

## **TITLE: Sustainable Approach for the Collection and Processing of Medicinal and Aromatic Plants in Hungary**

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### **ABSTRACT for Presentation**

Hungary is a Central European country that is rich in medicinal and aromatic wild plant species; in rural livelihoods, the collection, use, process, and trade of these plants are traditionally important contributors. However, due to several recent changes touching the sector, the natural ecosystems, biodiversity, and collectors - who generally belong to poorer social groups – are affected negatively.

The presentation aims to introduce the Hungarian herbal sector from a holistic perspective, including its economic, environmental, and human dimensions, with a particular focus on sustainability. In this context, the purpose is to discover this field as complex as possible and present it from both theoretical and practical aspects. Another objective is to show the best practices and feasible solutions from the field in connection with promoting a harmonious, as well as economically prosperous relationship between nature and local people. This integrated approach helps show why herbs are so precious nowadays, what are the herbal industry's strengths and advantages, as well as its weaknesses and challenges. Based on the findings of a comprehensive research carried out in 2022 in Hungary, the speech attempts also to propose some recommendations for the future.

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### **KEYWORDS**

**Hungarian herbal industry; sustainable collection of wild medicinal and aromatic plants; traditional ecological knowledge; traditional healing practices**