

# THE ECO-FOOD PROMOTION BY SUSTAINABLE AND EFFICIENT TOOLS

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## Abstract

The paper aims to show and explain the usefulness of tools used for the eco-food products promotion. The approach is done from two perspectives: efficiency and sustainability goals. By reconsidering the multiple dimensions of qualitative food and the ecological attitude, we build a dashboard of modern promotion techniques that consider the objectives of sustainable development and quantify the progress achieved. The approach is on three value levels: economic, social and ecological. The analysis is done for the last 5 years, with data from Romania related to the food that is produced and consumed in the *eco* context. All these are in accordance with the requirements of sustainable development. The research is based on thematic description, analysis and synthesis. The specific indicators of sustainable development and others are considered. These indicators are drawn regarding the efficiency of sustainable and efficient tools, the progress achieved in supporting sustainable development and the contribution of eco-food to the wellbeing improvement and economic growth or stability. Even the separated topics are very well approached in the specialty literature, the connection between them and the boldness to expose another face of promotion is mainly an original approach.

**Key words:** promotion, eco-food, efficiency, sustainability