

Abstract:

The production of plums has a long tradition in Hungary and is of great importance for the export. Main customers are the countries of the European Union. Experts assume that production and export still can be expanded. To this it requires a thorough analysis of the market situation as well as the production conditions in the country. This is aim of this paper: it tries to analyse the situation on the plum market in Hungary. Furthermore it discusses difficulties hindering the export and suggest recommendations for the improvement in the export situation.