

DEVELOPING AND IMPLEMENTING STRATEGIC MARKETING IN SWINE FARMING (CASE STUDY AT S.C. FERMUSIN S.R.L. LIEȘTI, GALAȚI COUNTY)

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Abstract

Both nationally and in Galați County, agriculture is one of the basic branches of the economy, with a considerable contribution to GDP. In Romania, for 2007-2013 period, the rural development sector (including agriculture) is supported by the implementation of the National Rural Development Programme (NRDP). According with this program, the Romanian agriculture has many opportunities, such as: availability of large, increasing markets, both domestically and in Europe; potential to fight against climate change by developing and using renewable energy, including the production of biofuels from agriculture and forestry biomass; vertical coordination between processors of agricultural products, supermarkets chains and farmers; potential to improve the management of natural resources through training and advice, focused on environmental protection; capitalization of financial support granted by the NRDP to implement local development strategies etc. In this respect, also in Galați County, is intended to be projected and implemented strategies for the development of agriculture in general and also in livestock sector, especially based on the National Strategic Plan 2007-2013, strategies with national applicability. A very important element in this work is related to encouraging the farmers to accept the market demand and to improve their marketing strategy. Improving trading systems so that farmers be granted with a higher share of market prices may involve upgrading transport infrastructure and systems. Other measures involve: providing loans to traders and processors, forming farmers associations for joint capitalization of products on the market etc. Small farms are major players in most developing countries, including Romania. Therefore, for their development, macroeconomics must be stable and public goods in rural areas must be funded by the state (rural roads, education, health, agricultural research and extension, information dissemination). Also, institutional innovation plays a vital role in providing materials and services in which the state should be involved in its coordination to overcome issues like: supplies of raw materials and finished goods, financial, technical and marketing aspects etc. Research results in SC FERMUSIN S.R.L. Liești, Galați County are original elements that can be used by farmers to improve and expand farming activities in order to achieve performance and efficiency.

Key words: marketing, strategies, swine