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IMPROVING MARKETING'S MANAGEMENT IN SWINE MEAT FARMS

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Abstract: Meat and swine meat products, obtained in different industrial production systems, are the sum of the attributes, benefits and functions that consumers purchase from the market, for these reasons the offer for the market must successfully meet the needs of consumers who request them. Farms must perfect their production and marketing management for a good market capitalization as safe products, certified, or brands, associated with their own products or services. So that the offer of the farms to be perceived positively by consumers, solutions must be found to improve product marketing and boost meat business because products, brands capture the requirements, attributes and image of the products offered by farms for sale. In order to capitalize more, meat producers must perfect their new products, under the protection of brand names that become familiar and accepted by consumers associated with beliefs, experiences and images.

• Introduction

Comparative studies on the quality of carcass and pork meat from organic and conventional production systems show that the alternative pork meat production system has as a final result, a satisfactory carcass and good meat quality but can present problems related to the technological quality required by the processing industry, mainly in terms of reduced water holding capacity and increased shear force. These undesirable effects were observed in the meat of swine with low or normal glycogen levels at slaughter.

It is known that the sex of the animals can also affect the quality traits of the carcass, however, the negative effects on the technological quality of the pork had little importance for the consumption quality:

- trained sensory tasters detected only minor differences;
- a consumer preference test showed that they cannot tell the difference between the meats produced according to organic standards and conventionally produced pork;
- in the case of pork products, the gender cannot be discerned in terms of quality.

Meat from pigs raised free range had the same shear strength values as conventionally raised pigs. Housing systems had an influence on the composition of fatty acids, stearic acid was significantly lower in pigs' meat reared in free housing than in the case of conventionally housed pigs, while the concentrations of linoleic acid and polyunsaturated acid were significantly higher in the meat of pigs raised free range. However, the content of ash, fat, minerals, protein and moisture of the meat was not affected by the type of housing system. It results that pigs raised in conventional housing have produced a meat with quality characteristics similar to those of the meat derived from free range pigs.

• Material and method

The superior capitalization of meat and meat products obtained from farms requires concrete solutions to improve the management of production systems and marketing management, based on market studies, regarding consumption and ways to stimulate consumption from the position of market studies supplier, which involves the product manager in the proper functioning of the product management system. The purpose of this scientific approach was to improve the products offered for capitalization, through solutions that contribute to increasing the consumption of meat and meat products, using the approach methods proposed by Kotler's five-stage, team-based or no product manager for minor products, as consumers purchase product brands as sources of information for choosing a farm's products among similar products and reducing purchase risks.

• Results and discussions

The products obtained in professional swine farms, for a good distribution on the market, must have in modern marketing, a product manager, who has links, marked with the symbol, with at least twelve factors impacting the respective product market. However, it is estimated that more than half of these factors are related to other factors from a marketing perspective :

- advertising agency;
- packaging ↔ researchers, designers;
- supply ↔ suppliers;
- market research ↔ study providers;
- the research – development department ↔ suppliers;
- the tax department;
- the legal department;
- the production and distribution department ↔ trade, suppliers;
- sales force ↔ trade;
- mass media ↔ various agencies, sales agents, the company's mass media department;
- advertising;
- promotion services ↔ suppliers, monitoring, offering coupons, offering samples, store tests.

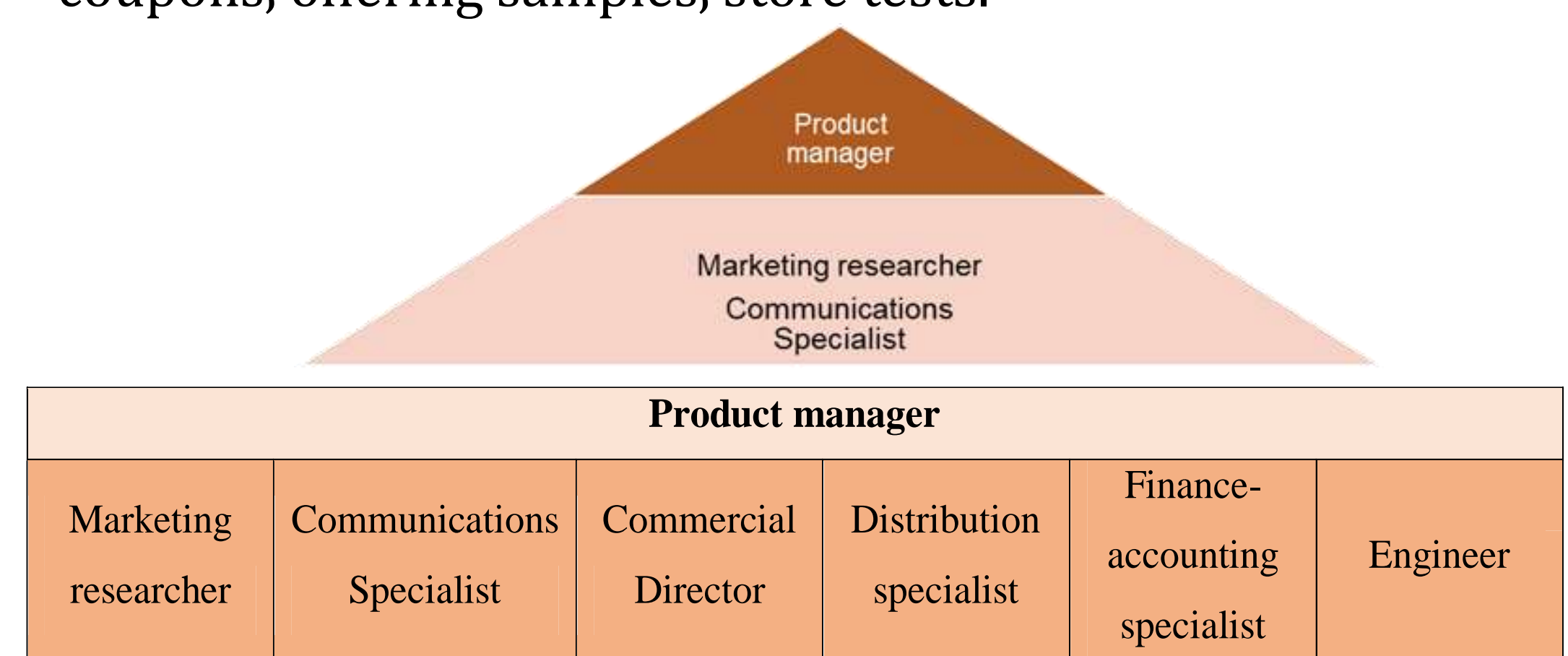


Figure 1. The triangular and horizontal product team

• Conclusions

The products obtained in professional swine farms, for a good distribution on the market, must have in modern marketing, a product manager, who has links, marked with the symbol and with at least twelve factors with an impact on the market of the respective product, because the new products and brands enable customers to associate experiences, images and functionalities. In a competitive market, products are becoming more uniform for these reasons, brands must evolve to provide differentiated value, the success depending by the associations made only in the minds of swine meat and swine meat products consumers.