

SUSTAINABLE AND MODERN METHODS FOR THE LOGISTICS OF AGRICULTURAL PRODUCTS

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Abstract

Agricultural production proves to be a priority in the market analysis. In the current economy, the interest for a diversified and increased production remains at a high level, starting primarily from the basic needs that agricultural products satisfy and the increased demand. Commercial, financial, technological, logistical interests are also added to this, all being components of market studies. The present paper approaches, in an interdisciplinary manner, three directions of agricultural products market analysis: sustainable marketing, logistics and the need-production-consumption relationship. The data used for the analysis are from official sources such as Eurostat and NIS, and data from the companies that are subjects of the analysis: Agricoover, PrimeAgiculture, Kompas, Agromontana. The results highlighted that adapting production to market requirements is a vital component of the marketing plan, and the distribution and commercialization pillars directly impact on production, even if the consumer is in the foreground as a focus. The lack of efficiency in the logistic system leads to loss of capital and image, so ensuring the sustainability of these pillars is a way to ensure the success of companies present on the agricultural products market.

Key words: agricultural products, marketing, logistics, sustainability, efficiency