, tourism organisations, leaders of tourism destination management organisations) (Figure 2) (Annex II and III). The interviews were conducted in the spring of 2014.

A qualitative analysis of interview data was made. First, transcripts were prepared, and then notes were made about the first impressions. The relevant words, sentences, sections were labelled. After that, the relevant data were coded and then categories were created to conceptualize these data. Finally, the connections were described between these categories. The most important findings are shown in the next chapter.

**Figure 2. Distribution of interviewees taking part in the research (%)**



**Source:** own calculation based on interviews, 2016

### 3. Research Results

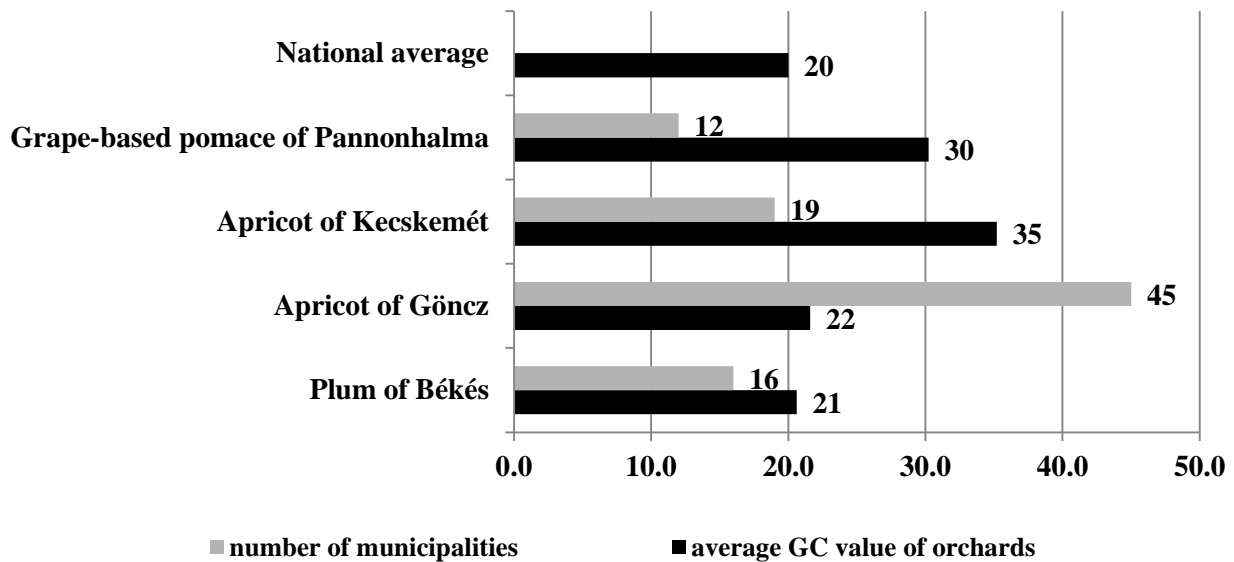
#### 3.1. The territorial effects of Pálinka as a Food Hungaricum

To analyse economic development routes, we evaluated the relations between system of production potentials. In this article – due to constrain of study's length – we will only present some of the results related to spatial relations we considered important.

In our opinion, plantations concentrated by settlement are important factors in the demarcation of regions of Food Hungaricums. Our research results show that plantations of a 20-30 HA average by production area may serve opportunities to sustain manufacturing systems of unique products. This may offer a good starting point for defining multiple regional development routes.

We also found it important to assess the production areas of Food Hungaricums from a soil evaluation perspective (Figure 3). We examined to what level the quality of endogenous natural resources of a region influences the local special production, and whether it is competitive enough, compared to traditional production sectors. Unlike the other EU countries, Hungary employs a so-called Gold Crown (GS) System for expressing the quality of agricultural land. Based on research findings, we can say that the manufacture happens on high quality production areas, since in each examined region the average GC values of lands used for the cultivating fruits is over the national average of 20 GC (Figure 3).

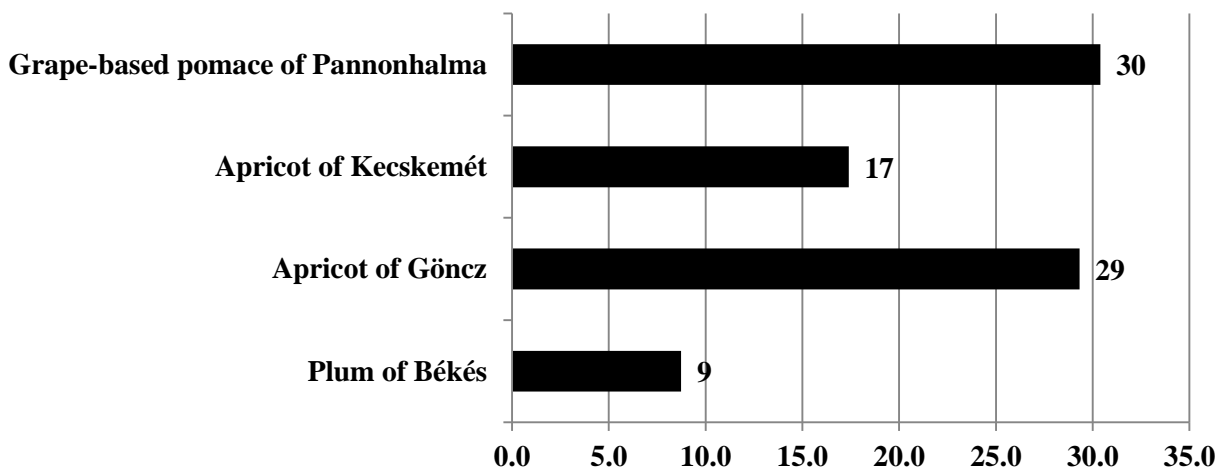
**Figure 3.** Land value (gold crown measurement unit) of Hungaricum orchards and the number of municipalities in the production area



**Source:** own calculation based on HCSO AMÖ (2010) and T-STAR (2014), 2016

This shows that economic decisions were well thought-out, though planning plantations happens for at least 15-20 years in general. To produce unique local products, quality base materials have to be manufactured, and long-term planning is also necessary. In the examined regions, the producers are closely related to the sector that produces unique assets, since an average of 25% of all enterprises deals with fruit production for making our analysed Food Hungaricums (Figure 4.)

**Figure 4.** Share of enterprises in fruit production in the four examined regions (% of all enterprises)



**Source:** own calculation based on HCSO ÁMÖ (2010), TSTAR (2010), 2016

The interviews showed that networks on the evaluated production areas result in the formation of the innovation context. Innovation context refers to a group, whose members are related economically and through production in the given region and production culture. Based on



the opinions of our interviewees, if we take the traditional production systems of the last few decades into consideration, Food Hungaricum contribute to the spread of innovative processes via collective learning - with a locally determined form - and also reduce the uncertainties of market connections, while increasing the competitiveness of local economy and producers. The economic milieu is also influenced by local culture, social relations, and institutional system.

Our analyses confirmed that the given geographical area's role is definitive. Furthermore, the area's concentration offers an opportunity to exchange information, and transfer knowledge and relations. Traditions, values that have to be preserved, and new ways of cooperation create a more open social, political and community conditions, which helps in accepting novelties.

The distilleries are mostly traditional (non-commercial, 'hired') distillers using a small pot ('kisüsti') still, and their general capacity amounts to 500 litres. These distilleries were formed in the last 20-25 years, mostly based on own financial means, but we also found some community distilleries dating back before the regime change as well, and in some cases, even those that date back before the socialist regime. The smaller number of studied distilleries made products to be placed on the market (often using the more modern, 'tower' distiller technique), they are the ones which produce 'Hungaricum Pálinka' under direct Hungaricum protection, that has geographical indication as well, including all the proper inspections and certificates. However, we have to note that many of interviewed distilleries plan activities on the market, and producing fruit spirits with geographical indication.

Based on the interviewees' opinions, the local non-commercial ('hired') distilleries use the local quality materials via local, traditional processing, and make a kind of Food Hungaricum, which - through the National Food Chain Safety Office (NFCSO) regulations – is only allowed to be made by commercial distilleries. Therefore, only those firms benefit directly from the commercialization of the products concerned, which are entitled, but the small-scaled non-commercial ('hired') distillers do not. Placing Hungaricum on the market is mainly aimed at markets outside the regions concerned (most notably Budapest, as the main buyer), but the Pálinka fruit spirits sometimes are available nation-wide through sale points and trade chains. The trade's main focal area is the domestic market, foreign trade is insignificant. Based on the answers, is 80-90% of the consumption is domestic.

From the perspective of local employment, smaller distilleries are mainly family or small enterprises, and employ 2-5 people - often seasonally - while bigger, commercial distilleries employ 8-10 people as regulars. Naturally, there are also bigger companies (e.g. the Likörgyár Co. Ltd. in Miskolc, or Zwack Pálinka Manufaktúra Ltd. in Kecskemét), where a lot more people are working, but these companies do not only make the protected products. If we take a look at tender activities,

we can see that mainly commercial distilleries acquired subsidies, and only some cases – in a small amount - were non-commercial ('hired') distilleries given resources. Subsidies are mostly used to procure machinery, or for other technological modernisation.

The source material distilleries use to make Pálinka is from the direct surroundings of settlement of the distillery in 71%, and nearly in 86% from the region that has geographical indication (naturally this ratio is 100% in the case of commercial distilleries, and fruits under PDO). Therefore, long economic connections have been formed between Pálinka brewers and their region's producers – unrelated to the Hungaricums themselves. The commercial distilleries have fixed procurement partners as well, or have their own plantations. Non-commercial ('hired') distilleries rarely process their own materials, but the ones that hire them also form a somewhat static clientele.

We examined if Pálinka as a Food Hungaricum has had any effects on the activities of the distillery. 100% of the interviewees gave a positive answer for this question, so any differences we saw was only in the level of effect they perceived, or the directness of it. From the distilleries' perspective, naming Pálinka as a Hungaricum was a kind of advertisement, or notification, which is realised in the quantity they were hired to brew (and the ratio of the given fruit in all materials produced) to a small extent, and in the increasing demand for Pálinka to a larger extent. Furthermore, Pálinka produced in non-commercial ('hired') distilleries, more precisely the wort showed also quality improvements. The Food Hungaricums we evaluated as notable domestic and local products – thanks to the patriotism and pride of the local producers and distillers – also increased the quality of Pálinka variants not intended for commercial trade, and these local products also widen and strengthen the economic horizons of local people and producers as well. They did not perceive direct positive effects on production, employment, or the market price since Pálinka was pronounced Hungaricum. As for the question if the Pálinka concerned was chosen to be a Hungaricum deservedly, all interviewees – regardless of them being representatives of the Pálinka distilleries, or a tourism organisation or other local organisation – answered definitely yes.

We evaluated if there is cooperation between producers, and any tourism service providers, tourism organisation, local municipality or LEADER Local Action Groups in the studied regions. Similarly to the findings of Kis and Pesti (2015), our results also show that – though generally good relationships can be mentioned – there was no direct cooperation among the local actors and organisations. However, we believe the actors we listed above and distilleries having informal connections would be the starting points of later cooperation. We found commercial distilleries' products are marketed by others, they have connections to restaurants, and the Pálinka variants are present in local events. 85% of all interviewees said that these relations are successful.

The tourism organisations and cooperation within the region include the related settlements' municipalities, inns, and tourism service providers. These organisations do not use Pálinka as a Hungaricum in the form of advertisement during their activities. Hungaricum usually have appeared indirectly, on the supply side of tourism, most notably as a gastronomic element, and events related to it. The positive effects of Hungaricum-, or pálinka-tourism was mentioned by all interviewees, but they said trans-effect and expansion of supply are the more notable aspects. Merely every fourth interviewee considered Hungaricums to be a main, or an important tourism element of the region.

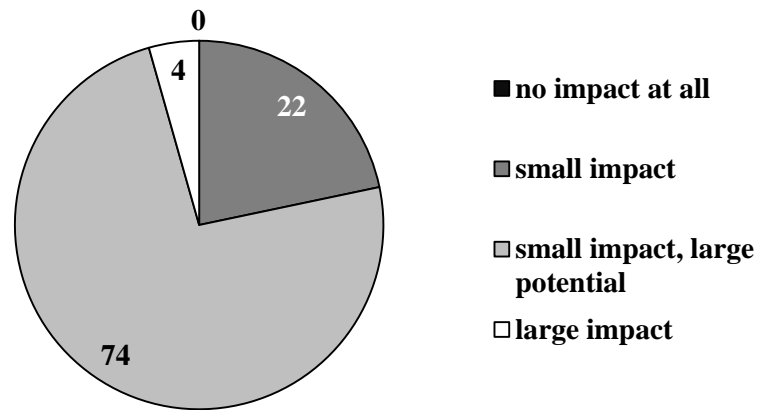
According to interviewees conducting tourism activities, strong cooperation between the actors of tourism and the manufacturers of Pálinka was not typical, in spite of the good relationships mentioned above. Non-commercial ('hired') distilleries usually only have had scarce intentional cooperation (e.g. tasting events, distillery visits, joint marketing activities, or placing the distillery's products on the market). The regional events, tourism events have a stronger presence of 'Hungaricum Pálinka'. The most notable reason for weak cooperation is the absence of trust.

Though leaders of labour organisations think a knack for cooperation is not characteristic of this sector, some good practices were found mainly between commercial distilleries and some restaurants, tourism service providers, and some municipalities. We can talk about a wide territorial effect, as the income of distilleries and employment they offer are not the be-all end-all, they also generate profits for the producers, local residents and entrepreneurs of the settlements through tourism and the local economy. Good quality local Hungaricum obviously contributes to the given region's advertisement, and advocates the region's other products. We have to note the fact that Hungaricums strengthen local identity, the protection of the local community's values, and the development of the local community in general.

Moreover, similarly to Péli *et al.* (2015) we also found the products we evaluated contribute to the national image and identity (not directly, as the 'apricot of Gönc', or the 'pomace of Pannonhalma' do, but as "good Pálinka"), said the interviewees. According to our evaluation, the Hungaricum as a brand name does not prove attractive to foreign consumers and tourists (we can, once again, say that the apricot of Gönc is different, as it is quite widely known in the neighbouring Slovakia, more than the other brands of Pálinka). The customers and foreign visitors coming to the analysed production areas never really heard of Hungaricum as a brand name. Therefore, they do not seek it, and even in case some do, they do not seek it because it's in the List of Hungaricums, but simply because it is Pálinka, and can be found locally. So we acknowledged the long-term effects of Pálinka as a Hungaricum in the examined area, but based on our primary results, this effect is not substantial for the regions concerned and their population. However, they carry a

potential within them, which can contribute to the economic and social development of the areas in question, according to nearly three-fourths of the interviewees (Figure 5).

**Figure 5:** The degree of territorial impacts (development potential) of Pálinka according to the interviewees (%)



**Source:** own calculation based on interviews, 2015

### 3.2. Appearance of ‘Hungaricum Pálinka’ variants in development documents

We analysed the development plans of the 2007-2013 programming period. When we evaluated the local development strategies, we found that Hungaricum Pálinka as a local product and endogenous resource were only present in the development plan of Gönc region. The local rural development strategies showed evidence of this, since the Abaúj LEADER Association named Pálinka as a flagship function. However, most strategies did not give priority to the effect the product in question has had on the locally development, though multiple development projects were implemented in the regions studied in the 2007-2013 programming period, which related either directly or indirectly to the product chain and tourism exploitation opportunities of Pálinka. Realised developments contributed to the regions' economic, social and environmental improvement in broader terms.

Based on the research findings, enterprise development and investments aiding the primary processing of products can bring significant increases in employment and income (the former mostly by involving less educated labour). When we look at the rural development strategies of the production areas already mentioned, we can see that aiding agriculture, advocating the enterprise and income opportunities, are important not only for those who conduct commercial activities, but for the locals as well. Measures taken with subsidies help conducting economic activity producing a high added value, entering the local market, the community to be self-sufficient, and help local foods production and sale. Furthermore, they contribute to local employment, the development of

local small enterprises, and they advocate family- and small community economic activities, the spread of rural lifestyle and traditional living, and the manufacture of unique quality products. Therefore, development processes based on Hungaricums strengthen the formation of product process within settlements, and the improvement of trade relations between producers, and between manufacturers. They also contribute to the improvement of rural population living standards, and the catching-up of disadvantaged social groups. They indirectly offer opportunities for education to rural population, access to information and knowledge, help local intellectual capacities and services that support economic activities to form. They help food producers and consumers understand they are dependent on each other, and improve the relations between farmers and local society, by which they play a significant role in creating and developing local communities. In spite of all this, Local Action Groups concerned aided only a few tenders related to the manufacturing of Pálinka, which aimed at serving machine procurement, technological development and renewal related to local product manufacture, mainly at commercial distilleries. The tender activity of smaller capacity and non-commercial ('hired') distilleries could not be detectable in Local Action Groups' activities. Those initiating local developments think that tender opportunities for smaller subsidies and their availability for smaller distilleries are also important and tender opportunities and resources should be expanded. And so non-commercial ('hired') breweries would be able to conduct technological development in smaller steps, and move towards the manufacture of quality Pálinka.

#### **4. Conclusion**

Our primary research shows we can accept the hypothesis that states Pálinka variants studied deserve the Hungaricum brand name, since they are unique resources, and though they are not well known internationally by name, due to their quality, they contribute to the national image. According to the interviewed actors direct and indirect regional effects of the evaluated local Food Hungaricum products (most notably, these benefits are relevant for the product chain's actors) could be determined and their effects can also be felt in the expanding employment of the region. We can consider the profit distilleries pay to local municipalities as taxes to be indirect benefits. Producing local products, and satisfying local needs with local products is certainly advantageous for the whole local community. Furthermore, we consider Hungaricums to be quality advertisement tools that have a positive effect on not only on the settlement concerned, but on the whole region's economic and social processes and development opportunities, and which may become the key driver for local development.

Based on our analysis, the most important local effects are:

a) identical with the effects determined by the development of other activities:

- increase in local tax income;
- contribution to the expansion and maintenance of jobs;
- the local delivery of raw materials creates safer sales;
- alternative income and diversification opportunities for conducting economic activities for local producers;
- development of local service industry and tourism;

b) more specifically as results of an “independent” resource:

- Hungaricum as a brand name contributes to the increase in the awareness of the region;
- Therefore, impacts on other local products and the whole economy more complex, as other development activities.

To sum it up, we believe ‘Hungaricum Pálinka’ variants are endogenous resources; we reinforced their direct and indirect regional effects. However, we determined both their international fame and their actual regional effects in their current form to be barely significant. This is also due to the appearance of Pálinka variants and Pálinka sector in local economic development plans is inadequate.

As a recommendation, we can say that the place and role of local special products in local development plans and long-term strategies have to be strengthened according to the potential hidden in these Hungaricum products, keeping in mind that local products can only show their influence as wider effect on the area through creating jobs, increasing the level of processing, and the development of related sectors (e.g. tourism).

### **Acknowledgements**

The authors gratefully acknowledge financial support from the Ministry of Agriculture and the Hungaricum Committee, grant no. HUNG-624/2013 ‘*Pálinka mint hungarikum területi jelentősége Magyarországon*’.

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## **ANNEX I: LIST OF THE STUDIED DEVELOPMENT CONCEPTS**

### **In Békés Region:**

- Integrated Urban Development Strategy of Békés Town
- Integrated Urban Development Strategy of Békéscsaba City
- Local Rural Development Strategy of Hajdúvölgy - Körösmente Térség Fejlesztéséért Association
- Local Rural Development Strategy of Kertészek Földje Local Action Group Association
- Local Rural Development Strategy of Körösök Völgye Rural Development Association
- Local Rural Development Strategy of Körös-Sárrét Rural Development Association
- Spatial and Economic Development Strategy of Békés Micro-region
- Spatial Development Concept of Békéscsaba Micro-region

### **In Gönc Region:**

- Agricultural and Rural Development Programme of Szikszó Micro-region
- Local Rural Development Strategy of Abaúj Leader Association
- Local Rural Development Strategy of Borsod-Torna-Gömör Association
- Local Rural Development Strategy of Dél-Zemplén Rural Development Association
- Recovery Program of Szerencs Micro-region
- Strategic Operational Programme of Association of Edelény Micro-region

### **In Kecskemét Region:**

- Development Concept of Kiskunfélegyháza Micro-region



- Development Programme of Association of Kiskőrös Micro-region
- Integrated Urban Development Strategy of Kecskemét City
- Integrated Urban Development Strategy of Nagykőrös Town
- Local Rural Development Strategy of Dunamellék LEADER Association
- Local Rural Development Strategy of GERJE-SZTŐK Local Rural Community
- Local Rural Development Strategy of Homokhátság Fejlődéséért Rural Development Association
- Local Rural Development Strategy of Kiskunok Vidékéért Association
- Revision of Agricultural and Rural Development Programme of Kecskemét and Surrounding Areas
- Spatial Development Concept of Cegléd Micro-region
- Spatial Development Plan of Kecskemét and Surrounding Areas (Concept & Strategic Programme)
- Strategic Programme of Association of Kiskőrös Micro-region

#### **In Pannohalm Region:**

- Integrated Urban Development Strategy of Pannohalma Town,
- Local Rural Development Strategy of Pannónia Kincse LEADER Association
- Spatial Development Concept of Győr Micro-region
- Spatial Development Concept of Association of Pannohalma Micro-region
- Economic Development Programme of Association of Pannohalma Micro-region
- Tourism Programme and Marketing Plan of Association of Pannohalma Micro-region
- Revision of Environmental, Economic and Social Conditions of Spatial Development Programme of Sokoróalja Spatial Development Association
- Integrated Project Package of Tét Micro-Region 2007-2013

#### **ANNEX II: THE MAIN EXAMINED TOPICS OF INTERVIEWS**

- Background information about the examined organization/actor
- The role of the examined organization/actor in the production of Hungaricums
- Projects implemented by the examined organization/actor in the last 10 years and the future plans
- Judgements and considerations about Hungaricums and PDOs
- Judgement of the examined Pálinka and its visibility
- The direct and indirect territorial impacts of Hungaricums in wider sense

- The role of Hungaricums in tourism of the region, the connecting touristic services and touristic potentials of the examined Hungaricums
- Spatial cooperation opportunities alongside the Pálinka (food) chain
- Tender opportunities related to the examined Hungaricums
- The usefulness and the role of Hungaricums in the country's image
- The relations between the local rural development plans and Hungaricums
- The correctness of our hypotheses
- 

### **Special extra topics for producers**

- Fruits produced
- Assessment of changes in fruit plants of the region (size, quality, varietal mix etc.)
- Experiences related to the production of the examined fruits
- Sales opportunities of the examined fruits
- Participation in horizontal and vertical integrations
- Employment in the various stages of fruit production
- Sales opportunities
- Business opportunities in Pálinka brewing
- Opinion about the examined Hungaricum

## **ANNEX III: LIST OF THE INTERVIEWEES**

### **Distilleries and fruit producers**

1. Annett Bt. (Fancsal, Gönc Region)
2. Annett Bt. (Hernádkércs, Gönc Region)
3. Bagó Imre, distiller (Győrújbarát, Pannonhalma Region)
4. Békési Pálinka Zrt. (Békés, Békés Region)
5. Birkás Bor és Pálinkaház (Kecskemét, Kecskemét Region)
6. Boldogkő-Fruit Kft. (Boldogkőváralja, Gönc Region)
7. Főzőmesterek Kft. (Abaújszántó, Gönc Region)
8. Főzőmesterek Kft. (Tállya, Gönc Region)
9. Garabó Kft. (Kecskemét, Kecskemét Region)
10. Gergely Endréné, distiller (Forró, Gönc Region)
11. Gyulai Pálinkamanufaktúra (Gyula, Békés Region)
12. Jablonkai Csaba, distiller (Homrogd, Gönc Region)
13. Kisrét Manufaktúra Kft. (Békéscsaba, Békés Region)

14. Király Attila, fruit producer (Jakabszállás, Kecskemét Region)
15. Kis János, fruit producer (Kecskemét Matkópuszta, Kecskemét Region)
16. Kuján Farm (Lajosmizse, Kecskemét Region)
17. Kujáni László, fruit producer (Kecskemét, Kecskemét Region)
18. Kurucz Csepp Kft. (Nyúl, Pannonhalma Region)
19. Magyar Családellátó Kft. (Kecskemét Kadafalva, Kecskemét Region)
20. Mezőgazdasági és Szolgáltató Szövetkezet (Gönc, Gönc Region)
21. Mezőgazdasági és Szolgáltató Szövetkezet (Göncruszka, Gönc Region)
22. Miskolci Likörgyár Zrt. (Miskolc, Gönc Region)
23. Noszkay István, fruit producer (Kecskemét, Kecskemét Region)
24. Répásiné Madácsi Zsuzsanna, distiller (Ináncs, Gönc Region)
25. Szikszói Pálinkafőzde (Szikszó, Gönc Region)
26. Téli Pálinkafőzde Kft. (Tét, Pannonhalma Region)
27. Vinotrep Kft. (Kiskőrös, Kecskemét Region)
28. Zacska Pálinka Kft. (Garadna, Gönc Region)
29. Zacska Pálinka Kft. (Gönc, Gönc Region)

#### **LEADER Local Action Groups**

30. Abaúj Leader Association (Encs, Gönc Region)
31. Borsod-Torna-Gömör Association (Edelény, Gönc Region)
32. GERJE-SZTŐK Local Rural Development Community Association (Köröstetetlen Kecskemét Region)
33. Homokhátság Rural Development Association (Kecskemét, Kecskemét Region)
34. Dunamellék LEADER Association (Hajós, Kecskemét Region)
35. Kiskunok Countryside Association (Jászszentlászló, Kecskemét Region)
36. Körösök Völgye Rural Development Association (Békéscsaba, Békés Region)
37. Pannónia Kincse LEADER Egyesület (Győr, Pannonhalma Region)

#### **Tourism and other civil organizations**

38. Aba Tourism Association (Telkibánya, Gönc Region)
39. Abaúj Economic and Business Development Association (Encs, Gönc Region)
40. Békés County Gastronomy and Wine Knight Association (Békéscsaba, Békés Region)
41. Dél-Zemplén Rural Development Association (Szerencs, Békés Region)
42. Pálinka Club in Békéscsaba (Békéscsaba, Békés Region)
43. Rural Tourism Association of Borsod-Abaúj-Zemplén County (Miskolc, Gönc Region)
44. Sátoraljaújhely-Hegyköz Touristic Association (Sátoraljaújhely, Gönc Region)

45. Tokaj-Hegyalja, Taktaköz, Hernád-völgye Touristic and Cultural Association (Tokaj Gönc Region)
46. Tourinform (Győr, Pannonhalma Region)
47. Tourinform (Pannonhalma, Pannonhalma Region)

#### **Village extension officers and other actors**

48. Bácskai György, village extension officer ( Pannonhalma, Pannonhalma Region)
49. Bagó Ferenc, mayor (Pannonhalma, Pannonhalma Region)
50. Bóka Ferenc, village extension officer ( Tényő, Pannonhalma Region)
51. Deák István, village extension officer (Helvécia, Pannonhalma Region)
52. Gerencsér Ilona, village extension officer (Gyórszemere, Tét, Pannonhalma Region)
53. Gyulai László, village extension officer (Nyárlőrinc, Pannonhalma Region)
54. Hangyál Balázs, Pannonhalmi Borvidék Hegyközség (Pannonhalma, Pannonhalma Region)
55. Horváth Gyula, mayor (Gyórszemere Pannonhalma Region)
56. Juhászné Árpási Irma, mayor (Győrújbarát, Pannonhalma Region)
57. Kujáni Lászlóné, Chamber of Bács-kiskun County Plant Protection (Kecskemét, Kecskemét Region)
58. Laki Balázs, Győr-Moson-Sopron Couty Government Office (Tét, Pannonhalma Region)
59. NEBIH Bács-Kiskun County Village Extension Network (Kecskemét, Kecskemét Region)
60. Ódor Ferenc, member of the Parliament (Encs, Gönc Region)
61. Pap Imre, village extension officer (Lakitelek, Pannonhalma Region)
62. Schmiedt Henrik, mayor (Nyúl, Pannonhalma Region)
63. Varga Gábor, mayor (Tényő, Pannonhalma Region)

#### **ANNEX IV: THE SET OF DATA USED FOR ANALYSIS**

Databases of the Hungarian Central Statistical Office analysed:

- STADAT
  - number of settlements
  - demographic indicators (e.g. population number, natural increase/decrease, net migration etc.)
  - economic activity of the population in the examined regions
- General Agricultural Census – ÁMÖ
  - indicators related to land use (e.g. production area, number of land users etc.)
  - land value (golden crown) of orchards

- Settlement Statistics Database - T-STAR
  - the number of enterprises in the examined regions,
  - share of fruit growers,
  - indicators related to employment in agriculture