

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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