



## Competitive pressures upon milk and dairy products in Romania

Iuliana IONEL, Lucian LUCA - Institute of Agricultural Economics - Romanian Academy, Bucharest

The present paper investigates the competitive pressures of the milk and dairy imports upon the domestic market and market niches of Romanian dairy products. The deficiencies of the milk production and processing system create favourable conditions for imports. Romania is a net milk and dairy importer, yet it succeeds in exporting organic dairy products or dairy products based on ewe, goat or buffalo cow milk. Although the exported quantities are small, the values per product unit are significant. The competitive pressures will continue as long as there are deficiencies in the raw milk production and collection.