



AGROECOLOGY EUROPE
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CONVERGING MOVEMENTS
FOR RESILIENT FOOD SYSTEMS

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Environmental attitudes and motivations of farmers

Behavioural and economic drivers and barriers
to green change in agriculture



Eszter Takács

**Institute of
Agricultural
Economics (AKI)**

Hungary

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SESSION 1: Multi-level policy initiatives to reshape the CAP

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OVERVIEW

- Research context and design
- Result highlights
- Conclusions and suggestions
- Acknowledgement



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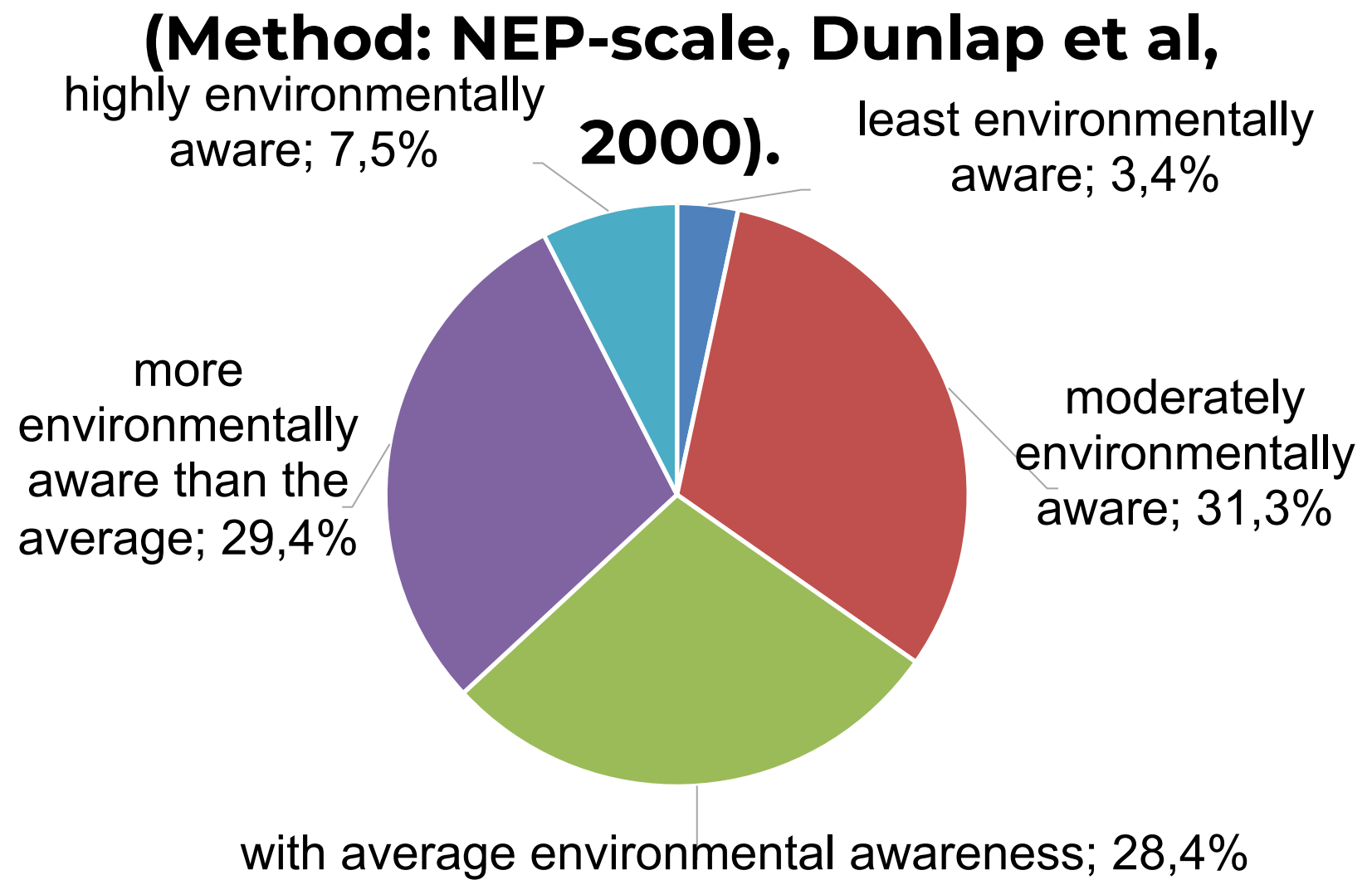
Research context and design

- 2022, EU, Hungary. Relatively new legislative and strategic framework at EU level: Green Deal, Farm2Fork Strategy, Biodiversity Strategy, ...
- Before the new CAP period 2023-2027
- Environmental effectiveness of the previous CAP period (II. pillar)
- Assignment from the Ministry of Agriculture: preparation to the establishment of the new „Green” CAP Advisory Network
- Questionnaire compiled with combined methodology, mainly based on the Theory of Planned Behaviour (Ajzen, 2006)
- Sample: 500 farms of the Farm Accountancy Data Network (FADN)
- Data analyses



Results - Environmental attitude versus policy awareness

Environmental attitudes of the farmers



Environmental policy awareness (Open question about Green Deal objectives)

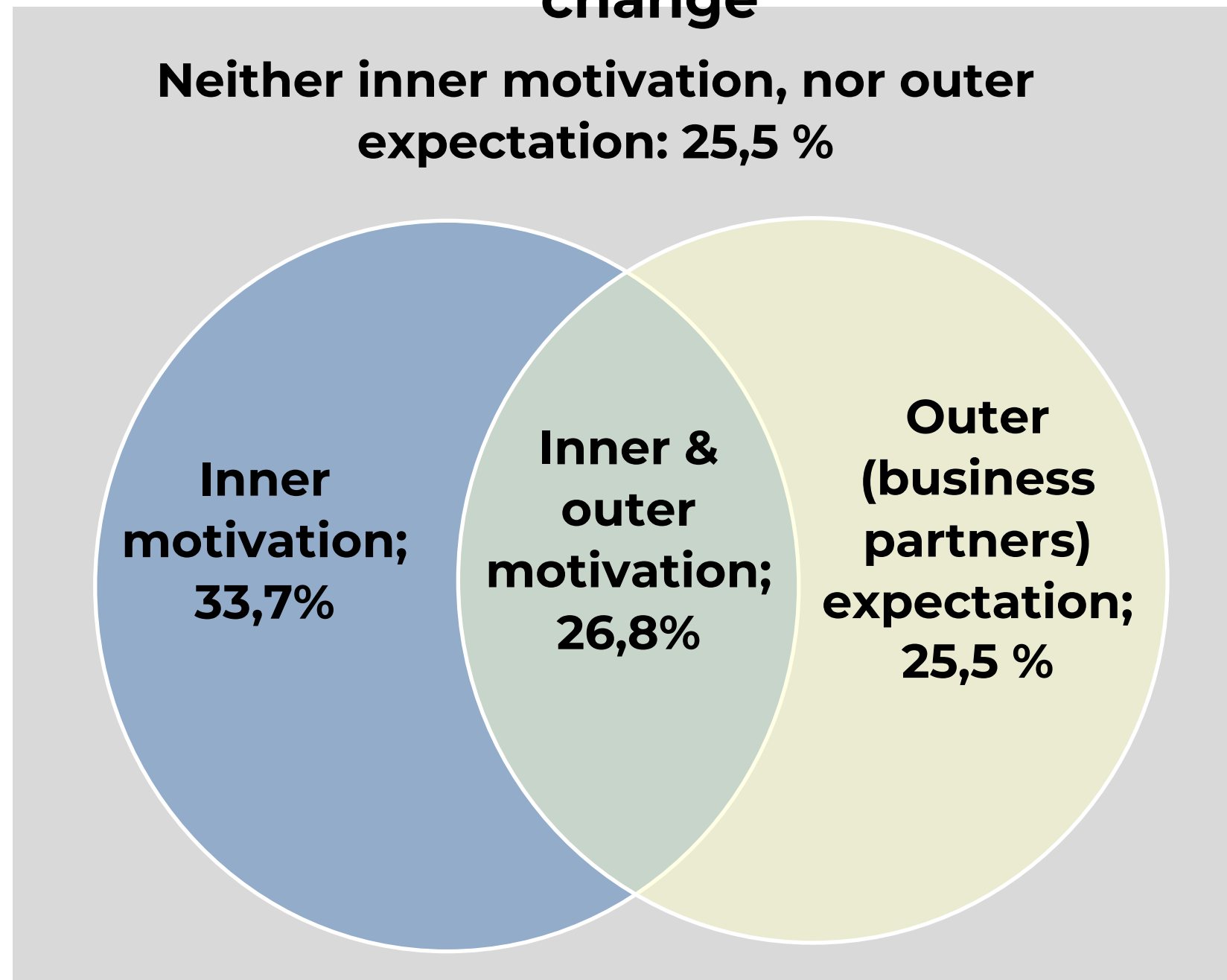
- No answer: 50% (252 farmers from n=504); wrong: 2%;
- Perfect answer: 11%, good: 18%;
- General, superficial knowledge: 19%

Cross-tab analyses : environmental attitudes versus policy awareness

There is no relationship between the environmental attitude and the knowledge level about environmental and climate policy objectives of farmers in Hungary

Results – Short-time motivations and long-term perspectives

**Motivations and expectations
influencing the farmers willingness to
change**



Long-term environmental economic

Answer options (either/or):

A) Meeting environmental requirements is also beneficial for me in the long term, as it ensures the maintenance and improvement of the natural resources necessary for my farming **(69%)**

B) Meeting environmental requirements is likely to reduce my income and/or increase my costs **(31%)**

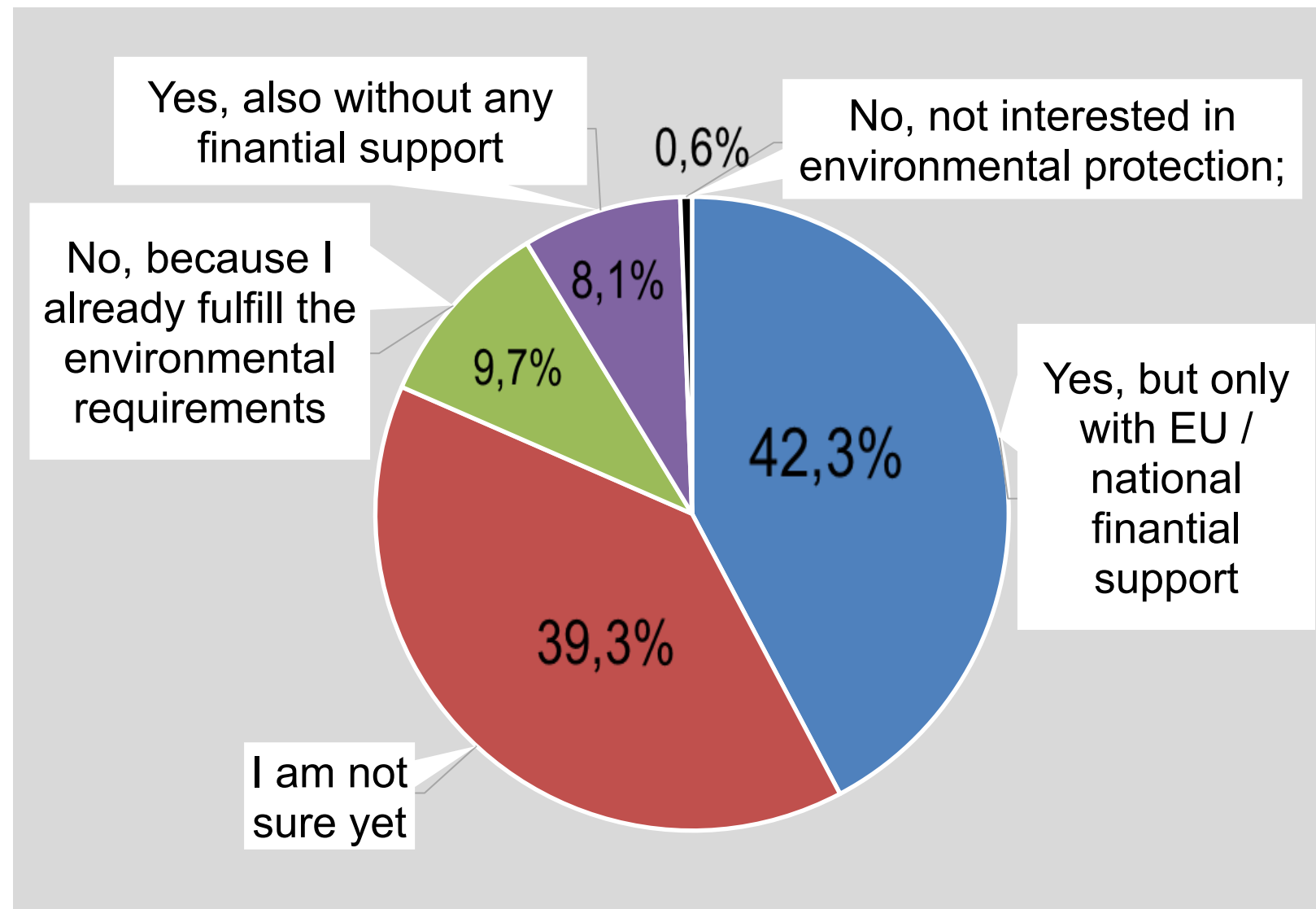
Good news of these two results:

- Σ : 75% inner and/or outer motivation/expectation
- 69% trust in long-term payback of environmental measures (answer „A”)

Both are important influencing factors

Results - Ambitions and concerns

Farmers plans for environmental improvements in their practice



Who are the „uncertains” (40%) What do we know about them? How can we engage them?

- 1) Half of them belong to the group that perceives neither internal motivation nor external expectations.
- 2) Among them, there are a higher than average proportion of those who have more critical attitude towards environmental expectations (answer „B” on the previous slide).
- 3) Every environmental attitude groups are equally represented among them

Main motivation of the different groups:

Lower environmental awareness → avoiding negative financial consequences

Higher environmental awareness → preserving the environmental status as a key resource for future farming

Conclusions

- Market (social) expectations are a driving force in the environmentally conscious behaviour of farmers
- Financial returns and economic considerations are inevitable elements of farm-level decisions
- There is a significant demand for personal and practical consulting activities (complex advisory support services, practical knowledge).
- Policy should focus more on farmers attitudes, fears and needs, to make sure they feel safe in the middle of this storm of ecological crisis and multiple societal expectations





Acknowledgement

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- Cleverfood project
- Organisers of the Forum



Thank you for your attention!

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