

## THE OFFER AND ASSORTMENT OF MILK AND DAIRY PRODUCTS AT „S.C. ILVAS S.A.” VASLUI

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### Abstract

The offer of agrifood products appears on the market directly or indirectly through intermediaries. On the market we will meet the offer under its two components: the active offer which represents the total agrifood products engaged by commercial companies from producers and distributors in a certain period of time; the passive offer which represents the existent stocks in the commercial network.

The structure of the agrifood products offer comprises a multitude of products such as: vegetal products; animal products; fresh products; industrial processed products; semi processed products etc.

The share of these categories in the offer structure evolves from one stage to the other also as a result of the integration process of the agriculture with the food industry, offering consumers fresh agrifood products. This way the structure of agrifood products will be in a continuous, permanent change, so that every consumer's needs can be met, inclusive those with low incomes.

**Key words:** Offering, assortment, products, milk, dairy products

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The study of the offer's structure aims at establishing the proportions held by its components in report with a certain structuring criteria:

- ✓ Material content;
- ✓ Merchandising characteristics;
- ✓ The market to which it is addressed;
- ✓ Consumer segments;
- ✓ The specificity of demand manifestation forms (current, periodic, rare demand goods, „problematic” and „unproblematic” goods, brand and anonymous goods).

In the modern economy, the formation of the assortment in the commercial network is realized in a bigger measure after criteria that take into account the specific of consumer segments which they address (Kotler Ph., 1999).

The study of the dynamics of the agrifood products offer must comprise a series of parameters of which we mention:

- ✓ quantity;
- ✓ quality;
- ✓ assortment diversity;
- ✓ products renewal index etc.

From one period to the other, the offer increases both as volume and under qualitative aspect.

### MATERIAL AND METHOD

The study was realized in Romania at „S.C. ILVAS S.A.” VASLUI focusing on the offer of dairy products and the assortment.

### RESULTS AND DISCUSSIONS

The milk offer is conditioned by:

- ✓ technical factors (number and breeds of cow effectives, their yield, the growth and feeding system, disease prevention etc.);
- ✓ economic factors (the report between the milk and feed price, the personnel that work inside and outside the milk sector remuneration conditions, modifications and production structure of agricultural milk production units etc.).

Presently it can be said that there is still a low level of quality of the milk offer that is determined mainly by the feed quality and by the lack of an orientation towards quality and hygiene in farms. The milk quality is also negatively affected by the lack of cooling systems in farms and at collection points.

Following an analysis of the offer structure of the Romanian dairy products import resulted the following:

- ✓ it is maintained a predominant share (approx. 40%) of the milk and cream acquisitions;
- ✓ increase in the share of yoghurts and cheeses because of the reduction of share of powder milk and especially butter;
- ✓ maintaining the predominant share of melted cheese in the total of cheeses

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acquisitions. In this context, an important role is given to the reglementation to customs and instituting some quantitative restrictions regarding imports of milk and dairy products.

For our countries' conditions, the offer's increase can be done by extending the milk cows growing activity for which some measures need to be taken:

- ✓ the possibility of buying good quality heifers and cows;
- ✓ access to investment funds with an accessible level of interest;
- ✓ the possibility to buy land and buildings (or secure measure of long term leasing);
- ✓ the existence of a stable market in which an accessible price should exist, in an uniform way and that is able to compensate for the quality of production;
- ✓ the existence in perspective of consultancy in technical and business fields.

The dairy products offer of „S.C. ILVAS S.A.” VASLUI is quite diverse. It contains a very diverse portfolio of products, of which the most important are UHT milk, yoghurt, sour creme etc. The following tabel shows each important product with its technical characteristics (tab.1).

The products presented in table 1 are addressed to consumers in Vaslui and Iasi cities (en-gros warehouse), Tecuci and Barlad (through distributors), Braila (en gros warehouse), Galati, Suceava, Bacau si Focsani (through hypermarkets: Carrefour, Selgros, Metro, Real, Kaufland, Interex).

Table 1  
The product offer of „S.C. Ilvas S.A. Vaslui”

Denumire produs	Caracteristici tehnice
Lapte consum	<ul style="list-style-type: none"> <li>- diferite continuturi de grasime – 1.8%, 3.5%</li> <li>- ambalat in cutii de carton de 1000 ml sau pungi de 1000 ml</li> <li>- ambalat in cutii de 200ml pentru programul guvernamental “lapte si corn”,</li> <li>- lapte UHT la 1000 ml, continut de grasime – 1.5% si 3.5 %</li> </ul>
Lapte batut	<ul style="list-style-type: none"> <li>- continut de grasime – 2%</li> <li>- ambalat in pahare de 370ml sau pungi de 1000 ml</li> </ul>
Iaurt	<ul style="list-style-type: none"> <li>- continut de grasime – 2.8%, 10%</li> <li>- cu coagul spart, cu coagul ferm,</li> <li>- ambalat in pahare de 90 ml, 150ml, 200ml sau 370ml</li> </ul>
Smantana	<ul style="list-style-type: none"> <li>- diferite continuturi de grasime – 15%, 20%, 32%</li> <li>- ambalata in pahare de 370ml si galetusa de 1kg si 5 kg</li> </ul>
Branza dulce	<ul style="list-style-type: none"> <li>- continuturi de grasime – 8-10% (branza grasa)</li> <li>- ambalata in caserole de 500g si galetusa de 1kg</li> </ul>
unt	<ul style="list-style-type: none"> <li>- continut de grasime 65%, ambalat la 200 g</li> </ul>

Further the most important products in the portfolio of „S.C. ILVAS S.A.” Vaslui are presented:

## 1) VIO UHT MILK

With a more special segment of consumers: mothers and children, UHT milk is a milk produced through an ingenious method: the milk is exposed to a temperature of over 130 degrees for a period of 2 to 4 seconds and then is taken in very short time at room temperature. This pasteurization at very high temperatures destroys harmful microorganisms but keeps over 90% of nutritive properties.



Figure 1 Street commercial of UHT milk on distribution cars

Source: media factory iasi

## UHT Advantages

Milk truly healthy. It is kept at room temperature. It is not altered and its taste, consistency or nutritive properties doesn't modify.



Figure 2 VIO UHT milk

## 2) BAGGED PASTEURIZED MILK

Product obtained out of pasteurized cow milk. Fat 1.8%, 3%.



Figure 3 **Bagged pasteurized milk**

### 3) CANNED PASTEURIZED MILK

Product obtained out of pasteurized cow milk. Fat 1.8%, 3%.



Figure 4 **Canned pasteurized milk**

### 4) VIO CHILDREN MILK

Product obtained out of pasteurized cow milk.



Figure 5 **Posters for childrens' milk**  
Sursa: MEDIA FACTORY IASI

### 5) VIO YOGHURT

Product obtained out of pasteurized cow milk and yoghurt specific lactic cultures. Fat – 2.8%.



Figure 6 **Posters for the Vio yoghurt assortment**  
Sursa: MEDIA FACTORY IASI

### 6) VIO GREEK YOGHURT

The product is dedicated both to Greek cuisine recipes and to those who want a consistent snack (the yoghurt has 10% fat).



Figure 7 **Promotion poster for GREEK YOGHURT**  
Sursa: MEDIA FACTORY IASI

### 7) SOUR CREME 20%

Product obtained out of pasteurized cow milk and selected lactic cultures. Fat: 20%.



Figure 8 **Sour crème 20%**

### 8) SOUR CREME 15%

Product obtained out of pasteurized cow milk and selected lactic cultures. Fat: 15%.



Figure 9 **Sour creme 15%**

## 9) SKIM MILK

Product obtained out of pasteurized cow milk and selected lactic cultures.



Figure 9 **Skim milk**

## CONCLUSIONS

The dairy products offer has significantly diversified in the past years, has become complete and covers all the market segments, thus offering the possibility of extending the offers in such a way that these could respond to all consumer

categories depending on their preferences or demands. A growing tendency is the orientation of Romanian consumers towards milk and dairy products with a lower degree of processing detrimental to the cheaper products segment. Also, as it can be observed in other countries, the preference for milk and dairy products occurs more extensively in Romania while Romania consumers in generally appreciate the traditional taste of food.

„S.C .ILVAS S.A.” Vaslui has a diverse assortment of products as it can be observed above which confers it a real advantage over the competition in the North-East Region of Romania.

The price-quality report is a really advantageous one.

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