

THE PERCEPTION AND ATTITUDE OF MOUNTAIN PRODUCERS TOWARDS THE OPTIONAL QUALITY LABEL "MONTAN PRODUCT"

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Abstract

In the general acceptance of the mountain area, it is defined as an area with severe natural constraints, which includes over 30% of Romania's territory. Mountain agriculture is mainly carried out in small farms with low production, a fact due precisely to socio-economic conditions and geographical limitations. For this reason, the obtained products must value their sensory and nutritional particularities, simultaneously with gaining the consumer's trust regarding their quality and authenticity. The adoption of the optional "Mountain Product" quality designations is a starting point for relaunching and supporting the mountain economy. The aim of this paper is to understand the perception that mountain producers have on the products they obtain as well as an understanding if the mention of optional quality is a viable opportunity in the attempt to revitalize the mountain economy.

Key words: montan product, mountain farmers, mountain producers, sustainability, development