

# Agricultural Conference 2025 program

3rd December 2025

## Small producers and young farmers, ATTENTION!

Are you a smallholder? Or have you started farming recently? Now, you can participate in one of the largest and most prestigious agricultural events of the year, the **Portfolio Agricultural Conference 2025** in Siófok, between the 3rd and the 4th of December, **with a 50% discount.**

Please fill out the following form, and Portfolio's professional team will assess your claim so that you can redeem your discounted ticket.

If you have filled out the form, save it and send it to  
kistermeloikedvezmeny@portfolio.hu.

The subject of the letter: **Portfolio Agricultural Conference 2025 - smallholder application**

You can access the form by clicking [here](#).

## Prestigious Agriculture Awards at the Agricultural Conference!

**Due to high interest, we have extended the registration deadline until September 22, 2025.**

Portfolio Group will organise its **Agricultural Conference**, one of the largest and most important professional events in the sector, for the thirteenth time in Siófok. At the December event, we will present our prestigious agricultural awards in ten categories for the eleventh time, for which any outstanding professional in the sector can apply or be nominated.

**The submission deadline for the ENTRY FORM is September 15, 2025 - Due to high interest, we have extended the registration deadline until September 22, 2025.**

If you have filled out the form, save it and send it to agrarszektor@portfolio.hu. The subject of the letter: **Portfolio Agricultural Awards 2025 application.**

This year's categories:

**Woman Agripreneur of the Year,  
Young Agricultural of the Year,  
Horticulturist of the Year,  
Livestock Producer of the Year,  
Crop Producer of the Year,  
Award for Sustainable Agriculture,  
Agricultural Innovation of the Year,  
Food Industry Company of the Year,  
Agricultural Investment of the Year,  
Portfolio Award for Agribusiness.**

**Portfolio Group has established the Food Industry Company of the Year Award this year** and is announcing it for the first time, aiming to recognise domestic industry players that achieve exemplary business and economic results, implement market and business development strategies that can serve as a model for the Hungarian food economy, and demonstrate a leading role in social responsibility.

The **Portfolio Award for Agribusiness** is a lifetime achievement award given for a career-long outstanding professional activity for the sector, while the other awards recognise this year's most outstanding professional performances in the agricultural industry.

The awards are granted by a distinguished panel of industry experts.

**The submission deadline for the ENTRY FORM is September 15, 2025 - Due to high interest, we have extended the registration deadline until September 22, 2025.**

If you have filled out the form, save it and send it to [agarszektordijak@portfolio.hu](mailto:agarszektordijak@portfolio.hu). The subject of the letter: **Portfolio Agricultural Awards 2025 application.**

## **Conference Podium Evening - The Professional Program on December 2**

**The participation fee does not include the registration fee for the professional program on December 2, nor the dinner on that day. You may register for the December 2 programs on the second page of the registration form.**

# Registration

## Session I: Generational Transition in Agriculture - How Is It Done?

One of the biggest challenges in the domestic food economy is that the generational transition, which has now become unavoidable and essential, is progressing slowly. While the government is attempting to facilitate and accelerate the process by creating an appropriate legal framework, there are a few good examples that can serve as guidance amid the complex and multifaceted handover processes. This session will showcase the experiences of the Master Good Group in Kisvárda-Nyírkércs, a leading player in the domestic poultry sector, demonstrating how generational change can be carried out effectively and successfully within a food economy enterprise group.

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Which areas of the domestic agricultural sector are most affected by the slow pace of generational change?

What conditions does the current legal framework create for generational transition?

How can handover processes be prepared and executed in a food economy company?

What are the main pitfalls in business succession today, and what advantages can a successful generational change bring to an agricultural company?

What are the key economic, operational, management, and emotional factors to consider when managing the succession process?

### 17:00 - 17:05 Opening speech

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Group)

### 17:05 - 18:00 Roundtable Discussion: A good example addressing a major challenge in Hungarian agriculture: how to successfully implement generational change in a food economy company.

Conversation participants:

**Péter Bárány**, CEO, Master Good

**Sr. László Bárány**, Founder, Master Good

## Session II: Space Exploration and Agriculture - Sci-Fi or Reality?

This summer, Hungary witnessed a huge scientific and national success, as a Hungarian astronaut once again travelled to space in the person of research astronaut Tibor Kapu. From an agricultural perspective, the mission is particularly significant because it conducted several experiments related to agriculture. This session will present the importance of the current space programme from an agri-business viewpoint and share the experiences and results of the space plant experiments carried out. It will also cover ongoing agricultural space research projects in Hungary and their potential implications for the future of agriculture.

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What were the main objectives of the Axiom-4 space mission involving Tibor Kapu?

Which plants were used in experiments on the International Space Station?

What results and insights were gained from the space plant experiments?

From an agri-business perspective, which space research programmes are currently being conducted in Hungary?

What is the significance of these various space research projects for the future of agriculture?

### 18:00 - 19:00 Roundtable Discussion: Hungarian astronaut on the International Space Station - the potential for space-grown plants and domestic research results

Conversation participants:

**Miklós Gábor Fári**, Professor Emeritus, University of Debrecen, Faculty of Agricultural and Food Sciences and Environmental Management, Department of Applied Plant Biology

**Tibor Kapu**, Astronaut, AX-4 Mission (To be confirmed)

## Session III: Rural Policy

How are the political power relations in Hungary changing, and what significance might next year's parliamentary elections hold for the agricultural economy?

These are the key questions addressed in this session, where renowned experts will analyse the political situation from a professional perspective. The discussion will cover how agriculture appears on the political agenda, what changes the

2026 parliamentary elections may bring in this respect, and the role rural areas may play in connection with the national referendum. The experts will also evaluate the results of various opinion polls, along with the factors and methodological elements that fundamentally shape the conclusions of such surveys.

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How are domestic political power relations changing as the parliamentary elections approach?

In what ways are agriculture and rural representation reflected in political life?

What significance might the 2026 parliamentary elections hold for the agricultural economy?

What do opinion polls reveal about political power relations?

What are the key methodological issues that determine the results of opinion polls?

**19:00 - 20:00 Roundtable Discussion: Parliamentary Elections 2026: The place and role of the agricultural economy in Hungarian political life - What do the opinion polls show?**

Conversation participants:

**Endre Hann**, CEO, Medián Opinion and Market Research

**Zoltán Lakner**, Political Scientist, Editor-in-Chief, Jelen Média

## **Champagne Toast**

## **Registration**

## **Session I: Tariff Wars and Trade Policy - A Turbulent Agricultural Sector**

Significant changes are taking place in global trade policy systems, and these fundamentally affect the European Union's agricultural economy. The still unpredictable impacts of US President Donald Trump's trade war, as well as the EU's free trade agreements – particularly the deal with Mercosur countries –

could have major effects on the agricultural sector. This session will examine how trade policy changes may influence the EU's agriculture in both the short and long term, including the position of Hungarian producers and agri-food companies. The discussion will also cover the latest developments and timelines in Ukraine's planned EU accession process, and consider what risks or potential benefits the neighbouring country's entry could bring for Hungary's agricultural economy.

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How do major global trade policy changes affect the EU's agricultural economy? What short- and long-term market adjustments can domestic agricultural actors expect, and how might this influence their operations?

What are the direct and indirect agricultural consequences of the US trade war, and how can the US-EU tariff agreements be assessed?

What risks do free trade agreements concluded/preferred by the EU, in particular the Mercosur agreement, pose from an agricultural perspective?

What is the current status of Ukraine's EU accession process, and are any significant steps expected soon?

What risks or potential benefits could Ukraine's EU accession present for Hungarian agriculture?

#### **08:00 - 08:05 Opening speech**

#### **08:05 - 08:25 Sokasodó kihívások az agráriumban - Milyen jövő vár a hazai agrárgazdasági vállalkozásokra?**

Speaker:

**István Nagy**, Agriculture Minister, Ministry of Agriculture (To be confirmed)

#### **08:25 - 10:00 Roundtable Discussion: Ukraine's EU accession, the US trade war, and the Mercosur agreement: what lies ahead for Hungarian agriculture within the EU?**

Conversation participants:

**Zsolt Harsányi**, Owner-Manager, AXIÁL

**Szabolcs Makai**, CEO, Talentis Agro

**László Stündl**, dean, Debrecen University

**Levente Szabó**, CEO, KITE

## **Coffee Break**

## **Session II: Macroeconomics and Animal Health - Waiting for Better Times**

The outbreak of foot-and-mouth disease this year hit the agricultural sector like a shock, once again drawing attention to the animal health emergencies that threaten domestic agriculture and livestock farming. This session will focus on the lessons and insights gained from the early-year outbreak, and what sector actors need to do to prevent epidemic-prone situations – such as avian influenza, African swine fever, or pestivirus in small ruminants. Another major theme will be an assessment of the macroeconomic situation and a forecast of trends expected in the coming period. The discussion will also cover current issues in agricultural financing, including preferential loan conditions and credit programmes affecting the sector.

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How did the virus causing foot-and-mouth disease enter domestic livestock farms?

What can livestock farmers expect regarding the further spread of dangerous animal diseases?

What new regulatory measures can be expected to prevent epidemic-prone situations?

How might Hungary's macroeconomic environment evolve in 2026 and beyond?

How could the conditions for agricultural financing and access to credit for the agricultural sector change?

What new preferential loan programmes can sector actors expect?

### **10:20 - 11:10 Roundtable Discussion: Lessons and insights from this year's foot-and-mouth disease outbreak - The impact of repeated animal health emergencies on Hungarian agriculture**

Speaker:

**Imre Nemes**, President, Nemzeti Élelmiszerlánc-biztonsági Hivatal

### **11:10 - 11:50 Roundtable Discussion: Stagnation and a gloomy economic outlook in Hungary instead of a breakthrough - What can we expect in 2026?**

Speaker:

**Tamás Győr**, Head of SME Division, CIB Bank

**11:50 - 12:30 Roundtable Discussion: Vital financing solutions for domestic agriculture - Preferential loan programmes and credit conditions for agricultural market participants**

Speaker:

**Péter Szilágyi**, Head of Risk Underwriting, Coface

## **Lunch Break**

### **Session III/A: Fundamentals of Effective Feeding**

How might feed prices be shaped by this year's harvest results for arable crops, as well as by the supply-demand dynamics and quality characteristics of key feed ingredients? This session aims to answer these questions, analysing the processes influencing the industry with the participation of leaders from major domestic feed companies. Experts will discuss how animal health events, market developments, and other factors affecting livestock production chains impact feed manufacturing, and what solutions livestock farmers can use to improve the efficiency of their feed utilisation. The session will also present the latest feed products and technologies that can significantly contribute to improving livestock production outcomes.

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How might domestic, regional, and global harvest results for arable crops affect feed prices?

How do the supply-demand dynamics of different feed components influence domestic feed prices?

Are high-quality feed ingredients readily available from domestic and international markets?

What solutions can livestock farms use to improve the efficiency of feed utilisation?

What are the latest product and technological developments in animal feed?

**13:30 - 15:00 Roundtable Discussion: Key issues in efficient animal feeding - Price trends, complex programmes, sustainability efforts, and product innovations in feed**



## **Session III/B: Precision Farming, Robotics, and AI - Rapid Changes**

What new opportunities can artificial intelligence create in agriculture, and are there particular risks or hazards associated with its use? This will be one of the main topics of the session, which will provide a detailed overview of AI-based agricultural solutions. In this context, the session will also cover the latest technical and technological developments and products related to precision farming, digitalisation, robotics, and automation, highlighting their practical benefits for agricultural enterprises. Discussion will include whether grant-based or other support programmes may facilitate machinery purchases, the availability of new favourable credit and leasing options, and the expected trends in the agricultural machinery and spare parts market following the recent downturn.

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What role can artificial intelligence play in agricultural enterprises?

Are there significant risks or hazards associated with using AI?

What are the latest developments and products in precision farming and agricultural digitalisation?

How can agricultural producers apply robotics solutions in their operations?

Will grant-based support be available for agricultural machinery purchases?

Following the recent downturn, what direction is expected for the domestic agricultural machinery market?

### **13:30 - 14:10 Roundtable Discussion: Rapid expansion of artificial intelligence: How and for what can AI be used in agricultural enterprises?**

Speaker:

**Prof. Dr. László Palkovics**, Minister, Ministry of Technology and Industry (TIM)

### **14:10 - 15:00 Roundtable Discussion: Precision farming, digitalisation, robotics: Development and machinery investment support opportunities for domestic farmers - What can be expected for the agricultural machinery and spare parts market after the recent downturn?**

## **Session III/C: The Future of Hungarian Agriculture and Crop Protection - Questions and Critical Answers**

The session begins with an exclusive, invitation-only roundtable discussion with limited participation, aimed at candidly exploring the current challenges facing Hungary's agricultural sector and highlighting the unavoidable tasks and untapped opportunities ahead. This panel is unique in that it seeks to provide a realistic, lobbying-free perspective on the current state and future prospects of agriculture. The second, equally engaging roundtable will focus on the challenges in crop protection. Experts will review innovative and sustainable modern solutions that can address the growing plant health and crop protection issues arising from climate, regulatory, and economic changes.

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What realistic picture of Hungarian agriculture emerges when examined free from lobbying interests?

What is the current situation of domestic producers and food processors, and who is likely to remain viable in the agricultural market in the long term?

From a future perspective, what are the greatest risks to agriculture, and how can increasing threats be mitigated?

What untapped opportunities exist for sector actors, and how can they capitalise on emerging market and economic chances?

Which agricultural sectors in Hungary have strong prospects, and which do not?

What are the main challenges in sustainable crop protection today?

How can the adverse effects of climate change and emerging pests be countered?

How can traditional crop protection products be replaced in the interest of sustainability, and what further regulatory changes or withdrawals are expected in the European Union?

### **14:20 - 15:00 Roundtable Discussion: Key aspects of sustainable crop protection: Innovative and modern solutions to address climate, regulatory, and economic changes**

Moderator: **Róbert Görög**, Managing Director, Hungarian Crop Protection Association

## **Session III/D: Food Industry and Packaging - Development in the Spotlight**

In recent months, numerous funding decisions have been made under agri- and rural development programmes for the domestic food industry, allowing successful investment plans to move into the implementation phase. This session will review key issues related to project execution, support payments, and inspections, as well as further initiatives aimed at developing and supporting the industry. Regarding trade, the discussion will address the impact of margin caps on the food industry and commerce, and how supplier requirements and expectations from retail chains are evolving. Another major topic will explore effective packaging solutions for food enterprises, the key achievements in sustainable food packaging product development, and current regulatory issues related to food packaging.

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What decisions have been made under agri- and rural development programmes for the food industry?

What should be considered during project implementation, and what are the main criteria for support payments and inspections?

Can food industry companies expect additional development funding?

How does the margin cap affect the industry and trade?

How are supplier requirements towards food industry companies changing?

What are the most effective packaging solutions in the food market?

What characterises sustainable and innovative packaging product development?

What are the key current issues in the regulatory environment for food packaging?

**13:00 - 13:40 Roundtable Discussion: Effective solutions in food packaging - Innovative and sustainable product development, regulatory updates**

**13:40 - 15:00 Roundtable Discussion: Implementation opportunities for food industry rural development projects, further support, and modernisation plans - Margin caps in food retail and supplier relationships within the industry**

## **Session III/E: Adaptation and Development Imperatives in Horticulture**

Adapting to increasingly extreme weather conditions caused by climate change has become a critical issue for domestic horticulture. This session will assess the situation of vegetable and fruit production value chains and summarise measures to reduce or mitigate weather-related risks. It will also address grant opportunities available to horticultural enterprises, feasible development projects, and expected support payments. Experts will analyse the market and sales positions of specific value chains, explore further opportunities in vegetable and fruit processing, and examine how stricter labour market regulations affect the employment of foreign workers and simplified employment in horticultural operations.

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How can horticultural enterprises adapt to increasingly extreme weather conditions?

How can weather-related risks be reduced in vegetable and fruit production value chains?

How can developments awarded under agri- and rural development grants be implemented?

What types of support are available to the sector, and how will support payments be managed?

What supply and demand trends are evident in the domestic vegetable and fruit market?

What are the main development directions for vegetable and fruit processing?

How do stricter labour regulations impact the employment of foreign workers and simplified employment in horticulture?

### **14:00 - 14:15 Megújuló öntözés - Nem csak vízutánpótlásra!**

Speaker:

**Krisztián Molnár**, Agricultural Engineer, Poliext

### **14:15 - 15:00 Roundtable Discussion: Adaptation imperatives in horticulture due to extreme weather - Grant payments, development opportunities in vegetable and fruit processing, and labour regulation challenges**

Speaker:

**Ferenc Apáti**, President, FruitVeB

## Coffee Break

### Session IV/A: Major Challenges in Livestock Farming

Despite animal health risks, this year's key livestock sectors have experienced relatively balanced price and cost conditions, but questions remain about how profitability may evolve in the coming period. Another important factor is how development projects awarded through rural development tenders can be implemented, and when and what types of support livestock farms can access in 2026. This session will review the market and profitability outlook for major livestock sectors, investment opportunities, and the latest breeding and animal genetics results. Within the framework of the 3rd Portfolio Dairy Farming Forum, it will also provide a detailed analysis of the greatest challenges facing Hungary's dairy sector in the coming period.

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What price and cost conditions may characterise Hungary's main livestock sectors in the near future?

What support can livestock farmers expect in 2026?

How can development projects awarded through rural development tenders be implemented in livestock farming?

Which factors may influence purchase prices in the livestock sector, and what market and trade trends are expected?

Which domestic and international factors should be most closely monitored to ensure stability in the dairy sector?

What risks and hazards should domestic milk producers and processors anticipate in the coming period?

**15:20 - 15:35 Folyamatok digitalizációja, a prediktív folyamat-szimuláció üzleti előnyei a hazai feldolgozóiparban.**

Speaker:

**Lilla Csige**, Senior business development manager, CAD+Inform

**15:35 - 16:20 Roundtable Discussion: Market and profitability outlook for livestock sectors - Support and development opportunities for livestock farms**

**16:20 - 17:00 Roundtable Discussion: 3rd Portfolio Dairy Farming Forum:  
Price and cost conditions, market trends, climate change  
impacts, and (global) trade conflicts - the biggest challenges  
for the Hungarian dairy market in 2026**

Speaker:

**Zoltán Harcz**, CEO, Milk Interbranch Organization and Dairy Board

## **Session IV/B: Drones in Agriculture - Promising Experiments and Insights**

An increasing amount of practical information and experimental results demonstrates the concrete benefits of using drones in agriculture. Today, several plant protection products can already be applied with drones, and there are practical experiences in crop protection, fertilisation, and greenhouse applications that confirm their successful use. This session aims to provide practically useful guidance on agricultural drone use and to assist in decision-making related to drone investments. To this end, experts will analyse the costs associated with drone purchase and utilisation, as well as various calculations illustrating potential returns.

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What are the latest experimental results and practical experiences that demonstrate the benefits of drone use in agriculture?

Which plant protection products can currently be applied with drones, and are further approvals expected?

What are the main factors and conditions farmers should consider before investing in drones?

Will state or grant-based support be available for drone purchases?

What costs are associated with agricultural drone use, and what returns do different model calculations indicate?

**15:20 - 15:35 Hazai fejlesztések a dróniparban - 2025 legfontosabb tapasztalatai**

Speaker:

**Máté Keczer**, Deputy Managing Director, ABZ Drone

**15:35 - 17:00 Roundtable Discussion: Drones in agriculture: latest practical experiences and experimental results - Costs and return-on-investment calculations for drone use**

## **Session IV/C: Energy Issues and the Seed Sector - Modern Solutions**

How can agricultural enterprises improve the efficiency of their energy use, and what support and development opportunities are available to achieve this? This will be one of the key topics of the session, which will address both traditional energy sources and sustainable green energy relevant to agriculture. Discussion will cover market uncertainties surrounding fossil fuel procurement, expected price trends, and how agricultural market actors can replace conventional energy sources with alternative solutions. Another roundtable will focus on seed use, highlighting what farmers should consider to mitigate the adverse effects of increasingly extreme weather, such as severe drought periods. Experts will present new breeding directions, the expected seed offerings for next year, and effective agrotechnical solutions to increase sowing success.

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What support and development opportunities can help agricultural market actors improve energy efficiency?

Will uncertainties remain in the traditional energy markets, and what price trends can be expected in 2026?

What alternative energy sources can agricultural businesses use to replace traditional energy sources, and what investments are required?

How can farmers protect their seed choices against extreme weather and severe droughts?

How is climate change influencing seed breeding directions and the range of available varieties?

What agrotechnical solutions can increase the efficiency of field sowing?

**15:20 - 16:10 Roundtable Discussion: Conventional energy sources or sustainable energy: How can agricultural enterprises improve energy efficiency? - New solutions, support schemes, and investment opportunities**

**16:10 - 17:00 Roundtable Discussion: Concerns in the fields due to severe drought and unpredictable weather: Which seeds should we choose? - Breeding directions, seed offerings and prices, and effective agrotechnical solutions**

Moderator: **Gábor Polgár**, Executive Director, Hungarian Seed Association and Product Council

## **Session IV/D: Domestic Trends, Export Development, and Free-From Products in the Food Market**

This session will focus on the sales opportunities for food industry enterprises, presenting both domestic and international market possibilities and their changes. The first roundtable will evaluate this year's National Agriculture and Food Exhibition and Fair (OMÉK) experiences, addressing the main export development directions, trends in domestic food demand, and community marketing programmes expected in 2026. The second roundtable – introduced as a new topic at the Agricultural Conference – will analyse the growing market potential of free-from products. Experts will cover regulatory requirements, consumer and trade demand, and the development and investment needs necessary for producing free-from foods.

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What insights did this year's OMÉK and the Hungarian Food Summit provide for domestic food industry companies?

What are the main export development directions for food industry enterprises, and what state and financial support is available to assist them?

How is domestic food demand evolving, and what short- and long-term trends can be expected?

Which domestic and international community marketing programmes are planned for 2026?

What characterises the market for free-from products in Hungary, and how are consumer preferences changing?

What developments are needed for food industry companies to produce free-from products?

What are the key regulatory requirements for free-from products, and what further regulatory adjustments are expected in the coming period?

**15:20 - 16:10 Roundtable Discussion: Experiences from this year's OMÉK and the Hungarian Food Summit – Main export development directions for Hungarian agribusiness, domestic food sales trends, and next year's community marketing programmes**

Speaker:

**Gergely Giczi**, Deputy General Manager, Agricultural Marketing Centre



**16:10 - 17:00 Roundtable Discussion: New perspectives and breakthrough opportunities for food industry companies: Market potential of free-from products - Consumer demand, necessary investments, and regulatory issues**

## **Session IV/E: Organic Farming and Farm Succession - The Future at Stake**

The proportion of agricultural land under organic farming in Hungary is steadily increasing, and the development of organic agriculture is a priority in European Union agricultural regulation. This session will examine whether converting to organic farming is worthwhile and what conditions are necessary for successful and effective organic management. Experts will report on the market opportunities for organic products, the status of organic support payments, and changes in specific regulations governing organic farming. Another key focus will be the experience with agri- and rural development grants aimed at supporting farm succession, including guidance on submitting successful applications. The session will also address how the recently reformed regulatory environment supports generational change and whether further adjustments are needed to accelerate the process.

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What cost and profitability factors characterise organic farming in Hungary?

What are the main considerations for transitioning to organic farming?

How is domestic demand for organic products evolving, and what changes are expected in the near future?

What is the payment schedule for support to organic producers by the Hungarian State Treasury?

What lessons have been learned from rural development grants supporting farm succession?

How can successful applications be submitted, and what level of support can be obtained?

How effectively does the recently revised regulatory environment support generational transition, and are further legal amendments required?

**15:20 - 16:10 Roundtable Discussion: The cost and profitability of organic farming: Conversion opportunities, targeted support, market demand, and regulatory requirements**

Speaker:

**Péter Roszík**, Managing Director, Biokontroll Hungária

**16:10 - 17:00 Roundtable Discussion: New rural development grants supporting farm succession - Challenges and implementation opportunities for generational transition in Hungarian agriculture**

Speaker:

**Miklós Weisz**, Co-Chair, AGRYA – Hungarian Association of Young Farmers

## **Session V: Best Agricultural Investments - The Path to Success**

A perennial dilemma in Hungarian agriculture is which types and directions of development companies should pursue to improve their performance. This session will review the most promising sectors in agriculture and identify areas where further investments are worthwhile. It will address the economic, market, support, and financing conditions that influence development, as well as long-term EU and domestic strategic plans that are important for investment decisions and determine the role and weight of the agricultural sector. Experts will also discuss whether agricultural land remains a sound investment, as in previous periods, and which factors are likely to shape EU and domestic land market trends in the future.

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In which direction is agriculture expected to develop according to the EU and domestic strategic plans?

Which sectors of Hungarian agriculture are the most promising, and where should investments be made?

What is the optimal farm size today, and what is needed to improve business viability?

Which agricultural investments benefit from the current market, economic, and regulatory environment?

What financing conditions are required for agricultural investments?

Does agricultural land remain a good investment opportunity?

**17:00 - 18:00 Roundtable Discussion: The most promising areas of Hungarian agriculture: Where should we invest? - Strategic guidance for business development decisions**

Speaker:

**Miklós Kerecsi**, Chairman of the Board, Hodler Asset Management

# **Ceremonial Awards Presentation - Honouring the Best in Agriculture 2025**

**This year, we recognize outstanding achievements in 10 categories!**

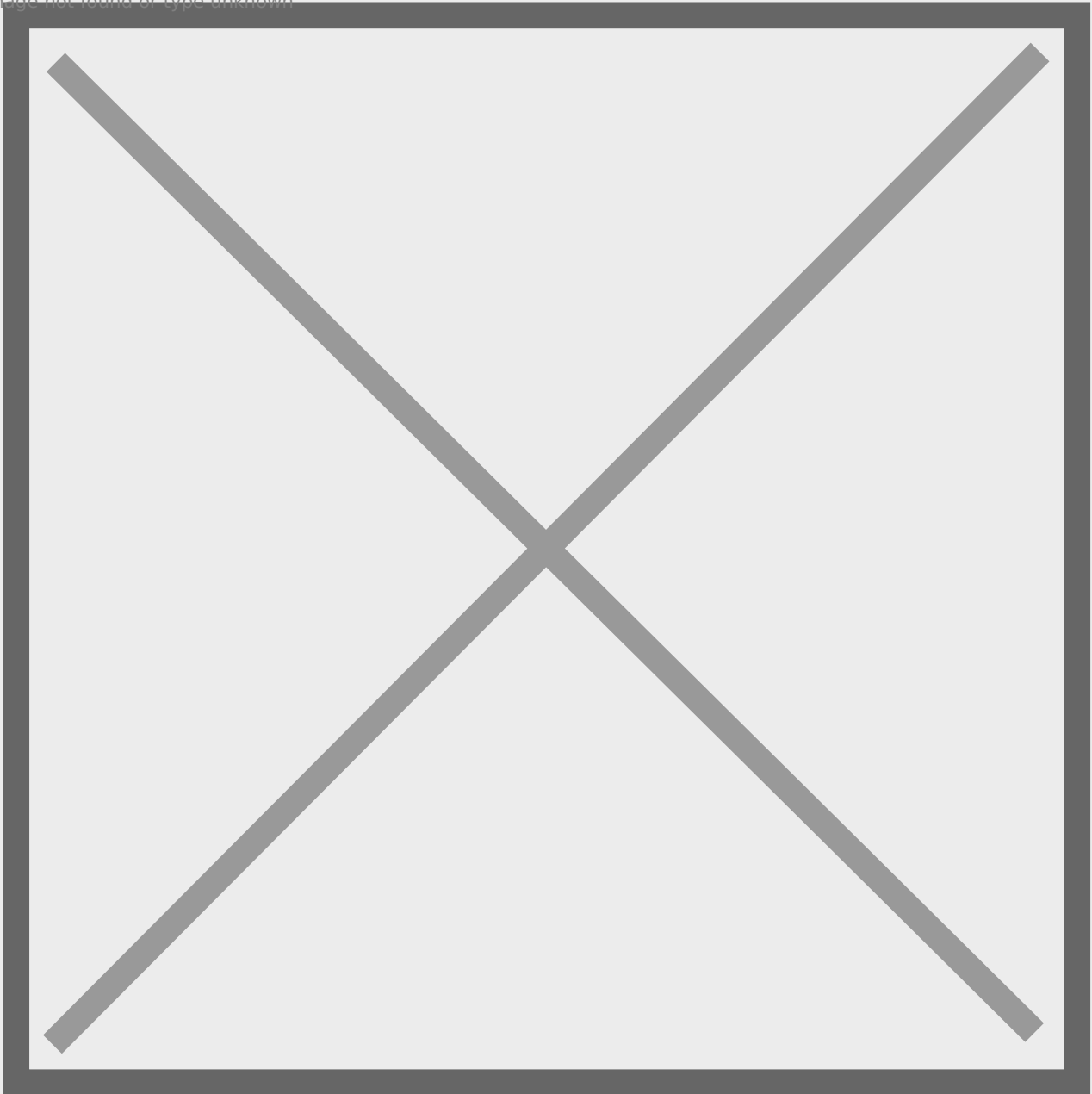
Portfolio Group will once again reward the most successful and outstanding players of the Hungarian agricultural economy at one of the key agricultural events of the year, the **Portfolio Agriculture Conference 2025**.

The winners will be selected by a prestigious professional jury, who will decide on

**the Female Agricultural Entrepreneur of the Year,  
the Young Agricultural Professional of the Year,  
the Horticulture of the Year,  
the Livestock Farmer of the Year,  
the Crop Producer of the Year,  
the Agricultural Innovation of the Year,  
the Food Industry Enterprise of the Year,  
the Award for Sustainable Agriculture,  
the Agricultural Investment of the Year,  
and the Portfolio Award for Agricultural Economy.**

The members of the jury are **Tamás Éder**, Director of Corporate Affairs and Communication at Bonafarm Group, **Csaba Gyuricza**, Rector of the Hungarian University of Agriculture and Life Sciences, **Zsolt Harsányi**, Owner-Managing Director of Axiál Ltd., **Dávid Hollósi**, Managing Director of the Agriculture and Food Industry Division at MBH Bank, **Miklós Kerecsi**, Chairman of the Board at Hodler Capital, **Zoltán Kulik**, CEO of Vitafort Plc., **Szabolcs Makai**, CEO of Talentis Agro Plc., **György Zsolt Papp**, President of the National Chamber of Agriculture, **Tamás Petőházi**, President of the National Association of Cereal Growers, **Levente Szabó**, CEO of KITE Plc., and **Miklós Szabó**, Founder-Owner of Tranzit Group.

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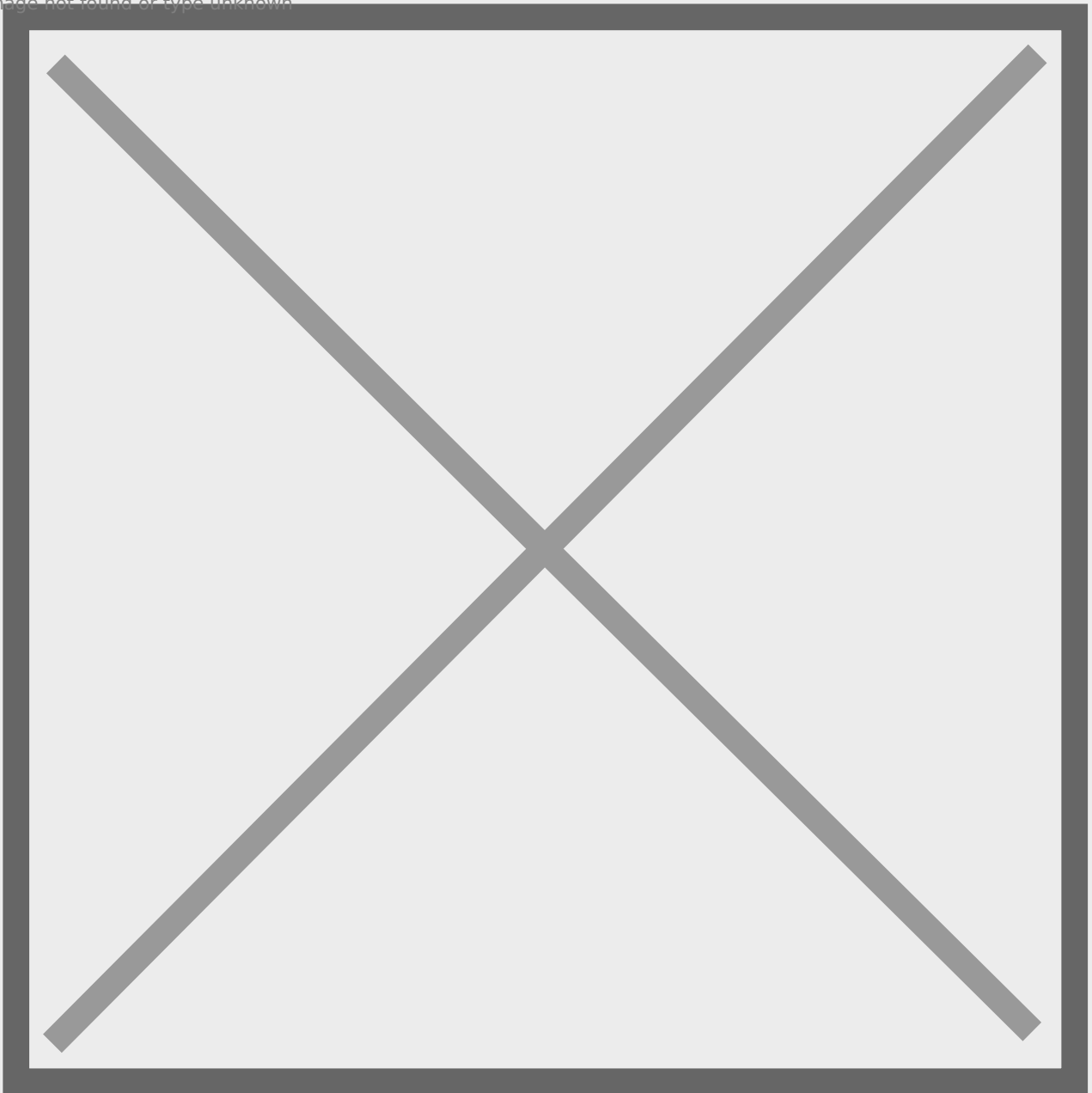


## **Standing reception, evening programmes**

Following the award ceremony, the relaxed atmosphere will provide the perfect opportunity for our participants to discuss the most exciting professional topics, build new business and partnership connections, or strengthen existing ones.

As for the evening entertainment, we will once again ensure a variety of programs in line with tradition.

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4th December 2025

## Registration

### **Session I: Groundbreaking Changes in the CAP**

The Brussels reform proposals, which would significantly reshape the regulatory practices of the current EU Common Agricultural Policy (CAP) and could lead to a

major overhaul or even the abolition of the existing area-based support system, have caused widespread shock and protest within the agricultural sector. This session examines what the currently proposed changes would actually mean for support payments and, based on various reliable calculations, how different agricultural actors would be affected. In a second roundtable, experts will also review what key developments can be expected in agri- and rural development grants following the recent surge in applications, including the main criteria for implementation, disbursement, and auditing, and whether further grant calls are likely within the current EU budget cycle.

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What exactly can be expected for direct payments under the CAP's first pillar after 2028, according to the EU reform proposals?

Could area-based payments really be abolished, and what might replace them?

How would the proposed changes affect small, medium, and large Hungarian agricultural enterprises?

What disbursement schedule can be anticipated for the agricultural support currently available in 2026?

How should the recent surge in agri- and rural development grant applications be evaluated, and what lessons were learned?

What are the main implementation, payment, and auditing criteria for these grants?

Are new agri- and rural development grant calls expected within the current EU budget cycle?

**08:45 - 09:35 Roundtable Discussion: Will EU area-based payments disappear? - Drastic reform proposals in Brussels and the disbursement schedule for Hungarian direct agricultural payments in 2026**

Speaker:

**József Viski**, State Secretary, Ministry of Agriculture

**09:35 - 10:30 Roundtable Discussion: Implementation, disbursement, and auditing criteria for agri- and rural development grants - Are further calls expected within the current EU budget cycle?**

Speaker:

**József Viski**, State Secretary, Ministry of Agriculture

## Coffee Break

### **Session II/A: Sustainability as a Matter of Survival**

Sustainability goals and considerations have become unavoidable in agriculture, and it is in farmers' fundamental interest to change their previous approaches.

This session takes a comprehensive approach to explore what establishing a circular farming model means in agriculture, how producers can work towards implementing it, and which examples in the Hungarian agricultural sector illustrate best practices. Among agricultural activities, soil management is one of the most critical areas, so the session's experts review the main characteristics of sustainable soil management and how farms can apply sustainability requirements without reducing average yields or profitability.

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How can agricultural producers integrate sustainability considerations into their own farming practices?

What does circular farming mean in agriculture, and how can it be implemented?

What are the best examples of circular farming in Hungary, and how do these complex systems operate?

What are the fundamental aspects of sustainable soil management?

How can producers prioritise sustainability in soil management without reducing yields or profitability?

**10:50 - 11:50 Roundtable Discussion: Opportunities and best practices in circular farming - Advantages and requirements of sustainable soil management**

### **Session II/B: Agricultural Innovation - Outstanding Achievements in 2025**

The accelerated wave of technical and technological development has also reached the agricultural sector. Today, innovations emerge almost in a flood, significantly improving farming conditions, helping adaptation to rapidly changing environmental conditions, and increasing the efficiency of various agricultural activities. This session summarises the most significant innovation

achievements of the year, whose knowledge and application could be important for Hungarian agriculture. The session will feature six presentations, each lasting ten minutes.

**10:50 - 11:50 Peak modernisation in agriculture - The most significant agricultural innovations of 2025**

**Session III/A: Major Challenges in Corn Production**

What steps must Hungarian corn sector stakeholders take to meet the growing demands for human consumption, feed, and industrial use? – This session primarily focuses on answering this question, providing a comprehensive overview of the product chain's main challenges and opportunities. In addition to technological and economic aspects, the discussion will cover the role of corn production in Hungary's crop structure under changing climatic conditions, and which hybrids and agrotechnical solutions farmers can use to mitigate weather-related risks. The session also examines international and regional supply-and-demand trends shaping the corn market and explores strategies for effectively managing recurring mycotoxin problems.

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What human, feed, and industrial demands can be expected in the corn market?

How can the sector meet the growing demand for corn?

What is the future of corn production in Hungary under rapidly changing and increasingly extreme weather conditions?

How might corn production conditions and opportunities vary across different Hungarian regions?

Which hybrids and agrotechnical solutions can farmers use to combat severe droughts?

What investments are needed to develop irrigation in the corn sector?

Which factors determine global and regional corn market supply and demand, and what price trends can Hungarian farmers expect?

What measures should farmers take to reduce risks from mycotoxins?

**11:50 - 12:05 Európa legszínvonalasabb kukoricakutatása folyik  
Debrecenben - Kiemelt cél a jövedelmezőség javítása**

Speaker:

**János Nagy**, Professor Emeritus, University of Debrecen



**12:05 - 12:50 Roundtable Discussion: The future of corn production in Hungary: production requirements, weather risks, hybrid selection, market trends - how can we combat mycotoxins?**

Speaker:

**János Nagy**, Professor Emeritus, University of Debrecen

## **Session III/B: Competitiveness and Innovation in Agriculture**

Innovation plays a crucial role in enabling agricultural enterprises to respond effectively to economic, market, and environmental challenges, thereby improving their competitiveness. Research and development are generating a steady stream of innovative results that domestic agricultural stakeholders should learn about and apply. This session summarises the most important impacts of innovation processes on the agricultural sector and identifies the key focus areas of research and development both globally and in Hungary.

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How do innovation developments help farmers adapt to changing agricultural conditions?

How can agricultural enterprises leverage innovation results to enhance their competitiveness?

What are the main trends in agricultural innovation worldwide, and how can the Hungarian agricultural sector benefit from these achievements?

What are the most important focus areas for innovation developments and research in Hungary?

How can Hungarian farmers stay informed about innovation trends, and what steps should they take to learn about and adopt the latest technologies and products as quickly as possible?

**11:50 - 12:50 Roundtable Discussion: Adaptation and competitiveness: the importance of innovation in agriculture - development and research focus areas in Hungary and worldwide**

## **Lunch Break**

## **Session VI/A: Uncertainty in the Fertiliser Market**

What fertiliser prices can be expected in the domestic market in the coming period? This session seeks to answer this crucial question, reviewing the factors that most influence the fertiliser market. Today, there is (still) great uncertainty among farmers, as the EU's trade policy measures against Russian fertilisers, the impact of the Russian-Ukrainian war on energy sources, and the circumstances hindering the operation of Nitrogénművek Zrt. in Pétfürdő, which plays a leading role in Hungary, are all contributing to the unpredictability of the situation. It is therefore important that producers obtain adequate information before purchasing fertilisers. Additionally, increasingly extreme weather conditions heighten crop production risks, making it essential for farmers to understand the products and technological solutions that improve fertilisation efficiency.

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What are the main factors influencing domestic fertiliser prices?

What fertiliser prices can farmers expect in 2026?

How might EU trade policy measures and the economic impacts of the Russian-Ukrainian war affect the fertiliser market?

What is expected regarding production and operations at Nitrogénművek Zrt., a leading domestic fertiliser company?

How do increasingly extreme weather conditions impact fertilisation?

Which new products and technologies can improve fertilisation efficiency?

**13:50 - 14:50 Roundtable discussion: Persistent uncertainty in the domestic fertiliser market: what prices can farmers expect? - Efficiency-enhancing products and technologies in fertilisation**

## **Session IV/B: Animal Welfare Reform in the European Union**

The EU's animal welfare regulations are currently under review, aiming to further improve the welfare standards for livestock and modernise the regulatory framework. The European Commission launched a public consultation during the summer, with a comprehensive legislative proposal expected in 2026. This session examines the changes that Hungarian livestock enterprises can anticipate and the additional obligations these might impose. Experts will also

discuss whether EU support for animal welfare measures may increase and whether extra requirements will need to be fulfilled by farmers, both in the short term and during the 2028–2034 EU budgetary cycle.

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What is the current status of the EU's animal welfare regulation review, and when is a comprehensive legislative proposal expected?

What were the results of this year's EU public consultation on animal welfare?

Could EU animal welfare standards become stricter, and what new obligations might farmers face?

Will cage-based livestock farming be completely banned in the EU?

Will production-linked support be tied to compliance with animal welfare standards?

Will existing animal welfare subsidies be maintained, and could the funding be increased?

Must imported animal products also comply with EU animal welfare standards?

**13:50 - 14:50 Roundtable Discussion: The EU's animal welfare regulation under revision: will farmers' obligations be further tightened? - the future of welfare-linked support in the EU**

## **Session V: Cereals: Authoritative Forecasts for the Wheat Market**

Many questions arise among cereal sector stakeholders regarding the trends and price developments expected in the short and long term. This session examines the processes that influence production and marketing opportunities, as well as the key factors determining supply and demand in Hungary, the region, and the global market. The discussion will also explore how farmers can stabilise the profitability of wheat production, what adjustments are required, and how premium wheat varieties might offer opportunities beyond mass production for agricultural enterprises.

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What market trends are likely to prevail in the cereal sector in 2026?

How might prices evolve in the cereal and wheat markets?

What are the current stock levels in Hungary and globally?

How can farmers stabilise the profitability of wheat production?

What opportunities do premium wheat varieties offer as an alternative to conventional mass production?

**14:50 - 16:00 Roundtable Discussion: Expected cereal prices in Hungary, the region, and the global market - Profitability of the domestic wheat sector and opportunities with premium wheat production**

**16:00 - 16:05 Closing Remarks**