



Aspecte privind marketingul laptelui și a produselor lactate la Societatea Agricolă "Agroind" Berezeni, județul Vaslui

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In the frame of the national economy, the agriculture accomplishes a very important function: the alimentary function. The degree of satisfying of the normal physiological consumption of the population is directly influenced by the level of the intern agricultural production. After 1990, on national level, the alimentary lack of balance increased, the consumption demand being covered in a large measure by imports of some main products of the population consumption. Also the self-consumption of housekeeping increased, which in the countryside reaches 50 - 80 %, showing that the agricultural farms are more concerned for self - consumption and less for commercialization. Concerning the milk and dairy products, in spite of increasing with approximately 40 % of the Romanian yearly average consumption per inhabitant, the present Romanian consumption is lower with almost 20 % comparatively to the European Union consumption. These aspects emphasize the necessity of directing the marketing politics of the agricultural enterprises of milk and dairy products to an qualitative and quantitative increasing of the offer, diversifying of varieties and widening of market, improving of the distribution and capitalization system, promoting of penetrable prices on new segments of the market, decreasing until the total eliminating of the seasonal consumption etc. In this context, the authors present some aspects concerning the marketing of milk and dairy products on the base of a study of case at the Agricultural Society "Agroind" Berezeni, Vaslui county.