

VALUE CHAIN ANALYSIS OF FRESH TOMATOES – CONSTRAINTS AND OPPORTUNITIES

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Abstract

The competitiveness of Moldovan tomatoes can be evaluated by the analysis of the value chain, which represents all the necessary activities, which a product should pass, to bring it from the conceptual stage, to the final stage of use. In the Republic of Moldova, tomatoes represent a traditional vegetable crop produced for domestic consumption and exports. The most of Moldovan tomatoes reach the final consumer through several distribution channels: open air retail markets, supermarkets, fruits and vegetables small shops, export markets. In this scientific paper is analyzed the role of the tomatoes value chain in increasing the competitiveness of agricultural enterprises; the major constraints the enterprises are facing at different levels of the tomatoes value chain, and proposed measures of value chain improvement at the level of different activities.

Key words: tomatoes value chain, competitiveness, agricultural enterprises, marketplace.
