

THE COMPETITION ON THE VEGETABLES AND FRUIT MARKET IN ROMANIA

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Abstract: *Vegetables and fruit have a significant share in agricultural food production. In our country, several important and very interesting horticultural basins have been developed, both for the national economy and for the respective micro-regions. They made available to the population a very rich assortment of vegetables and fruit, fresh or preserved. Due to the particularly favorable pedoclimatic factors, as well as the less intensive cultivation system, local vegetables and fruit have the advantage of being particularly tasty, a performance that other countries achieve through the use of additives, which negatively influence the biochemical composition and the cost of the products. The huge energy costs, rising prices of pesticides, fertilizers and seeds are forcing farmers to grow less, in order to cover the expenses. This paper is an analysis of the current competition on the market of vegetables and fruit in Romania, taking into account the dumping prices of imported agricultural products.*

• Introduction

Through its economic and social dimensions and through its ecological functions, the horticultural sector is an important national asset of Romania. From an economic point of view, the horticultural sector represents an important source of income for the state budget and offers the possibility of supplementing the country's foreign exchange reserves through export activities. On the other hand, it offers the raw material necessary for the development of a processing and valorization activity that can be carried out in small and medium-sized units, easily integrated in rural communities. Vegetables, fruit and potatoes have a significant share in agricultural food production

• Material and method

The key research methods employed were analysis and synthesis, analogy, and graphics to resemble the results. To carry out the analysis, the data provided by the National Institute of Statistics and the Food and Agriculture Organization were interpreted.

• Results and discussions

The fruit and vegetable market, one of the most important sectors of the world economy, has always represented a field of paradoxes. Underexploited, the fruit and vegetable segment, which is valued at 50 billion euros, with a production of 80 million tons, represents only 18% of the agricultural production of the European Union.

Although organic food is intensively promoted, the data provided by the World Health Organization show that the consumption of fruit and vegetables at the European level is still below the recommended amount of 400 grams per person per day.

Despite the fact that Romania has a very high agricultural potential, being the fifth largest market in the European Union in terms of arable land, Romanian agriculture is characterized by low productivity, which is automatically reflected by a relatively low production of vegetables and fruit.

Romania had an important contribution to the European and world trade in vegetables and fruit. Currently, this contribution is insignificant, and the balance is unbalanced by the large share of imports.

• Conclusions

The population is mostly supplied with vegetables and fruit from imports, although these are sometimes more expensive than Romanian products, because, producers still do not have the ability to meet certain commercial standards. Small producers do not have the ability to ensure continuity in delivery and do not use modern technologies. Imports will continue to exist, as long as the domestic supply will not be able to support the demand, and the producers will not be able to offer retailers competitive prices. Therefore, the impossibility of ensuring a continuous delivery and a constant quality are the main disadvantages of small domestic Romanian producers that disqualify them when it comes to imports.