

APPLE MARKETING IN THE CONDITION OF THE SUCEAVA HILLS

VALORIFICAREA PRODUCȚIEI DE MERE DIN PODIȘUL SUCEVEI

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***Abstract.** The work presents different selling variants of apple production to SCDP Fălticeni which are taking into account some indicators as: total production, prices, turnover, costs and in final the economical result. After a comparative analysis of the four variants presented, it will be choosed the most efficient variant from economical point of view.*

***Rezumat.** Lucrarea prezintă diferite variante de valorificare a producției de mere la SCDP Fălticeni ce ia în calcul o serie de indicatori ca producția totală, prețurile, cifra de afaceri, cheltuielile de producție și în final rezultatul economic. În urma analizei comparative a celor 4 variante prezentate va rezulta varianta cea mai eficientă din punct de vedere economic.*

The apple growing is most known and spread in temperate climate zone, and the apples are occupying the first place if we take into account the production level, food quality value and the demand of it on market also.

High ecological plasticity of this specie had allowed a vast geographical dissemination of the numerous created and formed varieties in the most divers region of the globe.

High food value of the apple is due to the very balanced composition, of the biochemical component accessibility for the human organism and not in the last row of the different olfactory, visual, tastiness. There have been identified over 170 substances only in flavor forming.

On world level apple growing is situated on third place after citric fruits and banana, but is on the first place between fruit growing varieties of mild climate producing more than double of it.

From the multiple particularities presented by the fruits growing, apple marketing has more characteristics:

- a. fruits are harvested in generally in a simple stage, constituting a „peak”, both at harvesting time and at marketing time.
- b. Delivering rhythm of the fruits is not uniform all the time of the year, depending by the stage of maturing of the varieties, in accordance with marketing and storage of it.
- c. Physiological features of the fruits offer the possibility of storage and marketing for all the time of the year.

The above characteristics had lead to a study in order to optimize the best marketing options of apple in the conditions of south compartment of the Suceava hills.

WORKING METHOD

There were projected five variants in order to optimize the fruit marketing, differentiated after delivery stage.

V 1 – entire marketing of the fruit quantity to different clients immediately after harvesting (testimonial variant);

V 2 – marketing in two stages:

- 50% from production immediately after harvesting;
- 50% of production in the period of 15 of august – 31 december;

V 3 – marketing in two stages, but other periods:

- 50% of production immediately after harvesting
- 50% of production in the period of 1 of january – 31 of march next year;

V 4 – marketing in three stages:

- 50% of production immediately after harvesting;
- 25% of production in the period of 15 of august – 31 december;
- 25% of production in the period of 1 of april-31 of may next year;

V 5 – marketing in two stages:

- 50% of production in the period of 1 of january – 31 of march next year;
- 50% of production in the period of 1 of april-31 of may next year;

Based on prices recorded at the end of the 2004 it have been calculated the following indices:

- turnover;
- quality of the fruits delivered to clients;
- total production expenses;
- total storage expenses;
- estimated profit from fruits marketing;
- profit ratio.

RESULTS OBTAINED

The structure of the 100 ha mode is presented in table 1.

Table 1

The structure mode on varieties on 100 ha

Nr.Crt.	Variety	Surface (ha)
1	Golden pure	45
2	Idared	30
3	Jonathan	16
4	Fălticeni	4
5	Rădășeni	5
TOTAL	-	100

The level of the economic efficiency indices of the apple marketing from south compartment of the Suceava hills-representative to the Research and development Unit of fruits growing in Falticeni is presented in table 2.

Table 2

Economical efficiency of different variants of marketing to SCDP Falticeni 2004

Nr. crt.	Specification	Marketing variants									
		V ₁		V ₂		V ₃		V ₄		V ₅	
		Marketing mode									
		immediately after harvest	50% Im. After harvest	0% 15.V - 31.XII	50% Im. After harvest	50% 01.I - 31.III	50% Im. After harvest	25% 01.I - 31.III	25% 01.IV - 31.V	50% 01.I - 31.III	50% 01.IV - 31.V
1	Total production of apple	3.916	1.958	1.958	1.958	1.958	1.958	979	979	1.958	1.958
2	Percentage of loss from storage (%)	-	-	10	-	20	-	10	20	10	20
3	Total production marketed	3.916	1.958	1.763	1.958	1.567	1.958	881	783	1.763	1.567
4	Marketing prices	5.000	5.000	8.000	5.000	10.000	5.000	10.000	12.000	10.000	12.000
5	Sequential turnover	19.580	9.790	14.104	9.790	15.670	9.790	8.810	9.396	17.630	18.800
6	Accumulated turnover	19.580		23.894		25.460		27.996		36.430	
7	Total production expenses	15.664	7.832	7.832	7.832	7.832	7.832	3.916	3.916	7.832	7.832
8	Total storage expenses	-	-	391,6	-	783,2	-	391,6	687,4	783,2	374,8
9	Production expenses+storage	15.664		16.055,6		16.447,2		16.743,0		17.822,0	
10	Total gross profit	3.916		7.838,4		9.012,8		11.253,0		18.818,0	
11	Profit ratio	36,7		38,6		39,5		42,2		54,1	

CONCLUSIONS

1. The fruit marketing variant represents one of the most important factor of the economical efficiency of the fruit growing varieties.

2. Studies undertaken till present are demonstrating the fact that fruits marketed echeloned is more profitable than the immediately after harvesting variant. For this variant is absolutely necessary the storage facilities with controlled atmosphere.

3. The study revealed a number of aspects depending on the variant analysed. The main economical indicators that are important for the results are referring to the percentage of storage loss, marketed price, total turnover, total expenses and gross profit. In the given conditions, respectively south compartment of the Suceava hills, the most suitable variants have proved to be V₄ and V₅. Thus, the accumulated turnover is greater than in comparison with other variants, the total production expenses are smaller, and the gross profit is greater, leading to a superior profit ratio.

4. The economical efficiency of the fruit growing production depends on a consistent number of factors, but one is detaching, representing fruits marketing.

5. The research undertaken till present had demonstrated the fact that echeloned marketing is superior immediately after harvesting one, but is necessary the existence of fruits storage facilities with controlled atmosphere, with economical and social implications.

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