ABSTRACT

Keywords: agriculture, competitiveness, consumer, agricultural products

The primary objective of agriculture is meeting the food consumption needs of the population. At present, the problem of defining consumer needs is difficult because the trends, complexity and diversity of this needs have to be captured as well as the consumer's preferences and expectations. Hence the obvious question: "agriculture can meet the demands of the evolving population?

Agrifood sector, thanks to the use in production of the latest technological advancements, enjoyed a fairly positive image. But the rebound effect felt by the consumers, attracted a transforming of the consumer from an optimistic and confident person to a susceptible person and distrustful.

These issues are joined and the inability of manufacturers to reach the market as the first intermediate chain of agricultural products. Lack of competitiveness in this sector leads to reorientation of farmers work, changing utility of the land, cultivation of plants for their technical usefulness, directing agricultural work force to other areas.

The chances of the domestic producers, but of the entire Romanian agriculture also would improve if they would align with European standards. External competitiveness would be pretty obvious mark the Romanian agriculture if we could establish the same system of values for the products they import and export them.

Constantly rising number of people, both in our country and in Europe and climate change that require use of new and more productive and resistant varieties, a culture structure optimization is required to give a higher profit with reduced expenses and better use of agricultural land.

The proposed researches from the thesis entitled “Contributions on revive and improving crop production through optimization of the culture structure in the suburban areas Iasi” seek revitalization and improving the structure of the agricultural sector in the surrounding area of Iasi town. This issue is achieved through the introduction of new crops that bring more profit to the area.

The research objectives are:

- the analysis of the main aspects that characterize the main crops, as well of the Romanian agriculture throughout the whole;
- exposure of the main analytical methods used;
- presentation of the structure of suburban area of the Iasi city;
- presentation and analysis of the climatic and socio-economic conditions of the suburban area of Iasi city
- analysis of the main economic indicators for major crops for the production achieved in the suburban areas of Iasi;
- creating the matrix to optimize the structure of the main crops in the suburban areas of Iasi city;
- research the consumer needs, consumer demand and household consumption for the suburban areas of Iasi for, the main agricultural products;
- create the matrix to optimize the structure of the main crops and cereal grains for the suburban areas of the city;
- outlining findings and recommendations that result from analyzes.

In the thesis we used the following methodology of research:

- collection of information for compiling the technical, socio-economic and economic-financial;
- processing of conclusive information;
- analysis and interpretation of results;
- conclusions and recommendations.

The first part of the thesis we performed bibliographic research regarding the consumer needs for major agricultural products. In addition we tried to delineate differences in food pyramids main European countries.

Graphical share two major food groups, animal and vegetable, so the body providing fiber and fat-free energy source to the pyramids and the animal and that must be consumed in small quantities are located at the top pyramid.

Consumer behavior in Romania is influenced expressly for the vast majority of the population by income. Highlighting a unique pattern of food consumption in Romania is impossible because the largest share of populaţiri is rural. Rural consumers available food consumption pattern based on consumption of own household. Consumption level is affected, for rural areas, farmland size and a lower percentage of their income.

Romanian agriculture currently operates only half the productivity potential compared with leaders in the field, such as France. But the potential is huge.

The share of agriculture in gross domestic product grew at 5.8%, as it was in 2007, from 6.5% in 2011. Since the considered the highest value was in 2008 when the value of GDP stood at 6.6%.

Reporting arable land to population Reese that every citizen of Romania, incumbent 0.411 hectares of arable land, a higher value of many European Union countries and almost double the EU-27 average, which is 0.212 ha / capita. Country with the highest per capita arable land is Lithuania, with an average of 0.533 ha, Romania being on the sixth place.

The 2011 grain harvest Romania confirmed its position as a leading country agricultural producers in Europe. However, despite improving yields Romanian agriculture is performing well below its potential.

We emphasize that the yield per hectare in Romania is at half the EU average, Romanian agricultural productivity remains low due to lack of investment in equipment and irrigation, lack of professionalism and land fragmentation, given that many farmers practice only subsistence agriculture.

The EU is the main trade partner of Romania's agriculture, so that in 2010, the supply of agricultural products to that destination had a value share of 73.7%, and purchases from EU member states held a share of 81.6% .

However, the results announced by the National Institute of Statistics for the first seven months reflects a worrying increase in the trade deficit, amid slower exports advance compared with imports during this period. Thus, Romania's trade deficit in January-July 2012 was 23.5 billion lei (5.3 billion euros), up 7% at values expressed in lei, or 0.8% at values expressed in euro. In this period, exports increased by 6% to 114.92 billion lei (26.090 billion euros) and imports rose 6.2% to 138.450 billion (31.417 billion euros).

In short, we analyze the trade balance in January. In total, exports of Romania in January totaled 3.42 billion euros, while imports totaled 3.61 billion euros. And hence, Romania registered a trade deficit of 190 million euros in the first month of the year.

Part II of the thesis aims exposure results and their interpretation.

This part includes:

Natural conditions and socio-economic study of the area investigated - in this chapter is the composition of periurban area of Iaşi, the natural conditions of the area investigated, air temperatures, frost, humidity, cloudiness and sunshine duration, quantity of precipitation, Network hydrographic and hydrologic, main soil types. Are presented population studied area, labor and occupancy of this.

Evolution of the main technical indicators - economic for the suburban areas Iasi - is presented in Chapter IV, insisting on the structure of arable land in the suburban areas of Iasi Iasi, areas planted with grain structure, but also with the other cultures taken in the study, development and total average production per hectare and others.

The second part of Chapter IV analyzes the main economic indicators namely: production cost, selling price, total revenue per hectare gross margin, profit and rate of return and minimum return threshold.

In Chapter V on the indicators presented above we designed a feasible solution for streamlining cultures in the suburban areas Iasi. For it was chosen as a working method technical and mathematical modeling system that is based on linear programming.

- total area cultivated with crops main ideas;
- minimum area occupied to the main crops;
- average yield obtained.
- Optimization criteria will follow the objectives:
- Profit maximization;
- Minimizing costs.

To highlight the consumption needs of the population of Iasi suburban area we used indirect method based on statistical survey written questionnaire.

The questionnaire was applied to a total of 150 respondents comprising 20 questions, of which 5 are questions of identification.

By its questions aimed at identifying the amount of cereal products consumed daily and monthly basis instead of purchasing grain products, factors influencing consumption is self-consumption as the value of income spent on these products, the maximum price they pay for products, etc.

Products are made in the study are: white bread, black bread, wheat flour, corn flour, pasta (noodles, macaroni, spaghetti), pastries and other products.

After identifying the major products monthly consumption followed a study aimed at identifying the needs of flour for the suburban areas Iasi. Adjustable single of these results was made a new matrix structure optimization cereal grains in the suburban areas of the city.

Pursue all results improved economic performance of agricultural units, by exploiting existing high agricultural potential, the master plan and the secondary plan aimed at satisfying consumption needs of the population affected.