

qualitative aspects. These activities typically add value to agriculture, such as direct dealing or processing of agricultural products.

Broadening mainly relates to the development of non-food production activities that reflect new market requirements and could create a new income source. An example is the use of farming facilities as farm holidays (e.g., on-farm activities and care farm activities) (Baldock et al., 1993; Renting et al., 2009).

Regrounding mainly concerns all the non-agricultural activities that are complementary to the main ones. The purpose of re-grounding is the mobilization and use of resources. Here one can identify a process that might be summarized as re-grounding (van der Ploeg 1999). That is, the farm enterprise is grounded in a new or different set of resources and/or involved in new patterns of resource use. It is the most widely used strategy as it involves more extensive forms of integration between the farms and the local environment (e.g., the maintenance of gardens, production of animal feed and silviculture) in providing natural services (Menghini et al., 2014).

3.2 MFA's functions

Figure 2.5 shows the organic relationship between the role and the functions of agriculture presented by the IAASTD (2008a). Van der Ploeg and Roep's (2003) basic theory of MFA is represented by re-grounding, deepening and broadening, but no specific functions or effects are explained. Jung (2014) described the functions of MFA based on the relationship of the IAASTD's (2008) social, environmental and economic effects.

From the original perspective of MFA, its effects can be distinguished into those on economy, society and environment. MFA means diversification in economic terms, enhanced relations in social terms and sustainability in environmental terms.

First, MFA exerts an economic effect through activities promoting the added value of agricultural products. These include the differentiation of existing food from new kinds of products, such as organic food and slow and traditional food, and activities that promote farmers' income, such as processing/cooking activities and direct sales. It also has an economic effect through the creation of new markets for non-food products (services) and vitalizes markets, such as the agricultural and rural tourism, education/experience and recreation/healing service markets, through the promotion of rural multifunctionality. One point to bear in mind is