

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