



## The structure of fruit demand and the evolution of its satisfaction degree in south- western region of Oltenia

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Fruit and garden stuff demand is determined by: people's alimentations models and the physiological consumption necessary (i.e. potential demand), while the effective demand one is determined by people's buying capacity.

Studying the fruit demand, a multitude of aspects must be taken into consideration, as they follow: the average fruit production/inhabitant and the way it satisfies the potential demand; the structure of the physiological consumption necessary for different species of fruit and the degree of satisfaction of own production consumption; effective demand and the relation between this one and the physiological necessary consumption.

In order to cover entirely the fruit necessary in one's production of people in South-Western region of Oltenia, there should be mentioned: establishing the consumption necessary at the level of the region's and the component counties, but also at the level of the main municipalities and towns; establishing the fruit production from counties, in urban environment.