

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.