

Abstract

The survey aims to elaborate managerial strategies concerning the optimisation of agricultural units from Botoşani County, by attracting European funds. At present, the common agricultural policy (CAP) represents a complex system of subsidies and other financial incentives built on two pillars and it takes nearly half of the common European Union's budget. The first pillar concerns greener and more equitable measures in the area of market support. The second pillar concerns rural development measures and concentrates on the harmonious development of rural areas, including activities diversifying, product quality increase and environment protection. In the actual context, the Romanian farmers need to adapt to the world economic reality, to adopt new technical and economic methods for having a good economic stability and economic efficiency and to produce according to the European market standards. The European funds absorption for agriculture and rural development is closely linked to the activity of the Agency for Paying and Intervention for Agriculture, which is carried out on three main directions, concentrating on support measures financed both by the national budget and the European funds. The survey's authors have proposed to emphasize the strategies that could contribute to the ensuring of private agricultural units efficient development through the European funds absorption, based on a case study at S.C.MULTIAGRA S.R.L. Vlăsineşti from Botosani County.

Key words: strategies, management, efficiency, agriculture