



## The economic performance on fruits trade in NE Region of Romania

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Fruit growing in Romania, has an old and rich tradition, but the most significant changes, in this field, occurred during the XX-th century, when the areas grown to fruit trees, the varietal assortment as well as the total fruit yield were dramatically modified. During the XX century, the fruit growing knew the fundamental transformations. Thus, the area surface with orchards trees where 340100 hectare in 1927, 184200 hectare in 1950, 428 400 hectares in 1970 the and 239900 hectares in 1999. The total production of varied in these periods, between 401100 Tons in 1950 the and 2183000 tons in 1993. Despite the fact as the in 1993 he achieved most high production of fruit, and the average consumption where 35,7 kg. but meaningful lower than optimal consumption on adult person, in temperate region (63 kg.on habitant). The study was realized in NE Region of Romania countries in witch fruit growing is well represented by the culture of a diversity of species and varieties that find favorable climatic conditions for growth and fructification, assuring fruit consumption spread out along the whole year. We should understand fruit-growing patrimony as: "Not only the number of fruit-trees and the area covered by them, but also the ecological background, I.e. favorableness of the climatic conditions and the production capacity of the soil under plantations (the determining factors of the fruittree production potential). It established for the district Iasi to represent the representative area of study, where were delimitedated 15 agroeconomic micro zone. In fallow the research we can say that the great difficulties meet the farmers of the researched area as regards the valorization of product surplus. Generally as a consequence of price freedom and total lack or inefficiency of legislation for producer protection, they work permanently in loss, with the exception of some products and conjuncture which ensure them profit. To scrutinise the problem of competitiveness, the exploratory research on the perception of the competitive performance was designed by means of SWOT analysis.