

SOME ASPECTS OF BASING THE STRATEGIC DECISIONS IN AGRICULTURE BY COMPARATIVE ASSESSMENT OF INDICATORS OF ECO-EFFICIENCY

**Stejărel BREZULEANU¹, George UNGUREANU¹, Carmen-Olguța BREZULEANU¹,
Carmen-Luiza COSTULEANU¹, Tiberiu IANCU², Felix Horațiu ARION³**

e-mail: stejarel@uaiasi.ro

Abstract

This paper aims to analyse standard gross margin to business decisions on the use of production resources in the dairy farms. The efficient running the activities in animal farms requires that the production resources, to be provided combined and allocated in such a way as to result in: full capitalization of production capacity of the unit, obtaining increased quantities of product per hectare and animal feed with minimized costs per unit, continuous increase of the efficiency of resources due to the use of modern technologies, improved technical resources and not polluting the environment with residues. For a company to be effective it must be well organized, use various computer programmes, to provide data on the evolution of its activity at any time, to use advanced software to facilitate the work on the farm and increase its productivity. For carrying out the study we used the case study as a major research strategy and for the analysis of performance level of the farm we used the model of determining the standard gross margin made in Excel worksheets. For data collection and analysis, we used techniques and instruments specific for qualitative research, analyses of internal documents, technological records and discussions with the manager of Research and Development Station for Cattle Growth (RDSCG) Dancu, Iasi County, Romania.

Key words: economics, gross margin, agricultural management, strategic decisions, milk-cows farm, eco-efficiency
