

**SAVREMENI ASPEKTI ODNOSA POLJOPRIVREDE I  
RURALNOG RAZVOJA****CONTEMPORARY ASPECTS OF CORRELATION BETWEEN AGRICULTURE  
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*U većini zemalja poljoprivreda je stratejska grana privrede. U razvijenim zemljama učešće poljoprivrede u BDP iznosi svega 2-3 %, ali se uz ovu granu razvijaju i druge djelatnosti: trgovina, turizam, hemijska i mašinska industrija itd. Danas se velika pažnja posvećuje zaštiti životne sredine i proizvodnji kvalitetnih proizvoda. Održivost je postala važna odrednica agrarne proizvodnje. Moderna poljoprivreda je usmjerena ka produktivnoj i intenzivnoj proizvodnji, ali i multifunkcionalnom razvoju ruralnih područja. Implementacija integralnog ruralnog razvoja, novog razvojnog regionalnog koncepta, sublimira više ciljeva: ekonomski i socijalni napredak, demografsku stabilnost, zaštitu životne sredine i kulturnog naslijeđa itd. Ovaj razvojni model najviše uvode razvijene zemlje, ali i zemlje u razvoju. Na ovaj način se, pored proizvodnje, rješava i širi spektar društvenih problema. Ipak, rezultati primjene politike ruralnog razvoja se razlikuju od zemlje do zemlje. Danas su razvijene metode za mjerenje ruralnosti. Poljoprivreda i ruralni razvoj su u stalnoj interakciji, ali se zagovornici direktne podrške poljoprivredi i dalje suprotstavljaju teritorijalnom pristupu i izdvajanjima za ruralni razvoj.*

**Ključne riječi:** Poljoprivreda, ruralni razvoj, teritorijalni pristup, održivi razvoj, multifunkcionalnost.

**SUMMARY**

*In most countries, agriculture represents a strategic economic sector. In developed countries, the share of agriculture in GDP amounts only to 2-3%, but this industry assists in development of other sectors as well: trade, tourism, chemical and mechanical/machine industry, etc. Nowadays, great attention is paid to environmental protection and production of quality products. Sustainability has become a key determinant of agricultural production. Modern agriculture is focused onto productive and intensive production, but also towards multifunctional development of rural areas. Implementation of integral rural development and new regional concept of development sublimates several objectives: economic and social progress, demographic stability, environmental and cultural heritage protection, etc. This development model is mainly introduced in developed countries, but also in developing countries. A greater scope of social problems, in addition to the production, is resolved by doing so. However, the results of the rural development policy differ from one country to another. Today, methods for measurement of rurality have been developed. Agriculture and rural development are in constant interaction, but the advocates of direct support for agriculture continue to oppose territorial approach and subsidies for rural development.*

**Keywords:** Agriculture, rural development, territorial approach, sustainable development, multifunctionality.

## UVOD

Globalizacija praćena rastom svjetske privrede, ubrzana primjena naućnih dostignuća u svim djelatnostima predstavljaju eksternalije koje određuju položaj poljoprivrede, kako u teorijskim, tako i u pragmatičnim aspektima. Ovi faktori determinišu ulogu i uticaj poljoprivrede na svjetske ekonomske tokove, održivo upravljanje resursima i njenu najširu društvenu ulogu. Ali, ne tako davno, položaj poljoprivrede se prije stotinu i više godina razlikovao od današnje poljoprivrede u demografskim aspektima, potrebama i navikama, ulozi poljoprivrede u međunarodnoj trgovini poljoprivrednim proizvodima i hrani, poziciji ove oblasti u odnosu na održivost životne sredine, njen odnos sa ostalim sektorima kao što su industrija, trgovina, turizam, saobraćaj, bankarstvo itd. Sve navedeno govori o nevjerojatnoj ekspanziji multifunkcionalnosti ove strateški važne oblasti u najvećem broju zemalja. Kao što je rećeno, i globalni faktori snažno utiču na razvoj i budućnost moderne poljoprivrede.<sup>1</sup> Znaćajna dimenzija moderne poljoprivrede je održivost. Na nju utiču primjene novih metoda proizvodnje u poljoprivredi i proizvodnji hrane. Održivost poljoprivredne proizvodnje je danas nezamisliva bez interakcije sa razvojem industrije, naućnotehnološkim progresom, regionalnim ekonomskim integracijama i sporazumima i nacionalnim sektorskim politikama. Ovo je posebno važno u vrijeme ekonomskih kriza, ratova, globalnog zagrijavanja i pojavi drugih globalnih problema. Svi ovi faktori, pojedinaćno i u sinergiji utiču na karakter proizvodnje hrane, djelujući na svijest potrošaća i reakcije proizvođaća. Danas su glavni izvoznici i najveći svjetski trgovci hranom i poljoprivrednim proizvodima: Evropska unija, SAD, Japan, Kina, Kanada, Rusija i dr. Dokazano je

<sup>1</sup> Termin moderna poljoprivreda na prostorima bivše SFRJ prvi uvode Zorka Zakić i Vladimir Stipetić

## INTRODUCTORY REMARKS

Globalization, followed by growth of the world economy and accelerated application of scientific achievements in all sectors are externalities that determine the position of agriculture, both in theoretical and in pragmatic aspects. These factors determine the aspect and impact of agriculture onto global economic trends, sustainable resource management and its broadest social role. However, not that long ago, the position of agriculture a hundred and more years ago differed from today's agriculture in demographic aspects, needs and habits, importance of agriculture in international trade of agricultural products and food, position of the sector in relation to environmental sustainability, its relation to other sectors such as industry, trade, tourism, transport, banking, etc. The above speaks in favour of the incredible expansion of the multi-functionality of this strategically important area in most countries. As stated, global factors also strongly influence the development and future of modern agriculture.<sup>1</sup> Sustainability represents an important dimension of modern agriculture. It is affected by the application of new methods of agricultural and food production. Modern sustainability of agricultural production is unthinkable without interaction with the development of industry, science-progress, regional economic integration, agreements and national sectorial policies. This is particularly important in times of economic crises, wars, global warming and emergence of other global problems. All these factors, both individually and synergistically influence the nature of food production, acting on consumer awareness and manufacturers' reactions.

Currently, the main exporters and the world's largest traders of food and agricultural products are as follows: European Union, USA, Japan, China, Canada, Russia and others.

<sup>1</sup> The term „modern agriculture“ in the former Yugoslavia was initially introduced by Zorka Zakić and Vladimir Stipetić.

da nestabilnost i rast cijena poljoprivrednih proizvoda na globalnom nivou mogu dovesti do geopolitičkih i ekonomskih poremećaja u svijetu. Danas je više nego očigledno da cijene poljoprivrednih proizvoda imaju dugoročnu tendenciju rasta. U uslovima moderne poljoprivrede i rasta svjetske populacije najvažniji zadatak ovog sektora je proizvodnja dovoljnih količina kvalitetne i cjenovno pristupačne hrane. Stoga je primarni cilj moderne poljoprivrede stvaranje uslova za veću, produktivniju i kvalitetniju proizvodnju, ali i što bolju poziciju ove oblasti u nacionalnim ekonomijama. A nauka treba dati odgovore na sljedeća pitanja: kako inkorporirati poljoprivredu u razvoj nacionalne ekonomije, kako dizajnirati reforme i procese transformacija u poljoprivredi, i konačno najvažnije, kako je izdvojiti i ekskluzivno tretirati u odnosu na ostale privredne sektore? U tom kontekstu, i danas ostaju neriješene dileme koje se javljaju pri utvrđivanju mjesta poljoprivrede u ukupnom ekonomskom razvoju koje se mogu sistematizovati u sljedećem:

- Koliki je značaj poljoprivrede u odnosu na ostale sektore privrede?
- Kakve su šanse i postoje li modeli prevazilaženja limitirajućih faktora (prirodnih i ekonomskih) u cilju veće i produktivnije proizvodnje poljoprivrednih proizvoda i hrane?
- Kakva je pozicija moderne poljoprivrede u odnosu na ostale privredne grane?
- I konačno, najvažnije, postoji li politička volja za proglašavanje ove oblasti za stratejsku, što podrazumijeva i posebne strategije i stimulacije iz javnih fondova? Ukoliko su zadovoljeni prethodno navedeni uslovi, nema posebnih prepreka za brz i efikasan razvoj ove stratejske grane. Veze poljoprivrede i ostalih sektora privlače pažnju teoretičara. U klasičnim teorijama razvoja postoje modeli industrijalizacije, modeli razvoja utemeljeni na rastu poljoprivredne proizvodnje ili modeli izbalansiranog (uravnoteženog)

It has been proven that instability and the rise in prices of agricultural products on a global level can lead to geopolitical and economic disorder in the world. It is more than obvious that the prices of agricultural products have a long-term upward trend. In the conditions of modern agriculture and the growth of the world's population, the most important task of this sector is the production of sufficient quantities of high-quality and affordable food. Therefore, the primary goal of modern agriculture is to create conditions for greater, more productive and higher-quality production, but also for the best position of this sector in national economies. As for science, it should provide answers to the following questions: how to incorporate agriculture in the development of national economy, how to design reforms and transformation processes in agriculture, and, finally and most importantly, how to isolate agriculture and treat it exclusively in relation to other economic sectors? In this context, there are still some unresolved dilemmas that occur in the process of determining the place of agriculture in the overall economic development. The dilemmas can be presented as follows:

- What is the importance of agriculture in relation to other sectors of the economy?
- What are the chances and whether there are models for overcoming the limiting factors (natural and economic) for the purpose of higher and more productive production of agricultural products and food?
- What is the position of modern agriculture compared to other industries? and finally and most importantly
- Is there a political will for declaring this sector as a strategic one, which includes specific strategies and incentives from public funds?

Provided that the above conditions are met, there are no particular obstacles for rapid and efficient development of this strategic sector. Bonds of Agriculture and other sectors attract the attention of theoreticians. Classical theories of development contain models of industrialization, development models based on the growth of agricultural production or models

razvoja. Industrijalizaciju zastupaju Preobražemski, Hišman, Higin, Lajbenštajn, Rozenštajn-Rodan, Luis i drugi. Model prioritarnog razvoja poljoprivrede zastupaju Šanin, Rostov, Nikolis, Kuznec i drugi autori, dok model uravnoteženog razvoja zasutpaju Bukharin, Nurkse, Miunt, Okava, Ranis-Fei i drugi. Kada se govori o savremenim pogledima na poljoprivredu<sup>2</sup> uočava se da su danas održiva proizvodnja, ruralni razvoj i proizvodnja tzv. zdrave hrane u dovoljnim količinama postali prioriteti razvoja ovog sektora.<sup>3</sup> Ali, tranzicija ka tržišnoj ekonomiji i posebno globalizam neminovno slabe uticaj države, smanjujući njene subvencije i različite vidove pomoći za poljoprivredu. Istovremeno, jača privatni sektor i status poljoprivrednih proizvođača koji sa sve više sloboda odlučuju šta će i koliko proizvoditi. Da bi se ove suprotnost pomirile država mora stvarati uslove u zakonodavstvu i kroz kreiranje razvojnih politika da se proizvode dovoljne količine kvalitetnih poljoprivrednih proizvoda i hrane kao i da se spriječe moguća monopolska ponašanja i koriguju nepredviđene tržišne situacije. Krajnji cilj je efikasnija, produktivnija i profitabilnija poljoprivreda. Primjer modernog pristupa razvoju poljoprivrede je Evropska unija. Strateški cilj svake države želi ući u Uniju konvenira sa ciljevima ZPP<sup>4</sup> EU.

To podrazumijeva subvencije i usmjeravanje sredstava na investicije koje će poljoprivredu učiniti profitabilnijom, ali i smanjivanje određenih subvencija za inpute uz povećanje bespovratnih sredstava za razvoj sela itd. Članstvom u Uniji se stiču uslovi za podršku ZPP. Sistem podrške je vezan za plaćanje po

of balanced development. Industrialization is advocated by Preobrazhensky, Huisman, Higgins, Leibenstein, Rosenstein-Rodan, Lewis and others. Model of Priority Agricultural Development is supported by Shanin, Rostov, Nicholis, Blacksmith and other authors, while a model of balanced development is promoted by Bukharin, Nurkse, Miunt, Okawa, Ranis-Fei et al.. When discussing about contemporary views on agriculture<sup>2</sup> it can be seen that sustainable production, rural development and manufacture of so-called healthy food in sufficient quantities have nowadays become priorities of the sector's development.<sup>3</sup> However, the transition to a market economy and especially globalization have inevitably weakened the influence of the state, reducing its subsidies and various forms of assistance for agriculture. Simultaneously, the private sector gains momentum, thus supporting the status of agricultural producers who freely decide what to produce and in which quantities. In order to reconcile these opposites, the states must create the conditions in their legislation and through their development policies enable the production of sufficient quantities of high-quality agricultural products and food as well as to prevent possible monopolistic behaviour and remedy unforeseen market situations. The ultimate goal is a more efficient, productive and profitable agriculture. An example of a modern approach to the development of agriculture is the European Union. The strategic objective of any country which aspires to join the Union convenes with the objectives of the EU CAP<sup>4</sup>.

This includes subsidies and channelling the investments that will make agriculture more profitable, but also reduce certain subsidies for inputs while increasing grants for rural development etc. Membership in the Union provides conditions for CAP support. The support system is directly linked to the payment per unit of treated area, as

2 Popović Goran, *Ekonomija Evropske unije*, Ekonomski fakultet u Banjoj Luci, 2009, str. 239.

3 Zakić Z., *Agrarna ekonomija*, CID, Ekonomski fakultet Beograd, 2001, str. 245-331

4 Zajednička poljoprivredna politika (ZPP, CAP)

2 Popović Goran, *Ekonomija Evropske unije*, Faculty of Economics in Banja Luka, 2009, p. 239.

3 Zakić Z., *Agricultural Economy*, CID, Faculty of Economics in Belgrade, 2001, p. 245-331

4 Common Agricultural Policy (ZPP, CAP)

jedinici obrađene površine, kao i za različite kriterijume zaštite životne sredine. Dakle, nove članice i prije ulaska u Evropsku uniju moraju reformisati i modernizovati agrarnu proizvodnju što podrazumijeva:

- Intenzivnu upotrebu naučnotehnoloških dostignuća.
- Povećanje produktivnosti.
- Ukрупnjavanje imanja i proizvodnju za tržište.
- Prilagođavanje prioritetima koji važe u Evropskoj uniji (subvencioniranje i održiva proizvodnja).
- Oriјentacija prema ruralnom razvoju i saradnja sa drugim sektorima i politikama.

Uzimajući u obzir navedeno, u agrarnom sektoru neminovno treba proizvoditi više, produktivnije i kvalitetnije, kako za nacionalno, tako i strano tržište. To podiže životni standard stanovništva, utiče na spoljnotrgovinsku razmjenu, ekonomski status farmera a u zemljama koje su orijentisane na poljoprivredu ili turizam može uticati i na makroekonomsku stabilnost. Isto tako neophodna je veća proizvodnja ekoloških i visokokvalitetnih poljoprivrednih proizvoda i hrane proizvedenih uz najmanje posljedice po životnu sredinu. U tom kontekstu, ključno pitanje je spremnost i sposobnost da se poljoprivreda reformiše i u nju „uklopi“ koncept održivog ruralnog razvoja. U tom slučaju uspjeh farmera će zavistiti od njihovog interesa, sposobnosti, iskustva i spremnosti da razvija svoju proizvodnju. Farmeri moraju istraživati, sticati nova znanja i preuzimati rizike. A nauka mora relevantno sagledavati prirodne, demografske i ekonomske resurse. Farmeri moraju pratiti smjernice države. Danas se posebna pažnja posvećuje organskoj proizvodnji, ali je važna tema i proizvodnja genetski modifikovane i hormonski tretirane proizvodnje. Organski proizvodi su zdraviji od konvencionalnih pa za njima postoji

well as to certain environmental criteria. Therefore, new member states, prior to joining the European Union must reform and modernize agricultural production which includes:

- Intensive use of scientific-technological achievements.
- Productivity increase.
- Expansion of farm area and market-oriented production.
- Adjusting to priorities that apply in the European Union (subsidies and sustainable production).
- Rural development based orientation and cooperation with other sectors and policies.

Considering the above, it is inevitable that the agricultural sector should produce higher volume, more productive and better products, both for national as well as for foreign markets. It raises the standard of living of the population, affects foreign trade, economic status of farmers, and in countries that are oriented to agriculture or tourism may affect the macroeconomic stability. Likewise, it is necessary to establish a greater production of organic and high-quality agricultural products and food produced with the least consequences for the environment. In this context, the crucial issue is the willingness and ability to reform agriculture and fit the concept of sustainable rural development within. In that case, the success of farmers will depend on their own interests, skills, experience and willingness to develop their production. Farmers must explore, acquire new skills and take risks, while science should relevantly perceive natural, demographic and economic resources. Farmers are to follow state guidelines. Currently, special attention is paid to organic production, but the production of genetically modified and hormone-treated production is also a fairly important subject. Organic products are healthier than conventional, thus causing a con-

stalna i rastuća tražnja koja je garancija sigurnijeg plasmana tih proizvoda. Bez obzira na protivrječnosti ovih tema, zemlje koje teže ka evrointegracijama prvo trebaju ispuniti standarde koje nameće ZPP EU.

### **SPECIFIČNOST MODERNE POLJOPRIVREDE**

Moderna proizvodnja poljoprivrednih proizvoda i hrane podrazumijeva visoku produktivnost, ali i druge standarde vezane za kvalitet i održivost. Njena multifunktionalnost je rezultat nastojanja da se uz produktivnu proizvodnju zaštiti životna sredina. "Multifunktionalna poljoprivreda" se afirmiše početkom 1992. godine na samitu u Rio de Žaneiru, gdje je zaključen „multifunktionalni aspekt poljoprivrede, posebno u odnosu na pitanja prehrambene sigurnosti i održivog razvoja“, (Agenda 21, poglavlje 14). Isticanjem multifunktionalnosti željelo se upozoriti na sva „pozitivna dobra“ koja poljoprivreda može pružiti uz proizvodnju hrane. Koristi su od poljoprivrede su raznovrsne a doprinos razvoju ruralne zajednice povećava broj gazdinstava i zaposlenost, jača lokalnu ekonomiju i čuva ruralnu kulturu. Koristi za prirodnu sredinu su: doprinos biološkoj raznovrsnosti, čistoći vode, vazduha i zemlje, proizvodnji bioenergije itd. Multifunktionalna poljoprivreda jača prehrambenu sigurnost, podiže kvalitet i pruža sigurnost hrane, uz poboljšanje uslova i standarda držanja životinja. Očigledno je, da poljoprivredna djelatnost osim proizvodnje za ljudsku ishranu ima i druge fundamentalne društvene funkcije. Dakle, koristi od poljoprivrede prevazilaze tržišnu vrijednost proizvedenih dobara. Posebno se ističe doprinos vitalnosti ruralne zajednice u održavanju porodične poljoprivrede, zapošljavanja i biološke raznovrsnosti. Dakle, specifičnost multifunktionalne poljoprivrede se ogledaju u:

stant and growing demand which is a guarantee for secure placement of such products. Regardless of the contradictions of these topics, countries aspiring to EU integration must first meet the standards imposed by the EU CAP.

### **PARTICULARITIES OF MODERN AGRICULTURE**

Modern production of agricultural products and food implies high productivity, as well as other standards related to quality and sustainability. Its multi-functionality is the result of efforts to protect the environment while implementing productive production. "Multifunctional Agriculture" was established at a summit in Rio de Janeiro in 1992, where the "multifunctional aspect of agriculture, particularly with regard to food security and sustainable development" (Agenda 21, chapter 14). By emphasizing multifunctionality, the intention was to draw attention to the "positive well-being" that agriculture can provide along with food production. The benefits from agriculture are diverse and their contribution to the development of rural communities increases the number of farms and jobs, strengthens the local economy and preserves rural culture. The benefits to the environment are as follows: contribution to biodiversity, purity of water, air and land, production of bio-energy, etc. Multifunctional agriculture strengthens food safety, improves quality and provides food security while improving conditions and standards of animal keeping. It is obvious that agricultural activities other than production for human consumption provide other-fundamental social functions. Thus, the benefits of agriculture surpass the market value of goods produced. Particularly noteworthy is the contribution to the vitality of rural communities in the maintenance of family agriculture, employment and biodiversity. Thus, the specificity of multifunctional agriculture is reflected in the following:

- Vitalnosti ruralne zajednice integrisane u lokalnu privredu.
- Protivteži velikim poljoprivrednim preduzećima.
- Koristima za prirodnu sredinu (pomoć u cilju očuvanja životne sredine).
- Prehrambenoj sigurnosti (podrška u cilju nezavisnosti od tokova međunarodne trgovine).
- Kvalitetu i sigurnosti hrane (proizvodnja kvalitetne hrane, ekološka i obilježena proizvodnja).
- Dobrobit za životinje (obilježavanje životinja i drugi podsticaji za bolji tretman životinja).

Multifunkcionalnost poljoprivrede se različito tretira u pojedinim zemljama. Evropska unija još od 1992.god. reformiše ZPP, ograničava direktne subvencije i stimuliše manje proizvodnje. Agenda 2000 uspostavlja sljedeća načela i okvir za podsticanje multifunkcionalne prakse:

- Multifunkcionalnost poljoprivrede koja se izdiže iznad proizvodnje i promovira niz dodatnih usluga koje farmeri mogu pružiti.
- Multisektorski i integralni pristup ruralnoj ekonomiji u cilju diverzifikacije, novih izvora dobiti i zapošljavanja, i uopšte, zaštite ruralnog naslijeđa.
- Fleksibilna decentralizovana pomoć za ruralni razvoj, lokalna i regionalna saradnja.
- Transparentnost u kreiranju programa i upravljanja, te pojednostavljenje zakonodavstva.

U nekim zemljama multifunkcionalna poljoprivreda je odgovor na restrikcije WTO u vezi sa subvencijama i trgovinskim preprekama. Pesimistički je dočekana u velikim izvoznicima hrane (Cairns grupa), uključujući i SAD; zemlje u razvoju su sumnjale da je multifunkcionalnost popularna u Zapadnoj Evropi koja je tako zatvarala uvoz poljoprivrednih proizvoda. Ipak, termin multi-

- Vitality of rural communities integrated into the local economy.
- Counterweight to the large agricultural companies.
- Benefits for the environment (assistance in preserving the environment).
- Food security (support in terms of independence of the international trade flows).
- Quality and safety of food (production of quality food, environmental and marked production).
- Animal well-being (identification of animals and other incentives for better treatment of animals).

Multifunctionality of agriculture has been treated differently in different countries. The European Union has reformed the CAP, limited direct subsidies and stimulated less production since the 1992. Agenda 2000 establishes the following principles and framework to encourage multi-functional practices:

- Multifunctionality of agriculture, which rises above the production and promotes a range of additional services that farmers can provide.
- Multi-sectorial and integral approach to the rural economy for the purpose of diversification, new sources of profit and employment, and in general, to protect the rural heritage.
- Flexible decentralized assistance for rural development, local and regional cooperation.
- Transparency in program creation and management, and simplification of legislation.

In some countries, multifunctional agriculture is a response to WTO restrictions on subsidies and trade barriers. It was met in a pessimistic manner by large food exporters (Cairns Group), including the United States; developing countries were suspicious about the popularity of multifunctionality in Western Europe, thus closing the import of agricultural products. However, the term

funkcionalnost je prihvaćen i definisan u međunarodnim trgovinskim pregovorima. Poljoprivredna politika. Globalni procesi utiču na potrebu šticeanja poljoprivrede. Tako npr. ZPP EU teži ravnoteži između proizvodnje, potrošnje i ruralnog razvoja. Poljoprivredna politika<sup>5</sup> se transformiše ka unapređenju strukture poljoprivrede, ali i ruralnog razvoja. Prioriteti su: dodata vrijednost uz stabilan dohodak i ponudu poljoprivrednih proizvoda i hrane. Poljoprivredna politika je od Rimskog ugovora važna za EU. U početku je oko polovine budžeta odlazilo za ZPP jer se smatralo da razvijena poljoprivreda doprinosi razvoju na više načina:

- Kroz proizvodnju hrane i sirovina za industrijski sektor.
- Transferima radne snage i kapitala za razvoj prioritetnih sektora.
- Širenjem tržišta za industrijske i infrastrukturne objekte.
- Pozitivnim doprinosom spoljnotrgovinskom bilansu.
- Kroz prehrambenu sigurnost i nezavisnost od globalne nestabilnosti.

Moderna poljoprivredna politika, uz aktivan agrarni budžet orijentisan na razvoj preduzetništva, važan je uslov za privredni razvoj.<sup>6</sup>

Strateška orijentacija te politike polazi od agrarnog budžeta koji se u globalnim uslovima treba usmjeriti na: stabilne i povoljne izvore finansiranja, podršku ruralnom razvoju i preduzetništvu, prehrambenoj sigurnosti, humanim uslovima rada, socijalnoj sigurnosti, sigurnosti i kvalitetu hrane, te održivom razvoju u najširem smislu.

<sup>5</sup> Poljoprivredna politika je segment privredne politike, usmjeren prvenstveno na proizvodnju hrane i ruralni razvoj. Zbog niza faktora koji utiču na razvoj poljoprivrede mora se izabrati put koji stvara uslove za rast ovog sektora.

multifunctionality has been accepted and defined in international trade negotiations. Agricultural policy. Global processes affect the need for the protection of agriculture. Thus, e.g. EU CAP weighs towards the balance between production, consumption and rural development. Agricultural policy<sup>5</sup> is being transformed towards improvement of the agricultural structure and rural development. The priorities are as follows: added value with stable income and the supply of agricultural products and food. Ever since the Treaty of Rome, agricultural policy is important for the EU. Initially, about half of the budget went to the CAP as it was considered that developed agriculture contributes to the development in several different aspects:

- Production of food and raw materials for industry.
- Labour and capital transfer for the purpose of priority sectors development.
- Expansion of the market for industrial and infrastructure facilities.
- Positive contribution to foreign trade balance.
- Food security and independence from global instability.

Modern agricultural policy, alongside with the active agricultural budget oriented to the development of entrepreneurship, represents an important precondition for economic development.<sup>6</sup> The strategic orientation of the policy is based on the agricultural budget, which in global terms should be directed to: a stable and favourable sources of financing, support to rural development and entrepreneurship, food safety, humane working conditions, social security, safety and quality of food, as well as to sustainable development

<sup>5</sup> Agricultural policy is an integral part of the economic policy, focused primarily on food production and rural development. Due to a number of factors that influence the development of agriculture the path that creates the conditions for the expansion of this sector should be chosen.



Rast stanovništva, klimatske promjene i promjene potrošačkih navika, faktori su koji utiču da je poljoprivreda u samom vrhu ekonomskih prioriteta. Tržišne ekonomije su razvijale poljoprivredu koristeći različite oblike direktnih i indirektnih subvencija. Ali, mjere agrarne politike su nekada ugrožavale male farme. Podsticaji za nove tehnologije su koristili velikim kompanijama, dok mali proizvođači nisu mogli dobiti ni poreske olakšice koje su odobravane za krupna ulaganja. Sistem kreditiranja je naklonjeniji velikim kompanijama jer su banke sigurnije u takve plasmane. Prezaduženost i česte likvidacije prate uglavnom sitne proizvođače. Značaj porodičnog gazdinstva. Poljoprivreda se ne odriče porodičnih modela i pozicionira ih u ruralni razvoj.<sup>7</sup> Porodično gazdinstvo je važno zbog ekonomsko-socijalne, ali i političke uloge. Definisane porodičnog gazdinstva se razlikuje od zemlje do zemlje. Uglavnom se smatra da je to posjed veličine od 10 do 100 hektara obradivog zemljišta koji se obrađuje prvenstveno radnom snagom članova porodice. Porodična gazdinstva obezbjeđuju veću ruralnu populaciju koja u sebi nosi više osjećanja za zajedništvo. Ublažavaju probleme zapošljavanja, stanovanja, snabdijevanja vodom, odlaganja otpada i sl. Porodično gazdinstvo se ne može sagledati bez uključivanja u veći sistem, čiji je ono dio. Zapadni teoretičari smatraju da će porodično gazdinstvo u poljoprivredi razvijenih zapadnih zemalja imati važnu ulogu, bilo kao idealna struktura

6 Razvoj nauke i tehnologije, naučnoistraživačka aktivnost i globalna kretanja utiču da se u ekonomskim politikama važno mjesto daje poljoprivrednoj politici. Krediti za poljoprivredu, agrarni budžet, subvencije i investicije u ovom sektoru čine prioritete ekonomske politike.

7 Sredinom 20. vijeka razvijene zemlje pokreću programe zaštite porodičnog gazdinstva u ruralnim područjima. Porodični model poljoprivrede je težnja razvijenih da konfrontacijom filozofije velikih i malih usmjere agrarne politike i očuvaju ravnotežu među interesno suprotstavljenim akterima unutar agrosistema.

in the broadest sense.

Population growth, climate change and changes in consumer habits are the factors that influenced the emergence of agriculture to the very top of economic priorities. Market economies developed agriculture using various forms of direct and indirect subsidies. However, means of agricultural policy once threatened small farms. The incentives for new technologies benefit large companies, while small producers struggled even to obtain tax benefits granted for large investments. The credit system is more favourable to large companies as banks place more trust in such placements. Indebtedness and frequent liquidation tend to relate mainly to small producers.

The importance of family farms. Agriculture does not renounce any family patterns but positions them in rural development.<sup>7</sup> Family farm is important for its socio-economic and political role. Definition of a family farm differs from one country to another. It is generally considered that it is the property sized from 10 to 100 hectares of arable land which is treated primarily by labour of family members. Family farms provide greater rural population which carries more feeling of togetherness. They mitigate the problems of employment, housing, water supply, waste disposal and the like. Family farm cannot be perceived without the involvement into a larger system, which it is part of. Western scholars believe that the family farm shall play an important role in agriculture of developed western countries, either as an ideal structure for regulating the crisis,

6 Development of science and technology, scientific research activity and global trends jointly contribute to providing an important role in economic policies to agricultural policy. Loans for agriculture, agricultural budget, subsidies and investments in this sector make the priorities of economic policy.

7 In the mid-20th century, developed countries initiated programs to protect family farms in rural areas. Family model of agriculture has embodied a tendency of developed countries to utilise confrontation of philosophies of large and small producers direct their agricultural policies and maintain a balance of interest between competing actors within the agricultural system.

u regulisanju kriza, ili kao značajno mjesto za elaboriranje novih modela razvoja prilagođenih uslovima svake zemlje koji se danas artikulišu kao modeli integralnog ruralnog razvoja.<sup>8</sup>

### INTEGRALNI I RURALNI RAZVOJ: EVROPSKA ISKUSTVA I SPECIFIČNOSTI

Integralni ruralni razvoj (IRR) je moderan i relativno nov širi društveni koncept razvoja. U teoriji se može locirati kao dopuna opšte teorije razvoja, ali i razvojnih modela u kojima je održivi razvoj dominantna ili bitna komponenta. Pojmovi ruralni razvoj, ruralna ekonomija, te ruralni sektor ili kompleks se sve više nalaze u teorijskim radovima iz ekonomije. Već na prvi pogled se mogu uočiti problemi vezani za razvoj ruralnih područja, sela i poljoprivrede, i pitanje rješavanje istih. Tako se dolazi do ključne hipoteze: ekonomski razvoj seoskih područja i poljoprivrede kao grane nije moguće ostvariti društvenom podrškom poljoprivredi, već i drugim aktivnostima „oko nje“.<sup>9</sup> Danas poljoprivreda ima važnu ulogu u implementaciji modela integralnog ruralnog razvoja koji predstavlja kompleksan, polivalentan i savremen model održivog razvoja. Iako su motivi nastanka koncepta IRR vezani za brži razvoj nerazvijenih zemalja, model je afirmisan tek kada je primjenjen u industrijski razvijenim zemljama. Nas-

or as an important place for the elaboration of new development models adapted to conditions of any country, which are nowadays articulated as models of integrated rural development.<sup>8</sup>

### INTEGRATED RURAL DEVELOPMENT: EUROPEAN EXPERIENCE AND SPECIFICITIES

Integrated Rural Development (IRR) is a modern and relatively new broad concept of social development. In theory, it may be positioned as a supplement to the general development theory, but also to development models in which sustainable development is a dominant or major component. The terms rural development, rural economy, rural sector or complex are increasingly found in theoretical works in economics. At first glance, problems related to rural development, agriculture and rural areas can be discovered, as well as the issue of solving them. This leads us to the key hypotheses: economic development of rural areas and agriculture as a branch cannot be achieved through social support to agriculture, but also through other activities “around it”.<sup>9</sup> Today, agriculture plays an important role in the implementation of the model of integrated rural development, which is a complex, multi-functional and modern model of sustainable development. Although the motives of the emergence of the IRR concept are related to rapid development of underdeveloped countries, the model was established only once

8 Vidjeti u: Jovanović N. Miroslav, *Evropska ekonomska integracija*, CID, Ekonomski fakultet Beograd, 2006.; Prokopijević Miroslav, *Evropska unija*, JP Službeni glasnik, Beograd, 2005; Richard Baldwin & Charles Wyplosz, *The economics of european integration*, McGraw-Hill, 2006.

9 Sve djelatnosti u definiciji ruralnog razvoja navodi Zakić Zorka. Vidjeti u: Goran Popović, *Ekonomija Evropske unije*, Zavod za udžbenike, Istočno Novo Sarajevo, 2016, str. 331.

8 See: Jovanović N. Miroslav, *Evropska ekonomska integracija*, CID, Faculty of Economics, Belgrade, 2006.; Prokopijević Miroslav, *Evropska unija*, JP Službeni glasnik, Belgrade, 2005; Richard Baldwin & Charles Wyplosz, *The Economics of European Integration*, McGraw-Hill, 2006.

9 All activities in the definition of rural development are stated by Zakić Zorka. See: Goran Popović, *Ekonomija Evropske unije*, Textbook Institute, Istočno Novo Sarajevo, 2016, p. 331.

taje pojavom pokreta "Životni standard" tridesetih godina prošlog vijeka. Koncept je lansiran kao projekat „Osnovnih potreba“ i predstavlja početak sistemske podrške ruralnim prostorima.

Temelji ruralnog razvoja u EEZ postavljene su 1968. godine, Manšoltovim (Mansholt) planom. Veže se za modernizaciju poljoprivrede i strukturne promjene u proizvodnji, preradi, marketingu kroz zajedničke akcije financirane fondovima EEZ.<sup>11</sup> Manšoltov plan polazi od tvrdnji da su:

- politika netržišne podrške cijenama sama ne rješava fundamentalne probleme poljoprivrede, i
- da su cijene u EEZ previsoke da bi omogućile izvoz po zadovoljavajućim rezultatima.

Manšoltovim memorandumom je ubrzana adaptacija agrarnih struktura. Utvrđene su regionalne razlike i predložene mjere za razvoj slabije razvijenih. Prvi put se uvodi teritorijalni pristup za rješavanje problema ekonomske i socijalne jednakosti i životne sredine u poljoprivredi i ostalim djelatnostima ruralne ekonomije.<sup>12</sup>

Tako nastaje ruralna politika Evrope koja se gradi i mijenja reformama preko 40 godina.

Iz definicije koju prihvata Evropska unija, ruralni razvoj (u odnosu na društveni) ima trostruku ulogu i to:

10 Zakić Zorka, Stojanović Žaklina, *Koncept integralnog ruralnog razvoja EU i mogućnosti njihovog korištenja u Srbiji, Institucionalne reforme i tranzicija agroprivrede u Srbiji*, Ekonomski fakultet Beograd, 2002.

11 Strukturni fondovi: Fond za evropski regionalni razvoj (ERDF), Evropski socijalni fond (ESF) i Garantni fond (EAGGF) sa dvije sekcije (Guarantee and Guidance).

12 Vidjeti više: Z.Vujatović-Zakić i Ž.Stojanović: op.cit., str. 215-216.

it was applied in industrialized countries. It emerged through the appearance of trend "Living Standard" in the 1930s. The concept was launched as a project of "basic needs" and represents the beginning of systemic support to rural areas.

The grounds of rural development in the EEC were set in 1968, through Mansholt plan. It binds itself to the modernization of agriculture and the structural changes in production, processing, marketing through joint actions financed by EEC<sup>11</sup> funds. Mansholt plan is based on the assertion that:

- Policy of non-market support to prices does not solve the fundamental problems of agriculture by itself, and
- the prices in the EEC are too high to allow export with satisfying results.

Mansholt's memorandum expedited adaptation of agricultural structures. Regional differences were established and measures for the development of the less developed ones were proposed. For the first time a territorial approach to solving problems of economic and social equality and environmental protection in agriculture and other activities of rural economy was introduced.<sup>12</sup>

It is how the rural policy of Europe was formed and has been built and changed through reforms for over 40 years

The definition, as accepted by the European Union, states that the rural development (in relation to the social) has a triple role, as follows:

10 Zakić Zorka, Stojanović Žaklina, *Koncept integralnog ruralnog razvoja EU i mogućnosti njihovog korištenja u Srbiji, Institucionalne reforme i tranzicija agroprivrede u Srbiji*, Faculty of Economics in Belgrade, 2002.

11 Structural Funds: European Regional Development Fund (ERDF), European Social Fund (ESF) and European Agricultural Guidance and Guarantee Fund (EAGGF) with two sections (Guarantee and Guidance).

12 See more: Z.Vujatović-Zakić and Z.Stojanovic op.cit., p. 215-216.

- Ekonomsku, (razvoj osigurava brži rast, ali i sigurniju proizvodnju i zalihe hrane).
- Ekološku, (očuvanje životne sredine, flore, faune i diversiteta, u funkciji proizvodnje hrane).
- Društvenu, (zbog specifičnosti življenja, ruralno stanovništvo čuva običaje i tradiciju).

Ruralnu Evropsku uniju čine prostori na kojima dominiraju: poljoprivredno zemljište, šume, sela i mali gradovi. Članice Evropske unije implementiraju ruralnu politiku Zajednice, uz mogućnost primjene mjere sa nacionalnog nivoa, naravno ukoliko nisu protiv zajedničkih, ili interesa ostalih članica. Cilj svih je veća konkurentnost, kvalitet života i zaštita životne sredine, iako članice i kandidati za članstvo imaju specifične pristupe ruralnom razvoju. Ruralna područja u Unije pokrivaju oko 90% ukupne teritorije sa blizu 60% stanovništva. Do prije decenije razvoj ruralnih područja se oslanjao na ZPP, ali je nakon promjena 2003-2004. podrška poljoprivredi usmjerena na kvalitet, nove razvojne mogućnosti i životnu sredinu. Uz ove promjene uvodi se politika ruralnog razvoja<sup>13</sup>, u periodu 2007-2013. usmjerena na ciljeve:

Jačanje konkurentnosti poljoprivrede i šumarstva.

- Bolja zaštita životne sredine.
- Pобољшanje kvaliteta života ne ruralnim područjima.
- Podrška ekonomskoj diverzifikaciji na ruralnim područjima.

Ruralna ekonomija (RE). Ona nema opšte prihvaćenu definiciju; konvenira sa terminom agrarna ekonomija. Ovi termini su direktno vezani za reforme agrarne politike u razvijenim zemljama ranih 1980. Agrarna politika u tim

- Economic (development ensures faster growth, but also more secure production and food supplies).
- Ecological (preservation of environment, flora, fauna and biodiversity, as a function of food production).
- Social, (due to the specificity of life, rural people preserves customs and traditions).

Rural European Union is made of areas dominated by: agricultural land, forests, villages and small towns. Members of the European Union implement the rural policy of the Community, with the possibility of applying measures from the national level, of course, provided that they are not against the common, or the interests of other members. The aim is to obtain a higher level of competitiveness, quality of life and environmental protection, although members and candidates for membership have specific approaches to rural development. Rural areas in the Union cover about 90% of the total territory with close to 60% of the population. Until a decade ago, development of rural areas relied on the CAP, but after the change in 2003-2004 agriculture support focused on quality, new development opportunities and the environment. These changes introduced rural development<sup>13</sup> policy in the period 2007-2013, specifically focused on the following goals:<sup>14</sup>

Strengthening the competitiveness of agriculture and forestry.

- Better environmental protection.
- Improvement of the quality of life in rural areas.
- Support to economic diversification in rural areas.

Rural economy (RE). It has no generally accepted definition; it corresponds to the term agricultural economics. These terms are directly related to the reform of agricultural

13 Rural Developments, European Commission for Agriculture (DiGVI), cap 2000, Working Document 1997, p.2

13 Rural Developments, European Commission for Agriculture (DiGVI), cap 2000, Working Document 1997, p.2

zemljama se dugo fokusira na primarnu poljoprivredu, dok se na ruralnim područjima problemi rješavaju parcijalno, pogotovo što vremenom opada relativni značaj primarne poljoprivrede.<sup>14</sup> Ruralna ekonomija se poistovjećuje sa poljoprivredom, iako je treba drugačije tretirati. Novi pristup ruralnoj ekonomiji znači ravnomjerniji regionalni i u okviru njega ruralni razvoj. Jer, osim poljoprivrede, RE obuhvata široku mrežu ekonomskih aktivnosti: proizvodnju, usluge, trgovinu i turizam, komunikacije, obrazovanje, zdravlje, životnu sredinu, kućnu radinost, mali biznis i dr. Problemi ruralne ekonomije se razlikuju od onih u poljoprivredi pa je njihova veza značajna za ruralni i opšti društveni razvoj. Ideja održivog razvoja lansira se početkom 1970-tih godina. Postaje ozbiljna tema tek kada je objavljena u izvještaju Brundtland komisije – svjetske komisije za okruženje i razvoj pod nazivom „Naša zajednička budućnost“ (WCED: Our common future, 1987) na čelu sa Gro Harlem Brundtland. U izvještaju se „održivi razvoj“ definiše kao razvoj koji zadovoljava potrebe sadašnjih generacija ne dovodeći u pitanje opstanak i resurse za buduće generacija. O ovoj temi na sličan nači govori i Galbrajt.<sup>15</sup> Održivi razvoj postaje tema UN – (Samit o planeti Zemlji Rio deklaracija, Rio de Žaneiro, 1992). Od tada je postao prioritet mnogih zemalja, nevladinih organizacija, lokalnih vlasti i korporacija koje provode CSR.

Ruralna politika. Na ruralnim područ-

14 Zaposleni u poljoprivredi krajem 1980-tih čine 8% a krajem 1990-tih svega 4,5%; učešće poljoprivrede u GDP iznosi krajem 1980-tih 3,5% a krajem 1990-tih 1,8%.

15 “Dobro društvo ostvaruje kontinuiran rast” i “stanovništvu nudi više i humanije životne standarde”. Međutim, “dobro društvo ne poriče sukob razvoja i dugoročnih posljedica po okolinu”; John Kenneth Galbraith, Dobro društvo/humani redosled, PS Grmeč-Privredni pregled, Beograd, 2001., crp. 27 i 75.

policy in developed countries in early 1980. Agricultural Policy in these countries has focused on primary agriculture for a long time, while in rural areas the problems are solved partially, especially as the relative importance of primary agriculture diminishes over time.<sup>14</sup> Rural economy is identified with agriculture, although it should be treated differently. The new approach to the rural economy means a more balanced regional and rural development. Because, apart from agriculture, RE includes a broad network of economic activities: production, services, trade and tourism, communications, education, health, environment, DIY, small businesses and others. Problems of the rural economy are different from those in agriculture, thus making their connection important for rural and general social development. The idea of sustainable development was launched at the beginning of the 1970s. It becomes a serious issue only when it was published in the Brundtland Commission’s Report of the World Commission on Environment and Development: „Our Common Future” (WCED: Our Common Future, 1987), headed by Gro Harlem Brundtland. In the Report “Sustainable development” is defined as development that meets the needs of present generations without prejudice to the survival and resources for future generations. Galbraith<sup>15</sup> similarly reflects to the issue. Sustainable development became a topic of UN (Earth Summit - Rio Declaration, Rio de Janeiro, 1992). Since then it has become a priority for many countries, non-governmental organizations, local authorities and corporations that implement CSR. Rural

14 Employees in agriculture in the late 1980s made up to 8%, which was reduced to only 4.5% by the end of the 1990s; share of agriculture in GDP at the end of the 1980s amounted to 3.5%, which diminished to 1.8% by the end of 1990s.

15 “Affluent society achieves continuous growth” and “offers more humane and better living standards.” However, the “affluent society does not deny the conflict of development and long-term consequences for the environment”; John Kenneth Galbraith, The Affluent Society/The Humane Agenda, PS Grmeč-Economic Survey, Belgrade, 2001, p.27 and 75

jima se implementira ruralna politika (RP). Ona je okrenuta ka ruralnoj privredi u kojoj poljoprivreda nije jedina privredna djelatnost. Na određen način RP mijenja agrarnu politiku i štiti ruralne prostore, čineći ih održivim, ekonomskim, demografskim, prirodnim, socijalnim i kulturnim cjelinama. Ona nastoji zadržati populaciju, diverzifikovati ekonomsku osnovu izvan primarnog sektora i povećati zaposlenost. Krajnji cilj je izjednačavanje nivoa razvoja i blagostanja ruralnih i urbanih sredina. Za mjerenje efikasnosti politike IRR koriste se različiti načini i modeli mjerenja ruralnosti,<sup>16</sup> pri čemu prednost imaju sljedeći pokazatelji:

- Demografski (slabije naseljena područja su uglavnom ruralna).
- Osnovna djelatnost stanovništva sa posmatrane teritorije (npr. poljoprivreda, turizam i dr).
- Prihodi (mjeri se nivo siromaštva ili blagostanja ruralnih područja).
- Prostorni pokazatelji (geografske karakteristike; različit tretman u odnosu na urbane centre).

Ruralna područja se definišu prema administrativnim kriterijumima i gustini naseljenosti. Prema administrativnom mjerilima većina manjih opština se ubraja u ruralna područja; veći gradovi su uglavnom urbane sredine. OECD podjela po gustini naseljenosti je kriterijum za razlikovanje ruralnih od urbanih područja. Na lokalnom nivou granica podjele je 150 stanovnika na km<sup>2</sup>. Na regionalnom nivou postoje tri grupe područja, zavisne od procenta stanovništva u regiji koje živi u ruralnim lokalnim područjima. Iz ovoga proističu podjele na:

- Pretežno ruralne regije (preko 50% stanovnika regije živi u lokalnim ruralnim sredinama).

<sup>16</sup> Najpoznatiji evropski ekspert za ekonomske aspekte ruralnog razvoja u Evropi je prof. Bryden. Vidjeti: Bryden, J., Section 3, Rural Development, In Landsis: Proposal on Agri-Environmental Indicator PAIS, Luxembourg, 2001.

Policy. Rural areas are characterized by the implementation of Rural Policy (RP). It is focused towards the rural economy in which agriculture is not the only economic activity. To a certain extent, RP changes agricultural policy and protects rural areas, making them sustainable, economic, demographic, natural, social and cultural entities. It aims to preserve the population, diversify the economic base outside the primary sector and increase the employment. The ultimate goal is to equalize the levels of development and well-being of rural and urban areas.

To measure the effectiveness of IRR policies, different methods and models of measurement of rurality are used,<sup>16</sup> giving priority to the following indicators:

- Demographic (less populated areas are mostly rural).
- Main activity of the population within the observed territory (e.g. agriculture, tourism, etc.).
- Income (level of poverty or prosperity of rural areas is measured).
- Spatial indicators (geographical characteristics, different treatment in relation to urban centres).

Rural areas are defined according to administrative criteria and population density. According to administrative criteria, most smaller municipalities belong to the rural areas; larger cities are mostly urban areas. OECD survey by the population density is the criterion for distinguishing between rural and urban areas. Distinction limit at a local level is 150 inhabitants per km<sup>2</sup>. At the regional level, there are three groups of areas, dependant on the per cent of the population in the region living in rural local areas. The above provides for the following divisions:

- Predominantly rural regions (over 50% of the region population lives in local rural areas).

<sup>16</sup> The most prominent European expert on economic aspects of rural development in Europe is prof. Bryden. See Bryden, J., Section 3, Rural Development, In Landsis: Proposal on Agri-Environmental Indicator PAIS, Luxembourg, 2001.

- Značajno ruralne regije (15-50% stanovnika regije živi u lokalnim ruralnim sredinama).
- Pretežno urbane regije (ispod 15% stanovnika regije živi u ruralnim lokalnim sredinama).

Konačno, model IRR je savremeni pristup razvoju u revalorizaciji ruralnih kompleksa. Deficiti većine neobnovljivih resursa, preopterećenost urbanih i industrijskih zona, i razvojni potencijali ruralnih područja utiču na realokaciju razvojnih sredstava na ruralna područja. U modelu IRR je uključeno racionalnije korištenje prirodnih rasursa. Uz brži ekonomski rast, RP povoljno utiče na demografsku politiku i prostorni raspored stanovništva.

- Significantly rural regions (15-50% of the region population lives in local rural areas).
- Predominantly urban regions (less than 15% of the region population lives in rural local communities).

Finally, the IRR model is a modern approach to development in revaluation of rural complexes. Deficits of most non-renewable resources, overloaded urban and industrial areas, as well as the development potential of rural areas affect the reallocation of development resources in rural areas. The IRR model contains a more rational utilisation of natural resources. Alongside with faster economic growth, RP positive affects demographic policy and spatial distribution of the population.

## ZAKLJUČAK

Razvoj poljoprivrede i ima značajno mjesto u ekonomskom razvoju većine razvijenih zemalja i zemalja u razvoju. Pri tome, savremeni pristupi razvoju su nezamislivi bez održivosti kao važnog segmenta proizvodnje poljoprivrednih proizvoda i hrane. Rezultat svake moderno organizovane poljoprivredne proizvodnje se vidi u snabdijevanju stanovništva kvalitetnim poljoprivrednim proizvodima, proizvedenim na produktivan način, pri čemu je kroz kontrolisane proizvodno-tehnološke procese maksimalno očuvana životna sredina. Danas je moderna poljoprivreda mnogo više od proizvodnje poljoprivrednih proizvoda. Ona je sirovinska baza prehrambene industrije, industrije pića, važan snabdjevač trgovinske djelatnosti i turizma itd. Dakle, proizvodnja i razmjena u poljoprivredi su složene i kompleksne ekonomske aktivnosti. Globalnim aspektima trgovine poljoprivrednim proizvodima i hranom bave se i svjetske organizacije; WTO je jedna od najvažnijih. Pored nje postoji niz regionalnih organizacija koje se bave problemima trgovine poljoprivrednim proizvodima. Stratejski izbor većine razvijenih zemalja je implementacija politike ruralnog razvoja. To je slučaj Evropskom unijom. Strategija IRR donosi brojne prednosti, naslonjena je na klasičnu poljoprivredu, a razvija se „u i oko poljoprivrede“. Model IRR traži harmonizovanje sa ostalim ekonomskim i razvojnom politikama, čime se postiže sinergija u ekonomsko-socijalnom razvoju, rastu zaposlenosti, čuvanju životne sredine i boljoj demografskoj situaciji. Evropska unija decenijama implementira, reformiše i unapređuje vlastiti model IRR. Ona ga provodi kroz tzv. zajedničke politike. Strateški dokumenti Unije sadrže i probleme ruralnih sredina, inden-

## CONCLUSION

Development of agriculture occupies an important place in the economic development of most developed countries and developing countries. Simultaneously, modern approaches to development are unthinkable without sustainability as an important segment of production of agricultural products and food. The result of any modern organized agricultural production can be seen in supplying the population with quality agricultural products, produced in a productive manner, whereby the controlled production and technological processes ensure maximum preservation of the environment.

Today's modern agriculture is much more than a mere production of agricultural products. It acts as a raw material base of the food industry, beverage industry, it is an important supplier of commercial activities and tourism, etc. Thus, production and trade in agriculture are complicated and complex economic activities.

Global aspects of trading food and agricultural products are matters of importance for world organizations as well; WTO being one of the most important ones. In addition, there are a number of regional organizations dealing with issues of trade in agricultural products.

The strategic selection of most developed countries is the implementation of rural development policy. The same applies for the European Union. IRR strategy brings many advantages, leaning on classic agriculture and developing "in and around agriculture." IRR model seeks harmonization with other economic and development policies thereby achieving synergy in the economic and social development, employment growth, preservation of the environment and a better demographic situation.

The European Union has for decades implemented, reformed and improved its own IRR model. It is implemented through the so-called common policies. Strategic documents of the Union contain the problems of



tifikuju prioritete i glavne pravce razvoja.<sup>17</sup> A strateški ciljevi razvoja ruralnih sredina u EU su: rast konkurentnosti, održivo upravljanje prirodnim resursima, kvalitet života i diverzifikacija ruralne ekonomije. Većina članica spaja proizvodnju kvalitetnih poljoprivrednih proizvoda i hrane za domaće potrebe i izvoz sa integralnim razvojem ruralnih područja, gdje se uz klasičnu poljoprivredu pružaju turističke i druge usluge, valorizuju svi prirodni i demografski resursi, i sve više dolazi do novih ideja i inovacija.

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17 Jedan od stvaraoca modela ruralnog razvoja u EU prof. Brayden je prije više od desetak godina konstatovao da je model IRR EU dostigao punu zrelost. Teorija je dala maksimum, pa je potrebno pratiti realizaciju modela u praksi.

rural areas, identify priorities and main directions of development.<sup>17</sup> The strategic goals of rural area development in the EU are as follows: the increase of competitiveness, sustainable management of natural resources, quality of life and diversification of the rural economy. Most member states combine the production of quality agricultural products and food for domestic needs and export with the integral rural area development, where in addition to conventional agriculture, tourist and other services are provided, all natural and demographic resources are valorised, with increasing trend of new ideas and innovations.

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17 More than ten years ago, one of the creators of the rural development model in the EU - prof. Brayden noted that the EU IRR model reached its full maturity. The theory has reached its maximum, thus it is necessary to monitor implementation of the model in practice.

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