

QUALITY PRODUCT – HISTORY OR REALITY

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Abstract

The paper was performed to improve the competitiveness of primary processors through a better integration of those into agri-food chain by quality schemes, increasing added value of agricultural products, promotion on local markets and short supplying network, inter-branch and producer organizations. The restoration and development of villages and especially resources preservation as an essential requirement to improve life quality occurs as an important element into utilization of local resources and environment protection. The paper aimed to present the evolution of traditional food production during the period 1990 -2011 in the North West Region, Center, North East, Muntenia Regions, South West, West and South East Regions.

Key words: quality product, physical person, authorized person, legal entity, individual and family enterprises, family associations, commercial societies, joint-stock companies.

INTRODUCTION

The paper was performed to improve the competitiveness of primary processors, through a better integration of those into agri-food chain by quality schemes, increasing added value of agricultural products, promotion on local markets and short supplying network, inter-branch and producer organizations. The restoration and development of villages and especially resources preservation as an essential requirement to improve life quality occurs as an important element into utilization of local resources and environment protection (Banu, 1998; Barariu, 1992).

MATERIALS AND METHODS

Research was performed by collecting operative data from County Agricultural Directorates regarding the claims of producers with various legal statutes to certify them as producers of **quality products**, on different activities: food products – meat, milk, fish, bakery/pastry, vegetal fats, alcohol, vegetables/fruits and so on. The data collected were centralized at national level, on development regions, on activity domains mentioned above. The paper presents the evolution of number of quality product producers, number of quality products on economical development regions, during

eight years of study, 2005 – 2012, at both national and regional level.

RESULTS AND DISCUSSIONS

Following the dynamics of **quality product** producers at national level, depending on legal status during 2005 – 2012, one can ascertain that there is a permanent annual fluctuation of number of new certified producers, with a maximum in years 2006 (**228**) and 2007 (**248**) and a minimum in years 2010 (**73**) and 2012 (**80**) (Figure 1).

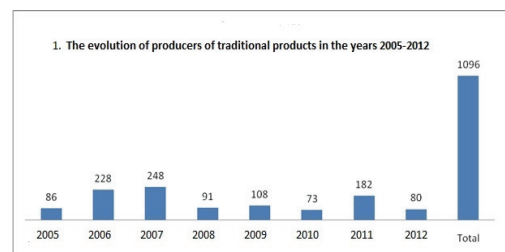


Figure 1. The evolution of producers of traditional products in the years 2005-2012

From the viewpoint of quality product producer legal status (Table 1, Figure 2), the many certifications are those achieved by the Commercial societies (591), followed by Physical persons (247) and Family associations (120), the fewest being achieved by the farming societies (3), Joint-stock companies (7) and Associations (17).

Table 1. Dynamics of quality product producers depending on legal status during 2005 – 2012 (Ministry of Agriculture and Rural Development)

Specification	Period under study 2005 - 2012								
	2005	2006	2007	2008	2009	2010	2011	2012	Total
Physical person	16	25	72	17	19	9	66	23	247
Authorized person (PFA)	0	0	20	2	13	7	13	5	60
Individual enterprises (I.I.)	0	0	0	0	4	4	15	6	29
Family enterprises (I.F.)	0	0	0	0	3	6	8	4	21
Family association (AF)	3	28	74	11	2	1	0	1	120
Commercial society (S.C.)	64	173	72	56	65	44	78	39	591
Joint-stock company (S.A.)	1	1	0	1	1	0	2	1	7
Farming society (S.C.A.)	1	1	0	0	1	0	0	0	3
Agricultural universities	1	0	0	0	0	0	0	0	1
Association/Ordinance no.26 din 30 January 2000 with regard to associations and foundations	0	0	10	4	0	2	0	1	17
TOTAL	86	228	248	91	108	73	182	80	1096



Figure 2. The legal forms of traditional producers in the years 2005-2012

The Table 2 presents the dynamics of quality product categories on economical development regions, to establish their repartition on Romanian territory and as follows of covering degree of local market demands versus them. Thus, one can ascertain that regarding the quality milky products, they are very well represented and diversified in Economical

Development Regions Center and Muntenia, relatively well represented in North West and North East Regions and lower represented in South West, West and South East Regions. The meat quality products have a territorial repartition similar with milky ones, being very well represented in Center, North East, North West and Muntenia Regions and a lowest presence in South West, West and South East Regions. The bakery/pastry quality products have a well representation in Center and North West Regions, while in the rest of development regions, the market demand is less covered. For alcoholic beverages one can clearly ascertained a very well representation in North West and Muntenia Regions. The quality vegetables/fruits are relatively uniform represented on development regions, excepting West one.

Table 2. Dynamics of quality product categories on economical development regions (Ministry of Agriculture and Rural Development)

Development Region	Milk products	Meat products	Bakery/Pastry products	Alcoholic beverages	Vegetables/ Fruits	Vegetal fats	Fish products	Other agri-food products	Total
West	38	68	60	2	5	0	0	0	173
North West	222	308	223	173	48	4	0	12	990
South West	9	24	30	7	19	1	0	0	90
North East	126	292	24	6	22	0	4	6	480
South East	49	69	34	5	19	0	12	5	193
Muntenia	459	209	22	69	34	0	1	0	794
Center	553	475	339	17	27	1	12	0	1424
Ilfov Bucharest	55	51	0	0	5	0	11	4	126
Total country	1511	1496	732	279	179	6	40	27	4270

At the level of whole country (Fig. 3), from the total of 4270 certified quality products, many of them are from Central Region (1424) and North-West Region (990), while the areas least covered are South West Region (90), West Region (173) and South East one (193).

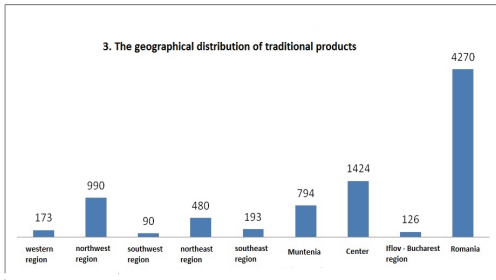


Figure 3. The geographical distribution of traditional products

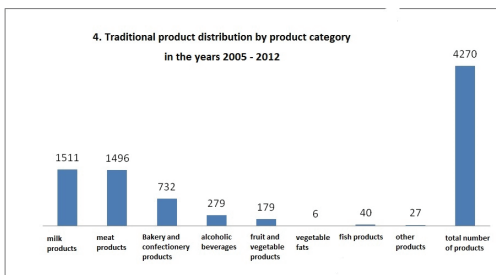


Figure 4. Traditional products distributions by product category in the years 2005 - 2012

CONCLUSIONS

1. Certification of a higher number of quality products means major advantages, such as:
 - Promotion of food chain organization, including processing and commercialization of agricultural products;
 - Support of patrimony preservation and local traditions;
 - Increasing life quality into rural areas;
 - Stimulation of rural tourism as activity;
 - Development of local brand and releasing of jobs;
 - Stimulation and on-going progress into rural area.
2. Repartition of certified quality products on development regions is non uniform one, which means yet large possibilities for future certification of new quality products, which ensure consumer demands for this product category.

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