STRATEGIC OPTIONS ON FRUITS FRUIT GROWERS IN THE NE REGION

OPŢIUNI STRATEGICE ALE POMICULTORILOR PE FILIERA FRUCTELOR DIN REGIUNEA DE NE

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Abstract. *Production of fruit depends on a number of factors operating on the fruit tree branch. Thus, the production is represented by individual farmers, households, non-specialized in producing fruits, specialized companies, family farms and cooperatives. In countries where food system operates on market principles, product chain starts at the "gate" the farmer (farmer) and "ends" to the consumer of the product, manufactured or not, get it on the table. Throughout the period of agricultural products are transported, processed, packed, preserved and presented to consumers. All these activities fall within the sphere of agricultural and food distribution, which is facing many difficulties and is more complex than the distribution area of industrial products. In this paper we addressed the NE Region market using a series of criteria and tools to determine the actual content and its main dimensions. Only a proper evaluation of such dimensions, including: market structure, market location, market capacity, provide sound guidance to business premises, effective reporting of the company, expressed in terms of business and market relationships by highlighting the main ways of developing it.*

Key words*:* tree growing strategies, channel, fruits, consumer

Rezumat. *Producerea de fructe depinde de un şir de factori care activează pe filiera pomicolă. Astfel, sistemul productiv este reprezentat de producătorii individuali, gospodării nespecializate în producerea fructelor, firme specializate, gospodării familiale şi cooperative. În ţările în care sistemul agroalimentar funcţionează pe principiile economiei de piaţă, filiera de produs începe de la "poarta" fermierului (producătorului agricol) şi se "încheie" la consumator, când produsul, prelucrat sau nu, ajunge pe masa acestuia. Pe tot acest parcurs produsele agricole sunt transportate, transformate, condiţionate, retransportate, păstrate şi prezentate consumatorilor. Toate aceste activităţi ţin de sfera distribuţiei produselor agricole şi alimentare, care se confruntă cu multe dificultăţi şi este mult mai complexă decât sfera distribuţiei produselor industriale. În cadrul lucrării am abordat piaţa Regiunii de NE folosind o seama de criterii si instrumente pentru a-i stabili conţinutul concret si dimensiunile sale principale. Numai o corecta evaluare a unor asemenea dimensiuni, intre care: structura pieţei, localizarea pieţei, capacitatea pieţei, oferă premisele orientării judicioase a activităţii economice, raportării eficiente a întreprinderii, exprimata prin prisma raporturilor de piaţa ale întreprinderii si prin evidenţierea principalelor căi de dezvoltare a acesteia.*

Cuvinte cheie: pomicultură, strategii, filiera, fructe, consumator

MATERIAL AND METHOD

The research methodology used in this paper has considered the following aspects:

- A bibliographic study of national and international literature;
- Concrete intelligence of the investigated area;
- Ordering, processing and presentation of results in summary form;
- Analysis and interpretation of results, conclusions and recommendations.

RESULTS AND DISCUSSIONS

According to a study coordinated by Prof. Dr. N. Constantinescu and D. Teaci (1967) to delimit the natural ecosystems of regions with large fruit after a similar geographical structure, the NE region of Romania is the largest and most representative fruit growing region in the country. In addition, the region also includes Barlad Plateau and part of Suceava Plateau, east of Siret. The climate is continental, annual average temperature being 8.5 to 9.50 C and means annual precipitation amounts to 500-600 mm.

North East Region holds 14.30% of total agricultural area of the country and 18.70% of the area covered by forests. Looking counties in the region with the largest areas of farmland are Vaslui, Botosani and Iasi, and those that have the largest forest areas are Suceava, Bacau and Neamt. Land erosion control works are carried out on land is limited in comparison with the degraded due to high costs and insufficient equipment.

Table 1

Distribution of agricultural land and forests in 2008 (ha)

Territorial unit	Total area	% from total	Agricultural area	% from total	Woodland	% from total
Romania	**23839071**	**100**	**14852341**	**100**	**6605690**	**100**
% from total	**100**		**100**		**100**	
Nord Est Region	**3684983**	**15,458**	**2130720**	**14,346**	**1232070**	**18,65**
% from total	**15,46**		**14,35**		**18,65**	
Bacău	6.621	0,028	323478	2,178	279048	4,22
Botoşani	4.986	0,021	392860	2,645	57194	0,86
Iaşi	5.476	0,023	380810	2,564	99022	1,49
Neamţ	5.896	0,025	283803	1,911	261330	3,95
Suceava	8.553	0,036	349131	2,351	456579	6,91
Vaslui	5.318	0,022	400538	2,697	78897	1,19

Source: Statistical Yearbook of Romania, 2009

Selling end products of the fruit chain occurs through wholesale channels and retail distribution. The price of this phase of the pathway is addition of trade. This includes expenditure and revenue traders.

Therefore, any economic activity, including that in fruit growing, must result

in a high economic efficiency. This requires performing quantitative calculations and value, nature and especially prospective outcome, to determine the extent to which economic agents can contribute to efforts to establish a certain level of economic efficiency. Analysis steps on pathway contribution to achieving value fruits final products to the population, shows the following: Manufacturing - 23.01%, processing - 41.48%, trade - 16.6%. Economic efficiency of processed fruit is shown in tables 2 and 3. The total value of the final product of the highest profit in absolute returns processors and trade is the lowest.

Table 2

Value added chain fruit *

Nr.crt.	Stage of pathway	Rol/t	%
1	Production	124,80	23,01
2	Processing	230,39	42,48
3	Trade	187,19	16,6
4	Total pathway	542,38	100,00

*Source: ble, * data were the starting point in the production of processed fruit.*

Table 3

Cost, price and profit on the fruit pathway

Stage of pathway	Indicators	Rol/t	%
Producţie	Average cost of production	520,78	107,4
	Sale Price	635,98	131,2
	Profit	115,20	23,7
	The profit rate,%	22,1	
Processing	Expenditure on raw material	129,60	26,7
	Industrializing Expenditure	141,60	29,2
	Total expenditure processing	271,19	55,9
	Average cost of production	271,19	55,9
	Sale Price	395,99	81,6
	Profit	124,80	25,7
	The profit rate,%	46,0	
Trade	Acquisition costs	395,99	81,6
	Expenditure on marketing	26,40	5,4
	Average cost commercial	422,39	87,1
	Price	484,78	100,0
	Profit	62,40	12,9
	The profit rate,%	14,7	

Source: ble, * data were the starting point in the production of processed fruit compote

Currently, the development of scientific criteria for fruit production is directly reflected on the financial-economic status of producers. In this way it increases economic efficiency, rationally exploiting the land, better use of material and labor.

Table 4

Profit rate on the fruit pathway -%

Stage of pathway	%
Production	22,1
Processing	46,0
Trade	14,7

Improved cultivation technologies applied in recent years, offers vast possibilities of mechanization of work and reduce operating costs at a unit area, achieving increased production, stable and higher proportions than the classic culture. These systems provide a pronounced increase production and ensure a high economic efficiency.

Production of fruit depends on a number of factors operating on the fruit tree branch. Thus, the production is represented by individual manufacturers, not specialized in the production of fruit farms and research stations and specialist manufacturers.

Fruit production by individual producers, whose output is intended to satisfy personal consumption, is a very common form in conditions of developing countries, where rural population is majority. Typically, these farms are small (up to 2 ha). However, properties (farms) of this kind, persists in some developed countries.

In France, for example, 18% of the fruit comes from individual farms.

Average prices of fruits have a tendency to increase due to the fact that the national market is not saturated, and price increases imports of these products. Romania's main fruit suppliers are the EU (31%) and Turkey (43%). These major manufacturers pay duty on the Romanian market from 20 to 40% and pressuring prices upward fruit. Also imported fruits produce a strong competition on the Romanian market because of the appearance, packaging and appearance of the season.

Table 5

Fruit profit chain structure

Nr. crt	Stage of pathway	Rol/t	%
1	Production	115,2	38,10
2	Processing	124,8	41,27
3	Trade	62,4	20,64
4	**Total**	302,39	100,00

Source: Quote

The main problem is the organization of the pathway fruit market and manufacturers, so that Romania to launch the global market with these products having potential as a starting point of production.

Creating and using forms of exploitation of the fruit is influenced by the following aspects:

A production of fruit is placed in a permanent and dispersed. Supply arises from the market products that appear simultaneously with a highly perishable and demand is inelastic; 2 fruit distribution is costly due to the territorial dispersal of

large investments in order to maintain transport and storage products and seasonal;

Three horticultural products are under state supervision, it was forced to intervene by various actions in several directions for phasing investment efforts, income horticulture, while ensuring consumer protection.

The third direction is to export the fruits of recovery. Currently valued partizile fruit, fresh or processed, were insignificant compared to total production of fruit produced. The situation is explained mainly by Romanian fruit quality, standards do not meet export requirements, worldwide, but especially to those of the EU.

Given that international trade is generally marked by protectionism, tariff and non-tariff barriers, our country will have to resume and expand exports of fruit on a new vision that takes into account the specialization in certain varieties of fruits and preparations fruits that can benefit from economic and currency.

New approach to superior capitalization decisions on export of fruit products cannot be achieved in the absence of external market research, a few years to overtake exports, to have time to take appropriate measures to determine the species and varieties fruit required and beneficial in terms of prices obtained in foreign markets. With a good knowledge of foreign markets through the development of studies made by experts in marketing, manufacturers can be directly involved in meeting the requirements of external markets. Therefore, in order to exploit higher fruit and fruit preparations, especially for export, it is necessary for producers to have information on species, variety and assortment structure of industrial products, fruit, most requested, the duration of exports markets with the highest absorption, developments at European and world prices.

Table 6

Structure perspective fruit exports (thousand tons fresh equivalent)

Nr. crt.	Fruits	Total (thousards tons)	which for recovery (thousand tons of fresh equivalent)				
			Dehydrated	Canned	Fresh	Frozen	Juices
1	Apples	200,0	5,4	36,6	7,6	0	150,4
2	Pears	5,0	1,0	1,0	1,0	0,0	2,0
3	Plums	120,0	20,0	60,0	40,0	0,0	0,0
4	Cherries	15,0	2,0	8,0	0,0	2,0	3,0
5	Cherries	17,0	2,0	5,0	0,0	3,0	7,0
6	Peaches	7,0	0,0	5,0	0,0	0,0	2,0
7	Apricots	16,0	1,0	9,0	3,0	0,0	3,0
8	Nuts	6,0	6,0	0,0	0,0	0,0	0,0
9	Other fruit	7,0	2,0	5,0	0,0	0,0	0,0
10	Fruit trees	6,0	2,0	1,0	0,0	2,0	1,0
11	Strawberries	15,0	5,0	6,0	0,0	2,3	1,7
12	Total	414,0	46,4	136,6	51,6	9,3	170,1
	%	100	11,21	33,00	12,46	2,25	41,09

*Source: Isaac I, Op. cit, 2002, p. 81. *) Including jam, jam, semi-**) including nectar, vinegar, cider*

Measures will be taken next on the line between radical improvement of fruit quality, but their presentation will result in export growth expected to reach 414,000 tons. This is actually the export structure will be established in the strategy development of fruit growing (table 6).

Quality fruit production problem concerns not only exports but also other destinations in the process of economic recovery. This is because the quality is an intrinsic attribute of any economic good, which expresses the social utility of its content, essential aspect of product policy, and price.

CONCLUSIONS

Seasonality of fruit production leaves its mark on the organization of the recovery circuit although scientific research has made it possible to mitigate or eliminate the seasonality of production.

Objective of the seasonal nature of production process is determined by the discontinuity of fruit production to build up resulting in both seasonal in production and circulation. The offer replaces the lack of production from these stocks in some periods of the year.

The seasonality results in the formation of fruit stocks requiring accounting requirements of the law related to economy of time, preparation and packaging process development and production of the consumer movement in the shortest time.

An efficient pathway is providing the consumer the best product at the best price at the desired time and place. To achieve and maintain a high level of performance, economic activity on the pathway to be effective in all phases of agriculture, food industry and distribution. At each stage, resources must be used efficiently, economically optimum seeking to achieve the desired level of competitiveness, overall.

At least three notions have been mentioned on the pathway to express performance: efficiency, competitiveness and economic optimum.

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