

"Agribusiness and Regional Development at MENDELU in Brno"

The lecture is focused on competitive environment and market structure of agribusiness. The change in the status of agriculture within the chain is presented with the use of traditional (supply-oriented) and new (demand-oriented) approach. This changing environment is related to the globalization, which has many manifestations in agriculture. The agricultural sector is characterized by growing influence of multinational companies and distributional networks. The demand becomes the crucial relation that determines the amount and quality of agricultural products and price-cost conditions in the market. The different market structure on particular levels of the commodity chain strengthened the possibility of the abuse of the market power, since the economic power in the food chains moves towards processing and distributional stage and this leads to weakening of farmer's position.