

Case study report (Code HU9B)

Wine Community of Mór Wine region

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Table of Contents

Context	798
Description of the practice context (physical, economic, social, cultural, political and administrative).....	803
Origin of the practice	805
Origins of the idea.....	805
Promoters, motivations/targets	805
Actors involved.....	806
Farmers	806
Other key actors.....	809
Style of farming/activities promoted	812
Resources activated/adaptability	812
Farming approach/activities promoted	813
Innovation	814
Environmental issues	815
Synergies and networking	817
Relationships with the local community.....	817
Synergies enabled.....	818
Networking established	818
Policies and institutional supports	820
Institutional support	820
Impact and perspectives	821
Impacts on of the practice on rural regeneration and generation renewal	821
Perspectives	821
References.....	822
Appendix 1. The list of interviews	823

List of Figures

Figure 1 Geographical location of the Mór wine region	799
Figure 2. Geographical location of the villages of Hungary	800
Figure 3. Distribution of villages by population (1 January 2019)	800
Figure 4. Distribution of sectors	801
Figure 5-6. Number of land users by type of cultivation	802
Figure 7: Distribution of farm managers by age group (%), 2020.....	803
Figure 8. Distribution of sectors	804

List of Tables

Table 1. Interviews	823
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Context

Next to the good location and the consequently good employment opportunities, the area has good natural resources, too, being part of the Vértes Hills. The area is looking back to a long history of wine producing, but since the early years of the new millennium (around 2004-2005 onwards) a quality tourism has also risen. After decades of being a popular destination of hikers, the so-called “hikers in boots” (who, according to locals, do not contribute to the local economy, since they only come and go, but don’t use any local service or facilities), in the past decade and a half, a high-quality catering industry has started to emerge, focusing on wine-making and high-class tourism with comprehensive services (restaurants, various kinds programs, including food and wine festivals, handicrafts).

The Mór wine region (Figure 1: N^o9) is located in the north-western part of Hungary in the northern part of Fejér County. It is one of the lesser-known wine regions of the country's 22 wine regions, but its popularity has grown significantly recently.



Figure 1 Geographical location of the Mór wine region


Source:

[https://hu.wikipedia.org/wiki/M%C3%B3r_borvid%C3%A9k#/media/F%C3%A1jl:Wine_regions_Hungary_\(M%C3%B3r\).svg](https://hu.wikipedia.org/wiki/M%C3%B3r_borvid%C3%A9k#/media/F%C3%A1jl:Wine_regions_Hungary_(M%C3%B3r).svg)

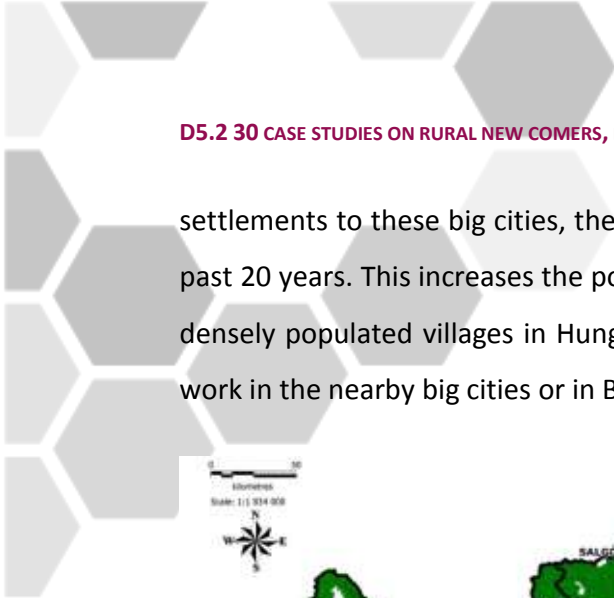
The region is a predominantly rural area, with villages and small towns belonging to the Mór micro region. (Figure 2) The area is relatively well located, it is well accessible, lies close to cities Székesfehérvár (about 30 km) and Győr (about 60 km), and takes about an hour to get there from the capital Budapest (about 60-80 km). Due to the proximity of the region's

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settlements to these big cities, the past 20 years. This increases the population of the densely populated villages in Hungary. Many people work in the nearby big cities or in B




A map of Hungary with major cities labeled: Budapest, Debrecen, Szeged, Pécs, Győr, and Miskolc. A scale bar indicates 0 to 200 kilometers. A compass rose shows North (N), South (S), East (E), and West (W). The map is titled 'Hungary' and 'Major cities'.

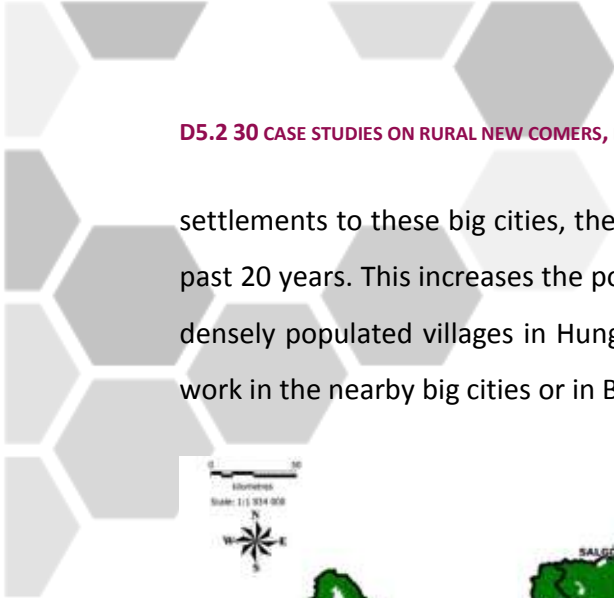


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industry in the neighbouring cities (Alba Industrial Zone in Székesfehérvár – Philips Industries, Alcoa, Denso Manufacturing Ltd., Videoton, the Audi factory in Győr, or smaller companies supporting – among others – the automotive industry in Mór).

The agricultural sector is significant both in Fejér county (20%) and in the Mór (19%) wine region compared to the national (25%). (Figure 4) Mór micro region contains 13 settlements. Mór wine region is located in Mór micro region with 6 settlements.

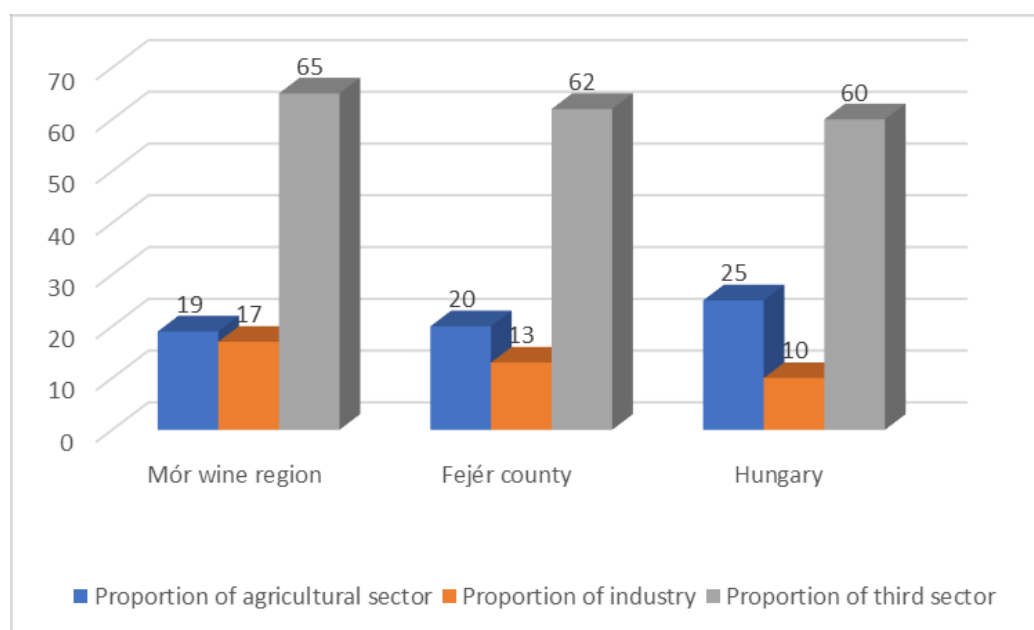


Figure 4. Distribution of sectors

At the regional level, the largest proportion of land users grow crops (37%), followed by agricultural crop production (32%) and viticulture. The proportion of people working in fruit growing is only 5%. Within agricultural activity, the size of the vineyards is important at both national and regional level. In Fejér county 15% of land users belongs to viticulture and 1.6 times more in the Mór micro-region (25%). (Figure 5-6) The number of organizations engaged in agricultural activity increased (by a third), that of individual farms decreased sharply (to less than half) in the first 10 years of the millennium, the process has continued ever since in Fejér county (GSZÖ 2016) However, the total area of agriculture has only changed insignificantly, in the opposite direction. The changes meets the national trends.

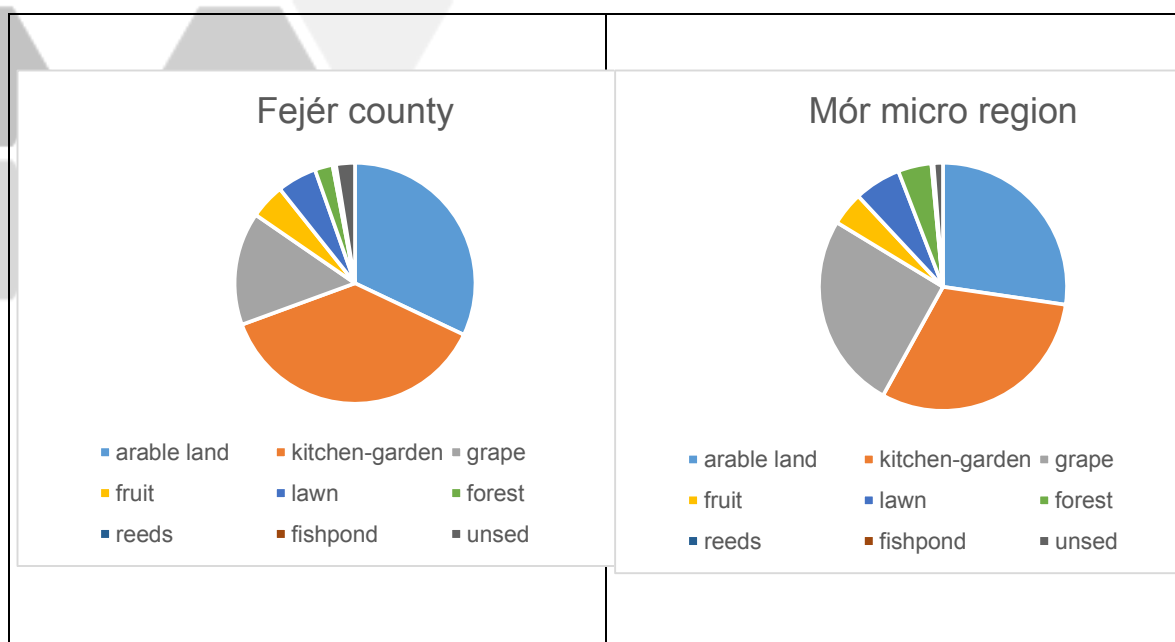


Figure 5-6. Number of land users by type of cultivation

Source: Agricultural census 2010

Nationwide there is a shift in the direction of temporary work with large regional differences; in Fejér County this is average. There is a discrepancy between the family farms and farms in terms of both permanent and fixed-term employees: the former used fewer workers than the national average, the latter more. While farms employed temporary workers fewer days than the national average, family farms employed much more: a third of these workers worked at least half of the year, compared with only 5% nationwide.

The difference is smaller for permanent employees, but Fejér County also ranks above the national average in the highest category (225 days +) for family farms and farms. In 2010 line with the national trend, a negligible proportion of farmers had an agricultural degree, almost 80% only had practical experience, 10% do not even had one; this ratio was even worse for unpaid work. It is encouraging that the proportion of people with an agricultural qualification has increased since 2010. 40% of the farm managers have an agricultural education in 2020. Younger farm managers have more likely a higher qualifications than older farmers. (Agricultural census 2020)

The age composition of the county's farms corresponded to the national average in 2010: it was a strongly aging structure. It has changed to 2020. The proportion of managers under 40 years of age was 10% in 2020. (Figure 7)

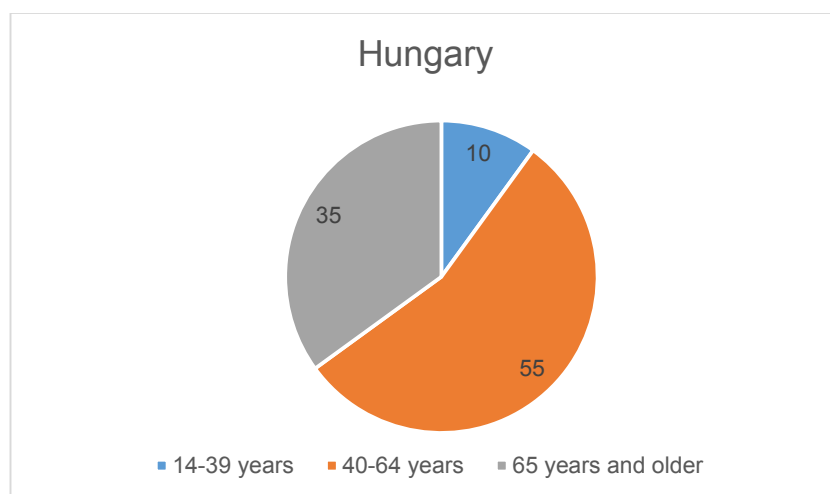


Figure 7: Distribution of farm managers by age group (%), 2020

Source: Agricultural census 2020

Most farmers do not know or have not yet thought about what will happen to their farm in the next few years. It is particularly interesting that this is 51% among farmers over 65 years of age. Farmers who are already planning a handover usually plan to hand it over one of the family members. (Agricultural census 2020)

Description of the practice context (physical, economic, social, cultural, political and administrative).

The Mór wine region is one of the smallest but not less famous wine region in Hungary. It contains six settlements: Mór, Pustavám, Söréd, Csókakő, Zámoly, Csákberény. (Figure 8)

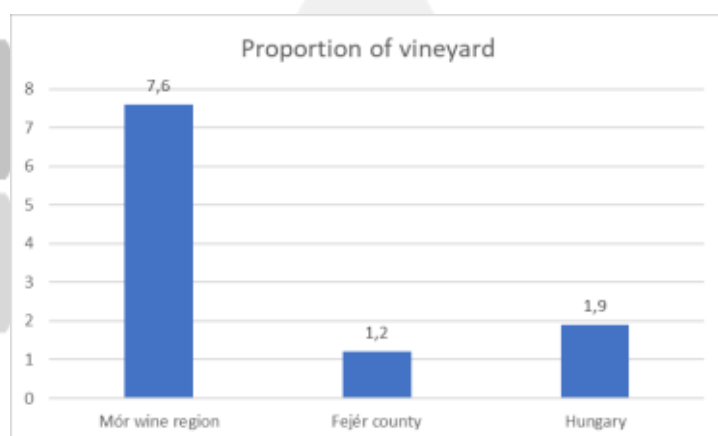


Figure 8. Distribution of sectors

There is a difference in size between the settlements, the smallest is Söréd with 6 km² with 555,500 inhabitants, and the largest is the district town with 14,000 inhabitants in Mór on more than 100 km². In contrast to Csókakő and Mór, which are more densely populated than the national average, the population density of Zámoly and Csákberény is 30-50 inhabitants/km². Half of the Mór wine regions area is under Natura2000 protection. (TSTAR 2019)

The phenomenon of the aging society also affects this area. Although the number of young people is growing a little faster than the national average, still the population of some settlements is aging faster: the age group 65+ in Mór city has doubled in the last 10 years. (TSTAR 2019)

In the last 10 years, domestic migration into the wine region has also lagged behind the national and the district average. However, there were big differences between settlements: in Mór 36%, in Csókakő 73% of the population moved in the last 10 years. Outmigration is below the national average, and in this respect the settlements of the area are more similar. (TSTAR 2019)

The employment rate is slightly higher and unemployment significantly lower than the national and district average. The proportion of industrial workers or industrial companies in the district is above the national average and is outstanding in the wine region (CENZUS 2011) Only the settlement Söréd is more agricultural shaped: Half of the companies belong to the agricultural area (compared to the national 25%) (TSTAR 2019)

Origin of the practice

Origins of the idea

The Mór wine region is one of the smallest but famous wine region in Hungary. Its history goes back to historical times, but since 1996 the Hungarian wine law has classified the vineyards of Mór, Pusztavám, Söréd, Csókakő, Zámoly and Csákberény as a wine region. Grape and wine production played a major role in the life of the settlements in the Vértes and Bakony valleys in the past times. It had a fundamental impact on the livelihood, the enrichment of people and the development of individual settlements. During the time of socialism, large-scale grape and wine production became dominant. It was only after 1990 when the case of the wine region came back to local decision-makers and individual farmers. Wine Community of Mór wine region was founded in 1995. It works on 600 hectares of vineyard, it has 82 members in five settlements (Mór, Csákberény, Zámoly, Csókakő, Söréd). The central settlement is Mór, which is a little town. The Wine community is a public body that operates according to the Wine Community Act of 1994.

Promoters, motivations/targets

The main goals of the Wine Community of Mór are the followings: the coordination of the activities of the wine producers belonging to the wine region, the promotion of the interests of wine production in the wine region, the raising the quality of wine production, the improving the marketability of their products and introducing and enforcing advanced origin and quality protection, the promotion of planting advanced vineyards. The Community founded an Association called Ezerjő Wine-route Association, but the formal relationships among farmers do not work very well, so the Association became inactive but the formal network and many activities stated by the Association such as open cellars, festivals etc. have remained. The informal network and the strong relationships among actors remained. The Community organizes and supports the heritage based events in the region. There are many family businesses among the wineries, where there has been started a generational change.

Actors involved

Farmers

Most important actors of the case are wine producers, farmers in Mór region. They are mostly successors but there are some newcomers too. We also with other key actors are belonging to the wine based development and networks of the region.

Winemaking has a long tradition in the region, almost each family has a connection to the wine and land. During the socialism locals kept winemaking as a hobby or “secondary job” but the knowledge and practice have remained. So now mainly the generation of grandchildren continue the family tradition and develop enterprise from the hobby and family activity. After the change of political system and as a result of land privatization some locals also started to make wine and develop enterprise, now the generational change also has started in these families. So the region and this practice represent the case of successors however there are some newcomers too.

Our case study mainly focuses on the successors, the new generation of farmers who have always lived in the region and have worked or participated in the family business since childhood and take over or will very likely take over the management in the near future.

Most families had long experience in wine, were involved in viticulture before the change of political system in the 1990s too. Wine was produced by the state farm during the socialism in the region.. In addition, almost all workers had small vineyards as a hobby garden, where they produced wine on a small scale mainly for self-provisioning.

“In ‘Szentbékállá’ there was also a small family cellar, which was managed with an area of a few tenths of a hectare. It was one of them. My other grandfather worked in the mine, but they also had a little piece of grape since I’ve known it ... they really appreciated it too.”

After the system change, the state viticulture was privatized. Several families saw a market opportunity and bought a wine-growing area to expand their small business.

“It was a thriving industry in the mid to late 1990s and early 2000s. It worked well. Wine consumption per capita was relatively high in Hungary. State-owned companies were

practically non-existent until the mid-1990s. The markets were taken over by private companies. You could see that this is a developing sector, there is a rationale in this story. "

Based on their previous experience, some of which go back several generations, they began to work as a family farm business, mostly with the involvement of their relatives. The typical farms are still small today: the grapes are grown on the surrounding areas, which are approximately 5-25 hectares in size. The factory - cellar and grape processing machines - is usually located on the ground of family home.

"Three generations. Grandparents - even in socialist times - were busy with viticulture in very small vineyard at the Balaton from the 50s to 90s. My grandfather on my father's side was doing a winemaking apprenticeship somewhere in a kind of fast lane and worked there on the winery in the socialist cooperativ in 'Zánka'. (...) And my father also decided to work in viticulture. (...) He graduated as a winemaker technician in 'Budafok' and went to 'Badacsony Winery', then to another company and then to 'Mór'. So the family came to 'Mór'. "

The vast majority of our interviewees joined the family businesses as a second generation winemaker with appropriate professional training. Although their ambitions came from the family, but they deliberately developed the businesses independently. They are the successors.

"It was a really family motivation, I received impulses, so to speak, and as a child I enjoyed going to the vineyard. (...) I also received encouragement from the family, which I have not regretted that I started in this profession, and then I continued it and even in college I saw fantasy in it."

The appearance of the younger generation is already noticed by everyone.

"Almost all wineries now have such young people between the ages of 30 and 50. You can say that we have almost completed a generation change".

There are some newcomer farmers in the region. It is important to see the differences between successors and newcomers so during the analysis we also focus on the characteristics of newcomers.

The young managers of the wineries have different educational backgrounds (e.g. economy, mechanical engineer). Their families were never involved in farming nor in viticulture. The newcomers had any previous knowledge of viticulture.

"There was nobody in the family [who had experience with agriculture], we were a classic middle-class family, nobody cared about it, they didn't go anywhere near the country".

They studied different professions e.g...economics, engineering...before they started their wine business and moved to the region. However, they came into contact with viticulture during their studies, e.g. during internships. Some of them even spent this time in this wine region too.

"(...) then I decided that I wanted to know more about wines because it's great!"

11 of these interviewees emphasise the processes of how they started to be interested in wine production. The interest went beyond the hobby, they learned more and more about wines and the technologies and some of them attended courses and training at different educational levels or even enrolled in college.

"And after something really changed and I put all my time and money into this training".

Apart from a few internship semesters or wine tastings in the local wineries, they had no personal connection to the region. They decided in favour of this wine region above all because the location has good natural potential in agriculture and viticulture, and the wine region is centrally located and easy to reach. The beauty of the landscape and the rural idyll were also decisive factors for the newcomers to start their practice there.

"I liked the landscape when I first got on Route 81... and I still remember how I felt when I saw the 'Csókakő' hill, the castle, (...) Even today, I feel what I felt when I first saw this landscape (...) Lord, that's beautiful! "

Initially they decided to lease a cellar and commuted between their city apartment (mainly in Budapest or in other nearby cities) and the cellar. After a few years some of them bought the cellar and moved to the settlement. They started farming in small vineyards, but in recent years the vineyards have expanded and the previously leased land could be bought mostly with EU support. Lately most or all of the land belongs to them. Compared to other vineyards, newcomers cultivate smaller, 3-4 hectares large areas.

„(...) just a small territory belonged to the cellar, 3000 m². We are not that big today either. So we have 3,5 hectares".

The farms are family businesses and only a few, 1-2 people work in the wineries who are not family members or friends. The shortage of seasonal workers is worrying. Some of the new

wineries try involve the local younger generations to make them familiar to viticulture. They established a school garden and a model farm where they show the younger ones how the winery and viticulture work until harvest.

"There are now two young people (...) who worked here twice in November and January and they said that they were interested (...) in accompanying the whole process. That's all we can now enter, so if someone is interested, we will show them. Then we can recommend them to get a series of grapes that they can cultivate, harvest, spray and make wine out of them all year round. For example we have just small things in this area. "

There is a concept of expanding the vineyards and expanding the cellar in the future, but not on a large scale. To expand the gastronomy, larger rooms for guests for wine tastings or guest houses are planned. Some of them want to expand the territory through concerts and performances, which brings the community closer together and increases customer base.

"It's such an outdoor garden, in the middle of our vineyard. We want to develop these where a concert, even a small theatre performance or a reading evening could take place. So it would have a bit of such community-building power. "

Some of the farmers established the hospitality venues of the wine region. One of them is a typical success story. After buying a farmyard (and two more, later on) the farmer opened their own catering business, with a guest house and a restaurant. The place became famous among business people from Germany, Spain and Italy, the majority of their guests are foreigners lately. The facilities offer comprehensive services – accommodation, food, tourist programs, and offer wines from local producers from the TDM.

There are other actors involved in the life of wine makers. There are local people working in fields related to wine-making such as the members of different organisations like "Touristic Destination Management (TDM) Association of the Mór Wine Region".

Other key actors

TDM Association of the Mór Wine Region" (touristic destination management), has been in the catering industry since the regime change. She was born there, and her family used to have a vineyard and produced wine, which they sold in the neighbouring towns and villages. Erzsike has a German minority background, speaks good German, moreover, she moved

temporarily to Germany with her (German) husband. After the regime change, in the '90s, they returned to Mór, they bought a farmyard (and two more, later on) and opened their own catering business, with a guest house and a restaurant. The target group was primarily German businessman, her husband's business associates – whenever they came to Hungary, they stayed over at their place. The place became famous among business people – not only from Germany, but also Spain and Italy, the majority of their guests are foreigners. Erzsike and her facilities offer comprehensive services – accommodation, food, tourist programs, and offer wines from local producers from the TDM.

Mayors are important actors in our case. For example one of the village mayor, originally a vet from Békéscsaba, he moved to the village in 2006. He had no particular reason for opting for the village, he had been looking for a peaceful place and beautiful nature, not too far from bigger cities. He became the mayor in 2010 – people were dissatisfied with the previous mayor, the major concerns being that he had always ignored the village and its inhabitants. In 2010, a small team was organized and he was responsible for finances, but the candidate for mayor stepped back and he agreed to run for it instead. He emphasizes that they work together as a team ever since, this is their third electoral cycle, and they had agreed to do the work voluntarily, which means that the payment they receive as employees of the municipality is directly transferred into the budget of the village. He does not work as a vet any more, but he has his own farm, producing milk and meat products. He is the only farmer in the village who has received the ecolabel. He plans on opening his own small gourmet restaurant with specialties.

Another village mayor has always lived in the village, and worked as an accountant before he was elected in 2010. He has history of involvement in local politics in the family – his father and even his grand father used to work for the local council. He was a football player, and he got involved into local politics through a football issue back in the late 1990s. He became member of the council in 1998 and worked in several areas, mostly finances. He owns a vineyard and produces wine for own use, as a hobby. As a mayor, and a pastime wine-producer is in touch with all producers in the village. As a mayor, one of his greatest aspirations is to improve the high quality catering and tourism services in the village.

Rural managers have also very important role in the region and in the Wine Community – Uncle John worked formerly in an agricultural cooperative in Komárom city, and has been

the rural manager of the Mór region for 22 years. He studied agricultural engineering in Nagykanizsa. Andrea is born into a family that has worked in the agriculture for generations, and has a degree as a plant breeder. They have an office and their job is to help farmers with administrative work, they give advice and information to farmers, application for support, or they issue the primary producer certificates.

Tourism entrepreneurs have also crucial role in the region. For example, Szófia who is a caterer and owner of a restaurant in Mór. She grew up in a nearby village and moved to Mór in 2007, to become a manager of the restaurant, when an opportunity opened up for her to own the place. The restaurant worked as a local pub during the '70s and '80s. When Szilvia took over, the it functioned as a traditional tavern, but she decided to invest into it, renovate the place and entirely change the menu. They opened again in 2008, right after the economic crisis, and even though it was a place for locals, the new restaurant attracted many international travelers, who passed on the road in front of the restaurant. She offers only local wines from Mór, she has an agreement with a circle of producers. According to her, her guests explicitly look for local specialties both in food and wine. Next to the restaurant, she also runs a canteen for a factory in Mór. She is very committed about offering local qualities for her customers, this is where her local patriotism meet her professional views.

Style of farming/activities promoted

Resources activated/adaptability

Because of the aging of farmers in the region there are more and more land free for sell or rent. So in this region there are enough land to start new business or develop the existing one. We can say there are enough natural resources for young generations to start business in the region.

The new generation obviously wants something different from previous generations. The effects of globalization can also be felt here. New methods and new techniques will inevitably appear on farms. The only limitation is the financial resources.

"Well, I now see such a rejuvenation in the winery. The generation change is as good as underway: Everywhere in the families you can find exactly the person who takes over this winery. And that will certainly bring further development, because the young man will no longer do the good and satisfying that the ancestors did. You will definitely be innovative. "

The family business works with seasonal workers, as there are tasks that they cannot solve on their own. This requires capital or credit that was not very available in the 1990s. The activated family-related resources solved the families' low start-up capital.

They almost exclusively employ full-time family members, and seasonal work is also organized on a neighbourly basis. Typically, men do the physical and wine-related work, while women do the administration, marketing, and hospitality. They recruited and recruit nowadays too their seasonal workers from the area: At harvest time, it is mainly pensioners with whom they have been working for years. Young seasonal workers who do not belong to the family can hardly be found and afforded. Agricultural work is becoming less and less attractive for young people. According the interviewees the majority of wineries are experiencing the same difficulties. The biggest problem the permanent labour shortage in agriculture, and the lack of central cooperative storage capacity hinders the quantitative growth of the wineries.

"(...) you get help through acquaintance. When harvesting, we usually work with 14-15 people when there is a manual harvest, of which 2-3 people are the men doing the movement, so emptying the pots on the tractor, which is the harder work. (...) The pickers, on

the other hand, are typically over 60 years' old, so fresh retirees, but also older, so there are also 70 plus pickers who are still active and like to come to the harvest. "

Most of the wineries practice traditional farming, but they strive to minimize their environmental impact (limiting the use of chemicals) and some are experimenting with the use of solar energy. Wineries have limited resources for development so they have to use alternative solutions to maintain ecological and economic sustainability. According to interviewees, the solution is to reduce the cultivation area in parallel with the mechanization. In addition to supplying a wide range of consumers, an increasing range of quality wine and wine tourism is inevitable.

"Well, where do we practically sell? We're practically everywhere from grapes to hospitality. So we sell quite a lot of grapes as fruit, we sell cider, we sell wine in bottles, we sell wine in plastic bottles, we sell bottled wine. And we also sell wine to hospitality. From this point of view, everything is included, from the grape to the glass tasting to the wine tasting."

Farming approach/activities promoted

However the human resources are missing very much, especially the agricultural workers with knowledge on grape cultivation. Only some older local workers experienced in the cooperatives and state farms during the socialism can provide labour force for the local enterprises. Some winery collect workers for the harvest from 100 km far regions while some of them try to find alternative solution for labour force demands such as invitation of friends and relatives for the harvest or provide the harvest as team building program for companies. However other works in the grape land are made by the owners and family members.

Newcomers brought a new perspective on local viticulture with the start of ecologically sustainable cultivation in the wine region. The switch to fully organic farming is on the way. Lately they have not been using any chemicals, just the natural ones that are approved for organic farming. Some of the wineries only produce organic wine. Unfortunately, few locals have adopted this approach as this type of farming is more expensive than the traditional one.

"It has to be innovative in something, especially in terms of sustainability and cultivation in the vineyard. Of course, we also strive for organic farming, the region is lagging behind. There are some economies that think that way, I trust that more colleagues will think that way. "

Innovation

All of the interviewees emphasized that the wine production needs innovation and creativity. Other connected activities such as promotion of wine, events etc. also need creativity and innovation. During the pandemic the consumer access became very difficult so many informants emphasized that their innovation help them to find and create new channels to reach their consumers or find new ones. Innovation mostly appears in personal or farm level in the narratives, but some winemaker said that they try to develop innovative practices and initiatives in local or national and international level. For example, the promotion of the special wine and grape type (ezerjő) of the region represents several innovative forms of activities from the special type of wine production (ezerjő aszu) to the organization of the society for Ezerjő in the world.

To get well known, you need marketing. Although they stepped up their marketing activities, their reputation initially spread from people to people even nowadays. Small wineries of the region still serve local and neighbouring needs.

"Our main profile in the past few years was the pub market, where we delivered wine to the brim. This is the pub segment, this is quite a narrow segment so since then we have tried to open up to hospitality, restaurants, shops and businesses."

They have to be diverse and present in a wide variety of markets in order to be able to sell their products and so that the family can make a living from the family business.

"We don't deliver to multinationals, it's not a route for the size of our company. On the other hand, the share of sales from the house is quite high, so that local or local buyers in particular should have it as river or bottled wine. So now I can say that all in all this is such a great mess, very, very many areas have very, very many parts."

The winemakers played a significant role in marketing the wine region as the newcomers brought innovation and more new ideas. They linked wine consumption to local natural values and used it as a marketing tool to attract more visitors.

"Actually, the goal is to make quality wine and promote the landscape."

All newcomers cultivate the trademark grape of the region, for which it is famous. This helps to maintain tradition and at the same time it makes the cellar and the region more popular to tourists. The newcomers take active part at the local and national wine festivals and competitions, which is a good marketing tool and strengthens the local identity too.

"I think if someone moves in from the outside, they may not be wearing the bags I see on them and may not even notice. And that applies to both winemaking and much."

Newcomers may not have local roots, but they strive to build a well-functioning local network. They care about local values and traditions and fully identify with them, despite having no personal connection prior to the practices.

Environmental issues

Environmental issues became more and more important for the winemakers of the region. Many of them emphasized the negative effects of climate change, e.g. hot summers result in decreasing quality of grapes. Environmental issue also seems a generational question: Older farmers use a kind of modern but ordinary cultivation method with more chemicals while young farmers focus more on environmentally friendly cultivation methods and some of them have started organic production. Some of the informants emphasized that organic production is more difficult and sometimes more expensive but it is much closer to the traditional way of cultivation and many times the quality of grapes is much more better. However, others emphasize that they cannot change to the organic way of production because they are afraid that it can cause quality reduction. We can say climate change and environmental issues are a contested issue with generational aspect in the Wine community of Mór.

The case studies have shown that various dimensions of sustainability are becoming increasingly important in the Mór wine region. Most wineries work as traditional family farmers, and only a few wineries strive to have the least possible minimal environmental

impact. One reason for that is affordability - since organic farming is complicated, expensive and burdens farmers with increased administrative loads, only a few wineries can afford it. Moreover, the consumer demands are more explicitly pushing for local goods and less for the ecological labels. The producers therefore opt for “hybrid” methods, which means that the use of environmentally harmful agents is minimized. For all these reasons, applying for the title of organic farm is not a priority for the farmers.

Synergies and networking

Relationships with the local community

Wine producers in the region and especially in settlement level have a strong informal network. They help each other and organize common events, represent the region together. Nevertheless, the case of Ezerjő Wine route Association demonstrates that most of the farmers are not open for formal organization they prefer the informal relationships they do not want to follow strict rules and especially to do regular activities. The lack of formal organization result that it is more difficult to achieve synergies between actors. Synergies develop only spontaneously and not in a organized way. Sometimes many activities (programs, selling) are run in parallel without cooperation.

In recent years a number of NGOs have been set up to bring together families who are involved in viticulture. They are building a strong network to make the area better known for its hospitality and wine and are involved in organizing local wine festivals, for example. Some of the interviewees play an important role as head of the local area “Hegyközség”. They are trying to unite the new generation who regard quality development as a matter of prestige.

„A new generation has emerged who already interested in quality wine production. They already know that the name and reputation of the wine region matters in sales as well. (...) As for local events, we can see a unity of almost all winemakers. So, here we have a common goal that everyone can benefit from.”

The city's development policy also rely on local conditions: Community investments increasingly rely on the elements of local culture as resources. The local government – in cooperation with local businesses – intend to make Mór not only in connection with the traditional spring and autumn events, but also a wine tourism destination throughout the year.

“Basically we have good relationship with the local government. They invest significant resources of organizing wine-related events. The leaders of the city are aware of the fact that supporting local values can attract people to Mór. They organize events and performers who can contribute to the growth of wine sales”.

Maintaining sustainability could rely mainly on cultural and social pillars. At the same time there is a strong interaction between tourism, hospitality and wine. The change is triggered

by the changed consumer needs mainly of the middle class. Therefore, the area is moving towards consumer-generated sustainability and involves a generation change, which is also associated with technical innovations. The motivation to work in agriculture is generally decreasing, and farmers are trying to make up for the labour shortage through mechanization and the use of innovative methods. Maintaining local identity and local networks plays a key role and closely related to economic success and social sustainability. The local cultural and economic network between farmers and other entrepreneurs in the field of tourism compensate for the vulnerability of family businesses. Together they are better able to survive and together they also contribute to the development of the image of the place, which has an impact as an important factor for the sustainability.

Synergies enabled

Wine producers of the region are strongly involved in winemaker networks in Hungary. They have good relationships with winemakers in country level, they are networking with producers from other wine regions and some of them also participate in international networks too.

Locals try to use local synergies. Farmers in decision-making positions (e.g. mayor, village farmer) try to combine different agricultural areas (wine, cattle breeding) to promote products together in order to win more customers (e.g. free cooking class with local ingredients).

Local farmers in hospitality business try to involve other local farmers to become supplier.

Networking established

Wine producers are important actors in local society they are involved in many local activities, they participate in local development planning processes especially which focuses on tourism and/or local heritage based development. Most of the local inhabitant has connection to wine and vineyard, so winemakers are regarded as a kind of protector of local heritage and identity and also as an important sector of local economy.

There is a local association to help maintain sustainability. The Tourism Destination Management (TDM) is a special tourism management system that is promoted from above but organized from below and performs full management of a specific travel destination. Its mission is to provide services on both local and regional levels, and cover different roles in various areas of tourism. The aim of the association is to bring tourism entrepreneurs, civic associations and the community together in order to promote important tourist attractions in the region and emphasize local products and services.

In the wine region local winemakers have been in very active contact with one another for a long time. They know that an active community, a conscious community building on the basis of identity is important. They are aware of the strong interaction between tourism, hospitality and wine. However, it is common for even established collaborations to get stuck at times, as has happened recently. In such cases, the community freezes and hopes for outside help to solve the problem. The farmers just seem to be waiting for something to happen to attract tourists but they think less in small steps, in steps that they could take. A change in the daily routine is often overlooked, the external miracle is more to be expected. Even though many of the members criticize the organization for not being active enough and not representing the joint interests properly, it is at the moment probably the only forum, which holds the different segments of local tourism together (wineries and other businesses).

Policies and institutional supports

Institutional support

There are many policy funds and supports for individual farmers to develop their farms and enterprises. However, there are very few funds for the networks of farmers. An important problem is that agriculture and rural development funds are mostly separated and because of the rules many times farmers must not be involved in local development projects (it is prohibited by the project rules).

Impact and perspectives

Impacts on of the practice on rural regeneration and generation renewal

Case of the Wine community in Mór proves that agriculture can be attractive for the young generations. Many local farmers continue the family business. Winemaking is an innovative activity and alongside farming, there are many additional activities from tourism to marketing.

Perspectives

Winemakers are important actors in local society and the local economy. They have a key role in heritage-based development and in the image building of the region.

There is a generation change in long-standing family wineries and are several newcomers to winemaking. New generation promotes ecological sustainability. The newcomers came to the wine region with no previous connections.. often link innovation to the preservation of local traditions. Both newcomers and locals and especially the young generation have a very strong local identity. It is important to them to preserve local traditions and promote local wine, continuous participation in local events and festivals. They have also made it their business to train young people. On the one hand it serves the marketing of wines and on the other hand creates the new generation of farmers and more environmentally conscious consumers. They think long-term and, in addition to winemaking, are also committed to hospitality in order to make the winery more economically successful. The successors follow international and national trends and perceive the changes toward sustainability very strongly, they are ready to apply the latest methods and innovations.

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Appendix 1. The list of interviews

Code	Interviewee Pseudonym	Gender	Role	Place and date of the interview	Other information
HU9B/Int.1	Ádám	M	farmer	online, 26.02.2021.	newcomer, young farmer
HU9B/Int.2	Karolina	F	farmer	online 01.03. 2021.	newcomer, young farmer
HU9B/Int.3	Mária	F	farmer	online 05.03. 2021.	successor, old farmer
HU9B/Int.4	Árpád	M	farmer	online 08.03. 2021.	successor, Young farmer
HU9B/Int.5	Csongor	M	farmer	online 16.03. 2021.	successor, Young farmer
HU9B/Int.6	Andor	M	farmer	online, 24.02.2021	successor, old farmer
HU9B/Int.7	Iván	M	farmer	online, 01.03.2021.	successor, old farmer
HU9B/Int.8	János	M	farmer	online, 01.03.2021	successor, old farmer
HU9B/Int.9	Tibor	M	farmer	online, 01.03.2021	successor, young farmer
HU9B/Int.10	Alvin	M	farmer	online, 18.03.2021	successor, young farmer
HU9B/Int.11	Erika	F	tourism	online, 24.02.2021	n.a.
HU9B/Int.12	Lajos	M	local government	online, 25.02.2021.	n.a.
HU9B/Int.13	János	M	agricultural administration	online, 02.03.2021.	n.a.
HU9B/Int.14	Gyula	M	local government	online, 05.03.2021.	n.a.
HU9B/Int.15	Szandra	F	tourism	online, 11.03.2021.	n.a.
HU9B/Int.16	Máté	M	farmer	online,01.03.2021.	successor, young farmer
HU9B/Int.17	Szabolcs	M	farmer	online,02.03.2021.	successor, young farmer
HU9B/Int.18	József	M	farmer	online,02.03.2021.	successor, old farmer
HU9B/Int.19	Béla	M	farmer	online,02.03.2021.	successor, old farmer
HU9B/Int.20	István	M	farmer	online,11.03.2021.	successor, old farmer

Table 1. Interviews