

## **ABSTRACT**

The work have propose to study the supply and demand of the production from on sale Tecuci town, from Galați county, starting from the requirements of consumptions ale the population, on aside, from the existing funds in present for the growth animals production and from the requirements and potential what is shall created expectant.

Also whole the demarche directs to the analysis of the production of flesh in the economic advantageous conditions for both partners: producers and consumers. In future, main strategic orientations ale of the producers of flesh from Romania by-path conceived so that the flesh and the derivatives from flesh to carry out the exactingness of the consumers on sale intern and the requirements of quality enforced of the norms of European Union, in order to outfaced the competition on globalise sale.

Meat represents an essential aliment in human food, known as a high energy producer, protein, and essential amino acid for the organisms' vital functions. In Romania, the number of slaughterhouses had reduced, developing instead specialized small units, endowment complying European standards, sacrificing animals for those zones.

Due to their nutritious value, the foods of origin animal am soils quotations to participate in amounts more and more big in the food of the population. Pursuant to the what importance is granted the improvement of the structure of the alimentation of the population on world plan, he arrived at the conclusion that indicator of the consumption of flesh, milk, egg, butter etc. You calculate on inhabitant, constitute beside one have the consumption of electric energy, metal, coal, clothes etc. Important indicator in the standard appreciation of life of the of a population of the countries. Certainly that the level of the consumption of foods of origin animal on inhabitant is dependent, in different countries ale the world, don't merely of the amounts of foods

produced of a country at one time, but also of another economic factors and social. According as is known, the flesh is some from which foods is used most fervently in alimentation. Give be the diversity of the provenance (of swinish ovine horned cattle, bird, etc) is shall grant a different attention market of unbind this product. Is consumed or is remarked in main the flesh obtained from: animals of butcher's stall (swinish ovine horned cattle, goats, caballine), domestic bird (hens, turkey hens, ducks, geese).

The selling of the meat products is low enough due to the reduced animal number, small productions and surfaces and of the reduced average production on hectare. Weak economical and productivity performances are resistant by minimization of the self-consuming through the limit of surviving. The main source of the food self-consuming formation of the individual exploitation it is constituted by self production, which is reflecting the accentuation of self-consuming and subsistence state. The lack of the production specialization and activity profile diversifying of small exploitation determine the obtaining of small quantity of different products and of different quantities which are making selling difficult. The most part of the households incomes are coming from some quantity of animal products on market selling.

The human being, assuring the existence and the evolution through the products obtained. The agriculture is defined in modern principles not just as a sector producing agricultural products, merchandise and profit but also as a way of life, a social and cultural space with complex implications over life of a nation. In present times, the agriculture of the district Tecuci, just as the national agriculture, is in a process of transition from a centralised economy to a market economy, and this sector remains an important strategic one. Through its influences agriculture exerts over the productive activities, over the life of every category of inhabitants, this sector maintains a main role in the socio-economical system, and its products have a positive influence over the society.

An important feature of the agriculture of the district Tecuci is its double nature. On the one hand, the existence of the individual private sector, which holds approximate 82% from the total agricultural field, plus a similar share from the livestock, produces the biggest part from the products used in the family consumption. Also produces a large share from the total agricultural production intended for market.

Doctoral thesis is structured on six chapter where was proposed me to emphasized the original appearance and unpublished incident to the consumption populations, of the way in which person tries to satisfy the physiological social needs and rational.

In chapter “interdiction” is presented the examinant topic in this work. The first chapter of this works, entitle" The historic and meat importance" presents a history sketchily a flesh, from most old times and so far, getting on with the importance produced from flesh in the alimentation man, underline the quality of important food in the consumption populations.

The chapter 1. General consideration concerning the market flesh is acknowledged of a presentation consideration concerning the concept of market contextually periods transitional from our country and from view integration in European Union, the reproducibility character of consumptions and the relation among needs and consumption.

Chapter 2: The study of supply region with meat market on the trade of Tecuci town describe the existing situation to the level Tecuci town looking the respective animal husbandry, respective the existing resource in territory: importance, livestock, production, system of exploitation and result technical-economics. The work has the tendency to surprised the features markets of main meat products as part as of a specific which channel begins from ascending of animal, up to the purchasing the products of to the familial consumer.

The chapter 3. The demand and supply to the flesh and derivate from flesh on trade of Tecuci town brings into prime even the mechanism formation application depending on

necessity and impulse. In this chapter is brought into prime dynamic even incomes and expenditures as well as this role in consumption. Considered that this subject examined must be realized with statistical date help, therefore gave a how much vision the comprehensive this maul subject made ones choice for the presentation below graphic these form. In this fallow chapter, considered opportune to present the aspect belong to the cost of living and the living standard of populations.

This form of marketing of animal products constitutes a multivariate system of behavior of all the producers of flesh from the frame channels animal productions.

The chapter 4. In the chapter" The consumption of flesh and flesh derivates "analyzed, in a original style preference consumers, as well as the tradition and spent amounts of Romanians and to European level. Do advert to four elemental slops outline through: The features market, bid and prompt, the branching channel and the behavior economic agents in the frame channels. Starting from the social features and demographic ale populations he studied these influence about consumptions individual or house-keepings from which this does the part the individual. This in chapter is presented the theory concerning the behavior consumers, the style of life, as well as typology of he buys this.

The chapter 5. The aspect of economic efficiencies in production and the capitalization flesh is acknowledged analyses economic efficiencies, constituting as a matter of fact the quintessence presences works. It is description of management organizational and total budget on agricultural exploitations, profilate in animals breeding and meat products. In addition, is analysed in detail one typical farm, one situated in Tecuci town. The purpose of this chapter is to analyse the economical and social situation of one farm profilated in meat products in order to improve the income level. In this chapter is analysed the net agricultural income is as the sum of net revenues from crop production, livestock raising, non-agricultural income.

The chapter 6. Method and techniques of promotion and turns to good account the flesh and derivate from flesh study the methods of promotion, commercialization and the diversification productions created a functional trade economy, compatible with the principles, norms, mechanism and the politics of European Union.

In the chapter" Conclusion" are presented the conclusions work. Afterwards he is presented a bibliographic list, in the chapter" BIBLIOGRAFIE".

Below the aspect of market analyses to the each chapter, was looking for which the structural level to correspond the agreement of to one interested problematics of market animals products just in current stage wave when consisted a structural dualism of property and for this bleedings animals sector from Romania.