Focus Group ‘Local plant genetic resources in view of climate change and biodiversity loss’

Madrid, Spain
27-28 November 2024

Introduction of the farm

Zoltán Mézes

Focus Group ‘Local perennial plant genetic resources in view of climate change and biodiversity loss’ 1st meeting | Madrid, Spain
27 November 2024

Introduction of the farm

4M-97 Kft.

European CAP Network Focus Group on Local perennial plant genetic resources in view of climate change and biodiversity loss
1st meeting.

Zoltán Mézes

27th. Nov. 2024.

4M-Group of Companies

Founded in 1997

- Owned by family Mézes (4 members)
- Located: Central Hungary, **45km south of Budapest**
- **650 ha** (rapeseed, wheat, sunflower, corn, alfalfa seed), 50 ha orchard (apricot, plum, walnut)
- 20 employees
- Turnover: **2 mill. EUR**

- 9km Danube port
- 2km M6 motorway
- 1km railway dock
- 2 bioethanol in 20km
- **Airport 35 min**. drive

Our main assets are people and knowledge

Success factors

- **Employees**: 4 engineers (agronomy and plant protection),
- **Strong financial background** – **own capital ratio 72%**
- **Long term planning** clear view for the next 3-5 years
- Bunch of activities: fruit production, grain production, trader, logistic supplier
- 12000 metric tonnes warehouse capacity
- **Own land ratio: 75%,** rental contracts for 5-10 years
- Irrigation project: 2015, 0ha. 2021, 30ha, 2026, 70ha…
- Beside modernisation – keeping the traditional varieties in production

Only change is constant

Challenges ahead

- Find the **right colleagues**
- Buy **land**: prices skyrocketed 13.000 EUR/ha; rental fee: 350 EUR/ha/year
- Fast and negative effect **legislation** changes both national and EU
- BIG BIG threat: distribution of EU and national **subsidy:** livestock keepers ↑ plant production ↓
- **Older** agro **society**, only a few young people
- EUR / HUF exchange rate
- **Extreme weather**: number of heatwaves, storms increasing

Answering challenges – our future

Resilience level to 110%

- Own seed production for wheat
- Corn, Sunflower, Rapeseed: **direct contact** with producers
- Fertilizer and chemicals keepin supply chain as short as possible; increased stock

- Selling our products: **short supply chains**
- Fruits: emphasis on direct selling to consumers
- Local marketing activity for traditional varieties
- Keeping debt level low


Thank you for your kind attention!

EU CAP Network Focus Group
‘Local plant genetic resources in view of climate change and biodiversity loss’

27-28 November 2024 | **Madrid, Spain**

All information on the Focus Group is available on the webpage:
https://eu-cap-network.ec.europa.eu/focus-group-local-perennial-plant-genetic-resources-view-climate-change-and-biodiversity-loss