

STUDY REGARDING THE CONSUMER PROTECTION FIELD OF OF AGRI-FOOD PRODUCTS AT EUROPEAN LEVEL

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Abstract: International bodies for consumer protection have a special role in the defense of consumer rights. Restricting the area of protection only to agro-food consumption, it aims at the following objectives: improving the nutrition of the population, both quantitatively and qualitatively, supervising the quality of food offered to consumers through the market, defending against aggressive sales policies and promotion of the products practiced by some suppliers and better information to consumers regarding the agri-food products launched on the market. At the European level, we find several non-governmental bodies that have an extremely important role in consumer protection, among which we mention the European Office of the Consumer Union, the Committee of Family Organizations of European Consumers, the European International Institute of Consumers, etc.

• Introduction

The consumer represents two different categories of consume entities, namely: the individual consumer and the organizational consumer. The first category acquires goods and services for its own use, for use in the household, for a certain member of the family or in order to give gifts to other people. The second category, meaning organizational consumers, are commercial companies, institutions that buy products, respectively purchase raw materials and consumables as well as some services in order to achieve their own object of activity.

• Material and method

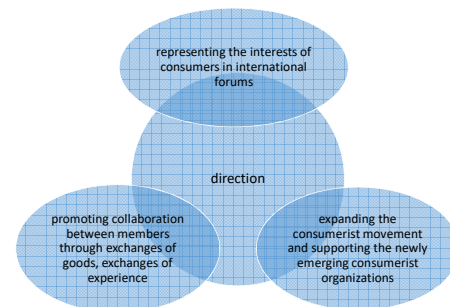
In order to determine the characteristics of agri-food consumer protection field at European level, we undertook studies to analyse the international bodies that operate in this field, the specific objectives of agri-food consumer protection field, the establishment of information intended for the consumer of this type of products.

• Conclusions

- Consumer demands began not only to grow, but also to express themselves freely through the increasing complexity of Romanian society and through the wide contact of the population of our country with the realities of Western civilization. These sets of activities must be structured starting from the philosophy of ensuring a harmonious human development, by applying policies to protect consumers against the incidence of dangers that may affect their health, safety or economic and social well-being.

• Results and discussions

- The support of the International Organization of Consumer Unions is manifested in three directions (figure 1.)



- Restricting the area of protection only to agro-food consumption, it aims at the following objectives (figure 2):

