

## PROMOTION OF TRADITIONAL PRODUCTS FROM SIBIU

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### Abstract

Traditional products are the healthiest products, being obtained only from traditional raw materials and made by traditional methods. It is true that for product certification as traditionally takes a long time and there are no support from authorities for promotion. Sibiu is known for its traditional products they made and now the Prefecture and the Department of Agriculture and Rural Development (DARD) Sibiu wants to develop a program to promote over 224 traditional products in the Sibiu area. Promotion of traditional products in Sibiu can be achieved through product fairs taking place every year in the county of Sibiu and trading markets, financing projects, through promos. Few traditional products from Sibiu are displayed in department stores in Sibiu. In Sibiu was realized a study on 100 people, to see how many people use and consume traditional products, if they are satisfied by the traditional products, how often use these products, how much they know about traditional products. This study consists in questionnaires answered by people of Sibiu. Following the questionnaires was observed that 30% often use traditional products, 25% use traditional products once a week, 17% buy traditional products once a month, while 22% said they do not use these products because they can not afford to buy it, or they are not sufficiently informed about places where they can buy these products. Traditional products market from Sibiu increases from year to year and consumers expect that products to be made entirely by traditional materials.

**Key words:** Sibiu, traditional products, markets, fairs, raw materials.

At the end of 2011 in Romania there were registered at national level a number of 3850 traditional products in the Register of certification of traditional products, with nearly 1.000 products in more than in 2010, the largest share is held by dairy products, according to data centralized of the specialty of the Ministry of Agriculture and Rural Development (MARD). (Ministerul Agriculturii, Pădurilor și Dezvoltării Rurale)

Six other Romanian products that could achieve community protection are under complete documentation for its submission to the ministry and the other two products were initiated the steps for recognition of producer groups.

The six products with documentation being submission to MADR is cheese from Mărginimea Sibiului, cottage cheese from Sibiu, milk thick from Mărginimea Sibiului, ice sheep from Mărginimea Sibiului, cheese Covârlui (Galati), bellows cheese from Bran. ([http://www.madr.ro/produse\\_alimentare.php?judet=35#miere](http://www.madr.ro/produse_alimentare.php?judet=35#miere))

According to MADR experts, steps to follow for obtaining the protection of the community for a traditional product aim, first, establishment the producer groups wich will prepare specifications,

respectively that document wich including data about the name and description of product,

geographical and proof that the product is from this method of obtaining the product and link it with the quality or characteristics of the geographical environment or geographical origin, authorities or bodies that verifying the supplemental labeling elements. ([http://www.madr.ro/produse\\_alimentare.php?judet=35#miere](http://www.madr.ro/produse_alimentare.php?judet=35#miere))

In early December 2011, made an official visit in Romania, European Commissioner for Agriculture and Rural Development Dacian Cioloș said after meeting with Romanian producers of traditional products Romanian that the authorities and manufacturers should be more active to record a large number of traditional protection products in Europe.

Note that no information was one of the causes of a single product registration traditional European protection.

According to MARD data, the largest share of registered and certified products represent traditional dairy products (almost 39% of total), followed by meat products (30%), confectionery and bakery products (15%), alcohol ( 9%) being the difference on other products and vegetables

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and fruit. (Ministerul Agriculturii și Dezvoltării Rurale, <http://www.madr.ro>)

## MATERIAL AND METHOD

### TRADITIONAL PRODUCTS FROM SIBIU



Figure 1 Traditional products from Sibiu area

The reality is that the 429 traditional products recorded by 62 businesses in Sibiu, are not on all roads. Many of them may be lost on the shelves loaded and other branded products are sold exclusively in places of manufacture. What city are traditional fairs held regularly. (Figure 1) (Ghid pentru atestarea produselor tradiționale românești, Oficiul Național al Produselor Tradiționale și Ecologice Românești)

The traditionalism of bread is important only insofar as product quality it required and found it better than the series. In Sibiu, 135 bakery products were certified traditional. For small business, how to differentiate the offer is how to prepare "on hearth" and maintaining recipe - both give special taste of traditional bread. (Ziare. com)

Dairy products and honey are products more stable, say three producers locals. 142 dairy products and 4 honey products are recorded in the county of Sibiu. Their advantages are given relatively for small investment required and the existence of better markets and favorable pricing of products. (Ministerul Agriculturii și Dezvoltării Rurale, <http://www.madr.ro>)

**Traditional product** - the product must be produced from traditional raw materials to produce a traditional composition or a mode of production and / or processing reflecting a technological process of production and / or traditional processing which clearly distinguishes similar products of the same category. (ORDIN nr. 690 din 28 septembrie 2004 pentru aprobarea Normei privind condițiile și criteriile pentru atestarea produselor tradiționale)

The difference between traditionalism and profitability is as great as that between mass production and individual producers, is a fact admitted by locals. In order to maintain originality, traditional preparation have "cooked" low heat and can not make a quick profit and significantly, at least not under current market requirements. Tradition can get a quasi-commercial package only to the extent that there is a consistent demand for natural products. A big problem is the retail market. But the real obstacle lies in educating of people who do not understand that the traditional first means of all healthy, said George Budrală, coordinating director of the Department of Agriculture and Rural Development Sibiu (DARD). (Ghid pentru atestarea produselor tradiționale românești, Oficiul Național al Produselor Tradiționale și Ecologice Românești)

### PROMOTION OF TRADITIONAL PRODUCTS FROM SIBIU

#### Periodic fairs

In Sibiu year 2011 meant the launch of two exhibitions of traditional and organic products: one held bimonthly in the ASTRA Museum and the other hosted weekly Huet Square. DARD Sibiu, Sibiu County Council, The Museum "ASTRA" and Foundation "ADEPT", respectively CA and SC Puete S.A. Sibiu markets are the organizers of both events. In 2011 the initiative of DARD was established and County Association of Producers of Traditional Products from "Mărginimea Sibiu" consists of 16 founding members, all traditional producers. (Muzeul Astra, 2012)

In 2012 there is a timetable for the traditional products of Sibiu Fairs which taking place outdoors in the Grove Sibiu which runs from March 17 until October 14, every month is set certain days for exposure to these traditional products.

George Budrală agronomist, currently executive director of the Department of Agriculture Sibiu, is the originator of the Association of Traditional and Ecological Producers "Mărginimea Sibiului". Originally from the village Jina, right in the middle of this area known for herding, he actually fought to establish this body, which recently acquired legal personality. (Asociația județeană de turism Sibiu)

#### Traditional products certified in Sibiu:

- Milk thick.
- Sheep cheese.
- Cache sheep.
- Cache Cow.
- Cheese bellows.
- Cheese mixed.
- Urda

#### Products under certification:

- Pastrami sheep;
- Mutton
- The ice.

Prefecture and the Department of Agriculture and Rural Development (DARD) Sibiu working on a program to promote the traditional products made of 224 38 of businesses in Sibiu County. (Ministerul Agriculturii și Dezvoltării Rurale, <http://www.madr.ro>)

On top of more traditional products in Sibiu County, first place is held by the 143 bread and bakery products, made of 18 undertakings. (Gandul Info)

Second, the top is traditional dairy products, the brand known as cheese from Sibiu. The five economic agents remained on the market 37 dairy factory. (Gandul Info)

In third place is situated meat products - 34 traditional varieties produced by three undertakings.

Fourth, there are four kinds of brandy and natural spirits produced by two agents, and last place is occupied by beer - three varieties produced in Sibiu. (Gandul Info)

## RESULTS AND DISCUSSIONS

In Sibiu there was one traditional product of honey, but the manufacturer does not work. (Gandul Info)

In Sibiu there was no traditional canned manufacturers. Went bankrupt last year and four manufacturers of traditional bakery products. All the crisis, have disappeared and two meat processing and traditional dairy producers. (Transilvania Business)

Sibiu has always been known as a country of sheep cheese and sausage. Traditional products reflect the rich traditional lands, and cultural diversity of the area. Try feta in Mărginimea Sibiului who brought fame of shepherds throughout the country or pastrami shepherd of

sheep. Savour cuisine inherited Saxon - hence, răbarbăr pie-or culture-specific Hungarian cake with poppy seeds or plum dumplings. (ORDIN nr. 690 din 28 septembrie 2004 pentru aprobarea Normei privind condițiile și criteriile pentru atestarea produselor tradiționale)

The most important attributes associated with traditional products, in the study performed are:

- taste - traditional products are tastier food than usual;
- how marketing - should be sold in hypermarkets and supermarkets in specially designed, not only in fairs and markets;
- are healthier than conventional products and are more nutritious than conventional food. (Transilvania Business)

Combinations of environmental attributes, are related to product design (are more attractive than regular food), but also those related to price, most saying they are more expensive than regular food. Following a survey conducted on 100 people in Sibiu was observed that there are people who do not know about traditional products or not can afford or are not informed about these products. (Figure 2)

After the questionnaire was observed that 30% often use traditional products, 25% use traditional products once a week, 17% buy traditional products once a month, while 22% said they do not use these products or they can not afford to buy, or not sufficiently informed about places where they can buy these products. Market of traditional products from Sibiu increases from year to year and consumers expect products to be made entirely of traditional materials.

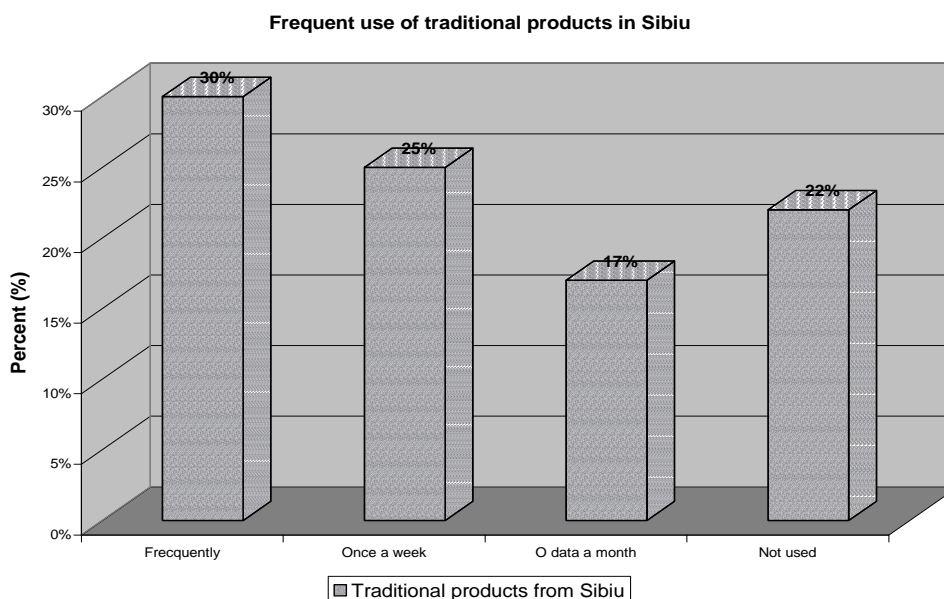


Figure 2 Frequent use of traditional products in Sibiu

## CONCLUSION

The majority of consumers expect that traditional products to be made from traditional materials Romanian and the rest are expected including the processing / production process be based on a traditional Romanian process. In other words, most consumers believe that a product must meet two criteria simultaneously to be considered traditional.

From the survey conducted in Sibiu I noticed that people of the respondents are not using or do not know about the traditional products of Sibiu and Sibiu Surroundings. All this is because citizens lack information about these products and not enough is done advertising for these products.

Traditional products market from Sibiu increases from year to year and consumers expect that products to be made entirely by traditional materials.

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