

## INTEGRATED SUPPLY CHAIN MANAGEMENT IN PORK PRODUCTION

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Meat industry in Hungary is one of the greatest losers of joining the European Union since expansion of import of meat and meat products in the structure of foreign trade has exceeded expansion of export by almost ninety percent. Primary production which was dominant in the early nineties was getting into background from year to year. The purchase price of pigs was lower by 11 percent in the first seven months of the previous year than in the same period of 2006. Per farm pig number of companies increased, while it decreased in private enterprises. Within this issue, enterprises constituting the pork product chain have to face some special and complex challenges starting from the supplement of basic materials to the products' arrival to the domestic or foreign customers.

Supply chain is such network of organisations which comprises processes and activities that create value as a product or service for consumers. Strategy of development requires consideration and action resulted from our specialities, opportunities, capabilities, closer and far objectives. In order to that program can be sustainable for long time production indicators serving for efficiency, the harmony of biological, ecological and economic factors as the basis of production should be improved.

Superior position allows of redistribution of income hereby it turns pork product chain from its optimal growth path inhibited expansion of competitiveness. Large-scale opening of agricultural disparity of prices has also affected which has caused significant redistributions of income between agricultural enterprises and suppliers. According to key factors, the three determinant parts of Hungarian pork market, such as the agrarian, industrial and trade sectors are analysed. Qualities and problems connected to the theme are taken into consideration within each sector, then, the state of relationships among sectors and direction of development are to be discussed.