



## Economic efficiency of poultry meat production at S.C. "AVI-TOP" S.A. Iași

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The high performance of poultry breeding is an integral part of a system of durable agricultural production and represents a viable choice comparing to the traditional approaches of the agriculture. A qualitative poultry breeding excels by the fact that it puts the health on the first place. It is part of the food chain and must guarantee the adequate conditions of quality and safety, as part of the production within this chain, beside the primary production. The efficiency of poultry farms increased through using modern and high performance technologies and equipments, which led also to the increase of their productivity. In the last years, in Romania, both the high interest of consumers on food safety and the care for the environment contributed to the development of a qualitative and efficient poultry breeding. Even if over the last years the poultry industry was affected by the Avian Flu, the financial crisis or by other factors that could destabilize it, the European Union financial supports and other stimulating measures in favour of the conversion to a modern and qualitative poultry breeding, stimulated the develop of the poultry sector and the supporting of companies within the agribusiness channel. Obtaining a durable and efficient poultry breeding depends on the integrated agriculture, whose objective is to manage the high productivity farms in a durable way, by using qualitative systems of cultivation, breeding and fattening of animals and poultry and by processing and sale of finished products. S.C, "AVI-TOP" S.A. Iasi is one of the successful companies. The permanent concern of the company board is to satisfy the most sophisticated tastes of the poultry meat consumers.