

Contents

Contents	5
1 Introduction	7
2 Manifestation of globalization in agrarian sector	10
2.1 Globalization - definition .....	10
2.2 Agribusiness - definition .....	14
2.2.1 Causal links of agribusiness formation.....	17
2.2.2 Principles and definitions.....	19
3 Agribusiness environment and specifics of agriculture	24
3.1 Biologically determined processes in forming of agrarian market .....	25
3.2 Types and interactions of agrarian markets.....	30
3.3 Commodity food vertical .....	35
3.3.1 Basic models.....	35
3.3.2 Influence of follow-up phases of processing and distribution.....	38
4 European model of agriculture in the conditions of the world agribusiness	45
4.1 The business environment of today's agrarian business .....	45
4.1.1 About motives of the coordination in the agribusiness vertical.....	48
4.1.2 The consequences of globalization in the socio-economic sphere .....	50
5 Changes of the strategy in agrarian politics EU in reaction to the environmental development	55
5.1 Basics and coherences of reforms of the original CAP model.....	55
5.2 Agriculture of member states in the context of development of the EU common market .....	59
5.3 Regionally differentiated commodity development of the EU common market	65
5.4 The support of the rural development as a part of the CAP strategy.....	71
6 Causal connections and results of the development of Czech agriculture and agrarian sector	76

---

6.1	Decisive factors and stages of development after 1989 .....	78
6.2	Implementation of CAP in the Czech conditions after the EU accession .....	83
6.3	Changes of conditions at the demand side of the market.....	89
6.3.1	Development tendencies in the consumption of food and drinks .....	94
6.3.2	About structural changes in the food demand .....	96
6.4	Usage of the production potential and structural changes in agriculture .....	102
6.4.1	Changes of conditions and their projection in the agricultural production development.....	103
6.4.2	Development in the branch of plant production .....	107
6.4.3	Development in the animal production industry .....	110
<b>7</b>	<b>Conditions of success of the agrarian business in the conditions of agribusiness</b>	<b>114</b>
<b>8</b>	<b>Literature</b>	<b>119</b>