

POLICY DIALOGUE ON SUSTAINABLE FOOD CONSUMPTION

Building trust in sustainable food systems:
labelling, public procurement and citizen
engagement in Hungary



FOOD LABELLING



PUBLIC PROCUREMENT



CITIZEN ENGAGEMENT

ORGANIZED BY:



29–30 SEPTEMBER 2026

**BUDAPEST
& VÁROSLŐD,
HUNGARY**



**Funded by
the European Union**

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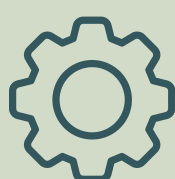
BUILDING TRUST IN SUSTAINABLE FOOD SYSTEMS: LABELLING, PUBLIC PROCUREMENT AND CITIZEN ENGAGEMENT IN HUNGARY

FIRST DAY
29 SEPTEMBER 2026
UP HOTEL – BUDAPEST, 1067 BUDAPEST, CSENGERY U. 31.

09:00–09:30	REGISTRATION
09:30–09:45	OPENING
09:45–10:05	SESSION 1 – POLICY FRAMEWORKS AND SUSTAINABLE PUBLIC CATERING EUROPEAN FOOD LEGISLATION AND POLICY DEVELOPMENTS AFFECTING CONSUMERS PAOLA PLAKU – SENIOR POLICY & PROJECT OFFICER, FAIR TRADE ADVOCACY OFFICE
10:05–10:10	EXCHANGE OF VIEWS
10:10–10:30	THE ACTUAL FOOD POLICY SITUATION IN HUNGARY DR. LÁSZLÓ BÚZA – STATE SECRETARY FOR AGRI-FOOD, FOOD TRADE AND FOOD LITERACY
10:30–10:35	EXCHANGE OF VIEWS
10:35–10:50	THE CHALLENGES AND OPPORTUNITIES OF SUSTAINABLE PUBLIC CATERING POLICY RECOMMENDATIONS FROM THE CLEVERFOOD PROJECT DR. JUDIT HÁMORI – RESEARCHER, DIRECTORATE FOR SUSTAINABILITY RESEARCH, INSTITUTE OF AGRICULTURAL ECONOMICS
10:50–11:10	ORGANIC PRODUCTS IN PUBLIC CATERING – VISIONARY PROJECT OUTCOMES GÁBOR KIRÁLY – RESEARCHER, DEPARTMENT OF SOCIAL RESEARCH, INSTITUTE OF AGRICULTURAL ECONOMICS
11:10–11:25	INTERACTIVE DISCUSSION
11:25–11:45	COFFEE BREAK
11:45–12:00	SESSION 2 – CONSUMER BEHAVIOUR AND PERCEPTIONS WHAT ARE THE MAIN BARRIERS AND ENABLING FACTORS TO CONSCIOUS CONSUMPTION? EMESE GULYÁS – ASSOCIATION OF CONSCIOUS CONSUMERS
12:00–12:15	HOW CONSCIOUS ARE THE HUNGARIAN CONSUMERS – BIO PRODUCTS IN FOCUS DR. GYÖNGYI GYÖRÉNÉ KIS – LEAD RESEARCHER, HUNGARIAN RESEARCH INSTITUTE OF ORGANIC AGRICULTURE
12:15–12:30	CONSUMER PERCEPTIONS OF GEOGRAPHICAL INDICATIONS AND NATIONAL QUALITY LABELS IN HUNGARY DR. ÁRON TÖRÖK – FULL PROFESSOR, HEAD OF THE DEPARTMENT OF AGRICULTURAL ECONOMICS, CORVINUS UNIVERSITY BUDAPEST
12:30–12:40	EXCHANGE OF VIEWS
12:40–12:55	SESSION 3 – FOOD LABELS AND QUALITY SCHEMES HUNGARIAN HIGH QUALITY FOOD (HQF) TRADEMARK PROGRAM DR. FERENC HELIK – NATIONAL FOOD CHAIN SAFETY OFFICE, DEPUTY PRESIDENT FOR FOOD INDUSTRY AND FOOD SAFETY INSPECTION
12:55–13:10	INTRODUCTION TO THE HUNGARIAN HÍR (TRADITIONS – FLAVOURS – REGIONS) QUALITY LABEL PROGRAMME DR. IMOLA KISÉRDI – CHIEF GOVERNMENT COUNSELLOR, CHAIR OF THE HÍR COMMITTEE, MINISTRY RESPONSIBLE FOR AGRICULTURE AND THE AGRI-FOOD SECTOR
13:10–13:25	BEST PRACTICE ON: LOCAL LABELS TO STRENGTHEN SUSTAINABLE CONSUMPTION FROM THE REGION – WE ARE LOCAL. TRADEMARK DR. KATALIN KUJÁNI – PRESIDENT, KISLÉPTÉK ASSOCIATION
13:25–13:40	INTERACTIVE DISCUSSION
13:40–14:20	LUNCH BREAK

POLICY WORKSHOPS

14:20–15:40



CUES WORKSHOP

HOW TO OVERCOME THE LACK OF IMPLEMENTATION OF LABELLING-RELATED LEGISLATION?



CLEVERFOOD WORKSHOP

WHAT POLICY MEASURES CAN BE USED TO IMPROVE THE QUALITY AND SUSTAINABILITY OF PUBLIC CATERING, AND HOW CAN CONSUMER AWARENESS BE RAISED?

15:40–16:00

WORKSHOP OUTCOMES AND KEY TAKEAWAYS

16:00–16:10

CLOSING REMARKS

Translation in English will be provided both days



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DAY 2
30 SEPTEMBER 2026
FIELD VISIT TO VÁROSLÓD, HUNGARY

FIELD VISIT AGENDA

07:00	MEETING AT THE BUS (THE EXACT MEETING POINT IN BUDAPEST WILL BE SHARED LATER)
07:00–09:00	TRAVEL TO VÁROSLÓD
09:00–12:00	INTRODUCTION TO HÍR (TRADITIONS–FLAVOURS–REGIONS) AND "WE ARE LOCAL" CERTIFIED PRODUCERS AND PRODUCTS
12:00–13:00	LUNCH
13:00–15:00	TRAVEL TO BUDAPEST

THE OBJECTIVE OF THE FIELD VISIT IS TO PROVIDE PARTICIPANTS WITH FIRST-HAND INSIGHT INTO WELL-ESTABLISHED HUNGARIAN QUALITY LABELS BY MEETING THE PEOPLE BEHIND THEM. PARTICIPANTS WILL LEARN ABOUT THE OWNERS OF CERTIFIED BUSINESSES AND PRODUCTS, THEIR CONNECTION TO PLACE, THE CONDITIONS IN WHICH THEY OPERATE, THE CHALLENGES THEY FACE, THE FACTORS BEHIND THEIR SUCCESS, AND THE ROLE THAT QUALITY LABELS PLAY IN RURAL DEVELOPMENT

PRESENTING:



MENEDÉK ÖKOKERT – ECOGARDEN

"HELYBEN VAGYUNK." QUALITY LABEL, CHEMICAL-FREE VEGETABLE PRODUCTION, ARTISAN GOAT DAIRY PROCESSING, COMMUNITY-SUPPORTED AGRICULTURE (CSA)



VÁROSLÓD HERITAGE HOUSE

CULTURAL HERITAGE OF THE REGION, LOCAL TRADITIONS, TRADITIONAL RURAL LIFESTYLE



IGLAUER PARK

"HELYBEN VAGYUNK." QUALITY LABEL, PRESENTATION OF LOCAL PRODUCERS AND ARTISANS, BEST PRACTICES IN LOCAL COOPERATION AND COMMUNITY DEVELOPMENT, LUNCH FEATURING LOCALLY SOURCED INGREDIENTS

"HELYBEN VAGYUNK" QUALITY LABEL & TRADITIONS–FLAVOURS–REGIONS TRADEMARK OWNERS



Translation in english will be provided both days

THE ORGANISERS RESERVE THE RIGHT TO MAKE CHANGES TO THE PROGRAMME.
SOME SPEAKER INVITATIONS ARE CURRENTLY PENDING.



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