

LABELS AND MARKING ORGANIC PRODUCTS

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Abstract

World population reached 31 October 2011 to 7 billion people, primarily to ensure their food needs. But not only in quantities sufficient food, three times a day but also high quality. These attributes can fulfill ecological food product, found in small quantities at a price high. Technologies new, performance, innovation is expected to reduce their price and production cost. But, to distinguish them on the market, products food green packaging must bear a certificate specifies that protects environmental quality and product recognition. This mark began in Romania in the European Union and other countries with developed agriculture. The problem of cost and production volume organic food be made in accordance with the rapid development rhythm world population. It is a challenge.

Keywords: green, renewable, eco label, sustainability, innovation, recovery.

Food commodities are unprocessed or processed products that contain necessary nutrients the human body. Codex Alimentarius Commission defines organic agriculture: a holistic approach to marketing, production management system that promotes and maintains healthy development of agro-ecosystems, including biodiversity, biological cycles and soil biological activity. Emphasis is directed to use management practices in line with company use external inputs, taking into account regional conditions that systems must adapt. This is done by using, where conditions permit, agricultural methods, biological and mechanical, as opposed to using synthetic substances, to perform any specific function to use. The label is any written material, printed, lithographed, engraved or illustrated elements containing product identification and accompanying the product or its packaging is adhering to. Purpose of labeling is to convey the necessary information corresponding to consumer demands to know and avoid possible risks. ISO 1400 standards on environmental aspects of products and services relate mainly to environmental labeling and life cycle analysis of products in which ISO 14020-1998 remember basic principles for environmental marking, ISO 14021-1999 environmental Marking - Declaration environmental honor, ISO 14023, eco Mark - Methodologies and testing and verification, ISO 14024-1998 environmental Marking - Marking type I. Principles environmental guidelines and procedures, ISO 14025 environmental Marking -

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METHOD AND METHODOLOGY

For this research we used to study literature, law and practice nationally and world wide .. Analysis is performed on selected data and processed based on a questionnaire. Motivation to perform this research resulted from a finding that more and more food products are products obtained by using synthetic fertilizers that are harmful to consumer health. Food products that are on the market are really natural and without eco label can not be sure that the product is authentic ecological respectively.

RESULTS AND DISCUSSION

The increasing trend of customer satisfaction in the highest degree led to increased "consumerism movement" worldwide for the following reasons:

- consumers become more informed, assisted, demanding and sometimes capricious;
- consumers know their rights and not limited to quality / food services, are more attentive to the impact they have on the environment and their health;
- critical assessment of attitudes / activities consumerism in Europe and the U.S. showed a strong tendency to change in consumer activity in the future.

This trend is reflected in the marketing policy on environmental product that must meet multiple requirements: use, handling, storage,

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quality, mining, environmental impact and are the highest standards in the field.

In the European Union are three Scientific Committees dealing with: consumer safety, public health and environmental protection and ecological products. Effects of environmental attributes of products is carried throughout their lifetime.

Parallel to the development of organic products and competition increases. But consumers looking for products where the packaging stated: naturally occurring, biodegradable organic product or products, etc.

Marking of organic products has become a tool for diversification of supply and promoting ecological marking product. In follow two directions:

1. creating a green packaging;
2. environmental labeling.

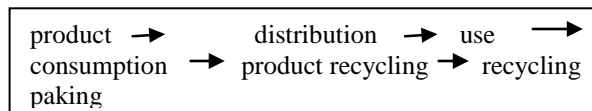
In modern marketing, eco-labeling is the main agricultural firms. Labeling aims ultimately reducing production and consumption non sustainable how to obtain a higher quality of life, health and safety, all contained in the Declaration of Rio, Brazil, on environmental protection. The concept of labeling imposed manufacturers to redesign products / services so that new products are "friendly" relationship with the environment. This message can be transmitted through or burn marks on the product label information on certification, component percentages, size, etc.. Labeling program first began in Germany in 1977, expanded in Europe, Brazil, Canada, China, Israel, Japan, USA, Korea, as part of a global network of global eco labeling, created in 1994, in order to encourage eco labeling products, information exchange and harmonization of programs. In Romania, the procedure for granting environmental labeling is provided in HGnr.189/2002 and granted those items / groups of organic products that meet the following conditions:

- have competitive advantage in the competitive market of organic products;
- product demand is high enough to favor the company;
- advantages favorable environment (environmental protection);
- protect the health of consumers.

To obtain the eco-label food products, companies, manufacturers, importers, traders, service providers must address environmental authority for approval.

Eco labeling objectives are:

- promote economic activities, ecological environment friendly;
- allow related products greener all productive chain:



- communicate to the consumer information exact product / service of ecologically;
- promote ecological products throughout life, reduced environmental impact.

Specialist studies undertaken in the European Union revealed the following aspects of eco-labeling:

- word "packaging is recyclable" is not synonymous with recycling, but that the packaging is made from recycled paper. Interpretations and to avoid confusion, mention should be explained clearly on the label;
- authorized environmental arguments for labeling should be stored in a database of manufacturer, to be controlled by specialized inspectors;
- eco labeling be widely publicized to eliminate confusion in the minds of consumers traditional;
- manufacturers should take measures to reduce the selling price of organic products;
- ecological attributes marking products: individuality, guarantee originality, quality assurance, consumer health guarantee.

From the study of companies dealing with production and processing of food products, the question: What do you mean eco labeling food organic product?, The responses of those interviewed are:

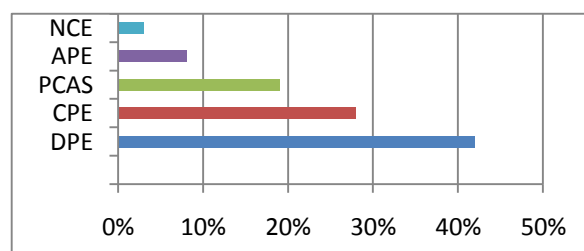


Figure 1. Date processed by the author

- 42% said they eco labeling defines an ecological (DPE);
- 28% believe that the product characteristics ecological eco labeling (CPE);
- 19% believe eco labeling a product, an element that ensures their health (PCAS);
- 8% considered eco labeling as a package for an ecological (EPA);
- 3% do not know anything about eco labeling organic products (NCE).

Of questionnaire-based study shows that most consumers (70%) perceive eco labeling as an organic product with its essential attribute: quality health care. However people who had knowledge

about organic products, consumers were shown a keen interest in how their eco labeling identification. The respondents argued that pollution is a threat to the future and environmental labeling of products has become an important method to human health. Reducing the negative impact of human activity on the environment, need shared by 95% of citizens is seen as a key factor that will redefine the marketing risk management by undertaking tasks sustainable local, regional, national and global. We must be aware that The lack of food, water and the soil (to support 7 billion people) could lead to outbreak of conflicts between nations. However organic products by attributes will provide the best product that gives about consumers looking for: a longer life. Billions of dollars are invested in the pharmaceutical industry to create products for longevity. But the EU and some national governments support and enforce measures to reduce pollution resulting from industrial activity and encourage consumers to take decision, to choose to purchase products "environmentally friendly - eco friendly products." The study conducted among managers dealing with the production of organic products to the question: How do you perceive the future trend of organic products? responded:

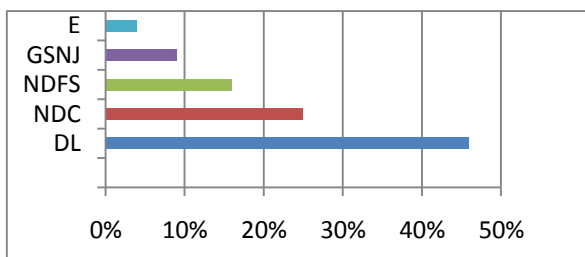


Figure 2 Data processed by the author

- 46% foresee a slow (DL);
- 25% believe that organic production will stops at a certain level determined by consumers (NDC);
- 16% do not see a rapid development without financial support from the state (NDFS);
- 9% say eco labeling products is cumbersome, expensive and not defined (exactly) Legal (GSNJ);
- 4% consider organic products an experiment (E).

And practice confirms that without financial support from the state, the qualitative evolution of organic products because of bureaucracy and high costs will be a slow and uncertain. But environmental pollution knows no boundaries and more and more consumers have expectations about the quality of life. On the other hand, managers of firms have realized that among their responsibilities multiply, we add one: the green. From this point of view environmental management and marketing approach should be a

strategic and integrated, based primarily on environmental issues, the integration of ecological marketing concept of "Green Marketing", based on a new relationship with consumers. Briefly, the notion of ecology (Ec), can be defined as:

$$Ec = 3C + 3R = \sum_{i=1}^3 C_i + \sum_{r=1}^3 R_r \quad (1)$$

where:

C1 = conservation = C2 consumption C3 = control;
R1 = recovery, R2 = reconditioning, R3 = reuse.

Some manufacturers stimulates recovery of packaging purchase bonus giving general product. In the 3C group calls for a fair use and the 3R lead to recovery strategies to reduce excessive consumption of natural resources. Eco-label does not say that these products have no impact environment, but a smaller impact than others in their category.

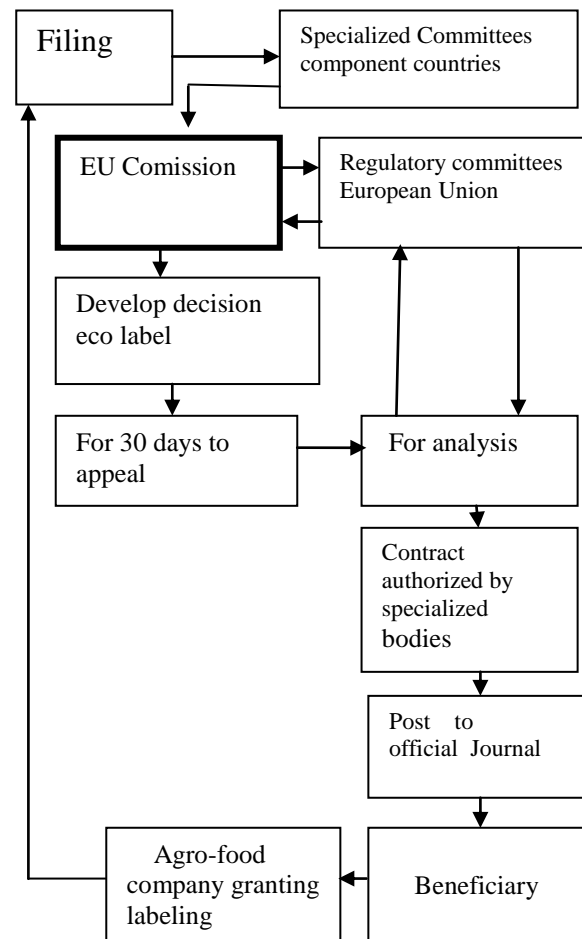


Figure 3 European labeling procedure ecological

The granting of a product eco labeling product's environmental impact is assessed in pre-production phase, production, distribution, use and after use, following the loss indicators, waste, soil pollution, water contamination, noise, energy,

natural resource consumption, effects on ecosystem, each giving a score indicator. The final result is determined as follows:

-determine the coefficient of performance (P) as the geometric mean of the basic properties of the products ($P_1 + P_2 + \dots + P_n$);

- ecological score thus obtained is multiplied by the coefficient of performance (P).

Each product to obtain eco-labeling must obtain a number of points between minimum and maximum points for the product, according to the rules.

CONCLUSION

Eco labeling products is still in its early stages, with development trends worldwide, including Romania. Organic products food costs are about 3% expensive than similar products and issue costs of environmental initiatives food firms, a problem still unsolved. But there are few high-income customers who prefer organic products. Although organic foods offer customers the highest quality of life and even extend life expectancy, ecological agricultural areas are experiencing a slow expansion. Long term and globally, I believe that in Romania, where agricultural land is only 1.07 hectares per capita, an organic farming can not provide the necessary food for the population. Globally the situation is more critical, there under 2 ha / capita and the year 2050 may reach the limit of about 10 billion people that I can support Tera. Can not provide food for many people green. Environmental issues including the role of environmental labeling of food products must be very well known companies in the field managers. Have encouraged ecological behavior of every citizen to protect nature, to reuse some raw materials. All we need food, to investigate new methods secure it through performance and innovation.

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