STUDIES IN AGRICULTURAL ECONOMICS
No. 108.

Budapest
2008
The Studies in Agricultural Economics is a scientific journal published by the Hungarian Academy of Sciences and the Research Institute of Agricultural Economics, Budapest. Papers of agricultural economics interpreted in a broad sense covering all fields of the subject including econometric, policy, marketing, financial, social, rural development and environmental aspects as well are published, subsequent to peer review and approval by the Editorial Board.

Editorial Board
Popp, József (Chairman)
Szabó, Gábor (Editor-in-chief)

Barnafi, László (Technical Editor)
Bojnec, Štefan (Slovenia)
Cruse, Richard M. (USA)
Csáki, Csaba
Fekete-Farkas, Mária
Fehér, Alajos
Forgács, Csaba
Gorton, Matthew (United Kingdom)
Heijman, W. J. M. (The Netherlands)
Kapronczai, István
Kiss, Judit
Lakner, Zoltán
Lehota, József
Magda, Sándor
Mészáros, Sándor
Mihók, Zsolt (Associate Editor)
Nábrádi, András
Nagy, Frigyes
Szakály, Zoltán
Szűcs, István
Tóth, József
Udovecz, Gábor
Urfi, Péter
Vizdák, Károly

Manuscripts should be sent via e-mail to the Editor-in-chief (aki@aki.gov.hu). Instructions for the authors can be found on the website of the Research Institute of Agricultural Economics: http://www.aki.gov.hu
CONTENTS

CONFERENCE REVIEW

A JOINT IAAE - EAAE SEMINAR – AGRICULTURAL ECONOMICS AND TRANSITION:
“WHAT WAS EXPECTED, OBSERVED, AND LEARNED.”
Csaba Csáki ..................................................................................................................5

ARTICLES

NEW CHALLENGES FOR HUNGARIAN AGRICULTURE
Gábor Udovecz, József Popp, Norbert Potori .................................................................19

EU-COMMUNICATION CHALLENGES 3 YEARS PRIOR TO
HUNGARY’S PRESIDENCY
Andrea Somogyi, Gyula Sipos .........................................................................................33

APPLICATION OF A MULTI-CRITERIA DECISION MAKING PROCESS TO
FACILITATE THE IMPROVEMENT OF THE VÁSÁRHELYI PLAN
Katalin Mozsgai, Endre Tombácz ....................................................................................47

BUSINESS CONCENTRATION IN THE HUNGARIAN FOOD RETAIL MARKET
Anikó Juhász, Antal Seres, Márta Stauder ........................................................................67

VALUES, ATTITUDES, AND GOALS OF FUTURE HUNGARIAN FOOD ENGINEERS
Istvánne Hajdu, Zoltán Lakner ..........................................................................................81

SEGMENTS IN THE MARKET OF HUNGARIAN INSTITUTIONAL CATERING
József Lehota, Ágnes Horváth, Mónika Fodor .....................................................................101

BOOK REVIEW

CSÁKI, CS.; FORGÁCS, CS.; MILCZAREK-ADREWJEWSKA, D. AND WILKIN, J. (EDS.):
RESTRUCTURING MARKET RELATIONS IN FOOD AND AGRICULTURE IN CENTRAL
AND EASTERN EUROPE: IMPACTS UPON SMALL FARMERS
Matthew Gorton .............................................................................................................115

INSTRUCTIONS FOR AUTHORS .......................................................................................119