

Good Practice Example No. 6 - Hungary

The NAK Village Agronomist Network: Supporting agricultural entrepreneurs through knowledge transfer and advisory services

Industry:	Agricultural advisory services and rural development
Location:	Csongrád-Csanád county, Hungary / all counties, Hungary
Established in:	2014
Legal form:	Public advisory network operated by the Hungarian Chamber of Agriculture (NAK)
Business model:	Public service and knowledge-transfer network
Core activity:	Agricultural business consultancy

The Village Agronomist Network (Falugazdász Hálózat) operated by the Hungarian Chamber of Agriculture (NAK) is one of Hungary's most comprehensive and successful agricultural support systems. Functioning nationwide, the network provides farmers, agricultural entrepreneurs, and rural businesses with direct access to professional advice, administrative assistance, and up-to-date information. The system plays a crucial role in connecting agricultural producers with national and European Union policies, technological innovations, funding opportunities, and sustainability requirements. By providing accessible, localized support, the network contributes significantly to the competitiveness and resilience of Hungarian agriculture.

Bridging knowledge and practice in modern agriculture

One of the primary strengths of the Village Agronomist Network is its ability to transfer knowledge from research institutions, government agencies, and professional organizations directly to farmers. Agricultural entrepreneurs often face increasingly complex challenges related to market conditions, climate change, digitalization, sustainability regulations, and subsidy requirements. Village agronomists act as trusted advisors who help producers interpret new regulations, understand technological developments, and make informed business decisions. Through regular consultations, training sessions, information events, and one-on-one support, the network ensures that farmers have access to practical knowledge that can be applied immediately within their operations.

Supporting entrepreneurship and business development

Beyond technical agricultural advice, the network provides substantial support for business development and entrepreneurship. Village agronomists assist producers in accessing agricultural subsidies, preparing applications for national and European Union

funding programs, and complying with administrative requirements. They also provide guidance on farm modernization, investment planning, digital farming solutions, environmental compliance, and market opportunities. This support is particularly valuable for small and medium-sized agricultural enterprises that may lack dedicated administrative or consulting resources. By reducing bureaucratic barriers and facilitating access to development opportunities, the network helps agricultural entrepreneurs focus on growth, innovation, and long-term sustainability.

Promoting sustainability and digital transformation

As agriculture becomes increasingly technology-driven, the Village Agronomist Network plays an important role in promoting innovation and sustainable farming practices. Advisors help farmers understand and adopt precision agriculture technologies, digital farm management systems, climate-smart production methods, and environmentally responsible practices. They also support compliance with the objectives of the European Union's Common Agricultural Policy (CAP), including environmental protection, resource efficiency, biodiversity conservation, and climate adaptation measures. Through these activities, the network contributes to the modernization of Hungarian agriculture while helping producers respond to emerging sustainability challenges.

Strengthening rural communities and agricultural resilience

The impact of the Village Agronomist Network extends beyond individual farms. By providing accessible expertise at the local level, the network strengthens the social and economic fabric of rural communities. Farmers gain confidence in navigating regulatory changes, accessing support schemes, and implementing innovations, while local agricultural businesses become better equipped to compete in national and international markets. The presence of trusted advisors within rural regions also encourages collaboration among producers, institutions, and community stakeholders. As a result, the network serves not only as an advisory service but also as a catalyst for rural development and agricultural resilience.

Impact on agricultural entrepreneurship

The Village Agronomist Network demonstrates that access to knowledge, advisory services, and professional support can be just as important as access to financial resources. The success of the program lies in its ability to combine technical expertise, entrepreneurship support, administrative assistance, and innovation transfer within a single integrated system.

For students and future agricultural professionals, the network illustrates how effective advisory services can accelerate the adoption of innovation, improve business performance, and strengthen the sustainability of rural economies. It also highlights the

importance of collaboration between public institutions, professional organizations, and entrepreneurs in supporting the long-term development of the agricultural sector.

Source: <https://www.nak.hu/kamara/falugazdasz-iroda-elерhetosege>