



Posibilități de aprovizionare cu produse avicole a pieței municipiului Oradea la orizontul anului 2010 (Studiu de caz la S.C."AVICOLA" S.A. Oradea)

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The problem of supplying the population with the main food products is one of the major concerns of the Romanian Government, especially after the 1st of January 2007, when our country was admitted in UE. Starting from this point, the author, wants to present, based on a case study at "Avicola" S.A., which will be the supplying possibilities with poultry products (poultry meat and eggs) of Oradea's County population, at the beginning of the year 2010. In order to establish which will be the necessary supplying amount for the poultry meat and eggs, we took the annual consumption per inhabitant realised in Oradea County between the years 2001-2006, at meat-the total, after which the entire amount of poultry meat was calculated, starting with

the percentage occupied by the poultry meat in the total amount of the meat consumption. At the Oradea County level, the poultry meat consumption has registered a median annual consumption of 18.00kg, and the total consumption for the Oradea's 206000 inhabitants, is of 3708 tons. For the total egg consumption the potential market in Oradea is going to be of 46,556 million. The main supplier of poultry products is "Avicola" S.A. Oradea, which is able to ensure 59,2% egg consumption and around 20,0% of poultry meat.