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MILK AND DAIRY PRODUCTS IN ROMANIA, AN OVERVIEW FOR THE PERIOD 2022- 2023

ADELINA VENIG¹, AURORA VENIG¹, NICOLETA MATEOC- SÎRB²

¹University of Oradea, Faculty of Environmental Protection, Oradea, Romania

Email: adelina_venig@yahoo.com

² Banat's University of Agricultural Sciences and Veterinary Medicine „King Michael I of Romania” from Timișoara, Faculty of Agricultural Management, Timișoara, Romania

Abstract: *The paper presents the market of milk and dairy products in the period 2022-2023 in Romania, highlighting aspects regarding developments, milk production, price, consumption, import, export, but also market characteristics. Dairy products are considered strategic products with a high benefit for health. In Romania, breeding dairy cows is a basic occupation in rural and mountain areas, ensuring stability of the labor force, as well as incomes for breeders. According to data provided by Eurostat, Romania ranks last in the European Union in milk production per cow, with approximately three thousand liters annually. Milk is the most appreciated by the consumer and has the most affordable price, this being the main reason why the authors of this research have chosen to study this segment.*

• Introduction

Like the entire Romanian economy, the enterprises on the milk market had to go through a complex process of transformation in the sense of changing the form of ownership, mainly, and what derives from them, new market conditions, etc. The change was not an easy one at all because to be able to operate in a competitive market economy and not yet a typical, correct one, but one specific to a country and an economy in total change. For this reason, the change was a cumbersome one, full of difficulties, presenting a kind of special, non-specific cyclicity, kept as much as possible under control by the fact that the food sector and implicitly the milk sector represents a sector of national importance by ensuring the food security of the population but also by ensuring a sustainable and viable economic growth of the Romanian economy

• Material and method

The key research methods employed were analysis and synthesis, analogy, and graphics to resemble the results. The data provided by the National Institute of Statistics and European Commission were analyzed.

• Results and discussions

According to the statistical data of the National Institute of Statistics, the value of milk imports and milk cream increased in 2023 compared to 2022. This increase due to the drastic decrease in cow herds which caused milk production to decrease resulting in an increase in imports. On the shelf, the price of milk varies between 5 lei and 15 lei. The cheapest are own brand products from supermarkets. At the farm gate, milk is sold at prices starting from 1.30 Ron. Added to this are expenses for factory transportation, processing, distribution, electricity, packaging and employee costs. Romania bought milk from almost all of Europe last year. By far the largest amount came from Hungary, we bought milk from them worth over 65 million Euros, from Poland worth almost 12 million Euros, followed by the Czech Republic, Germany, Greece.

• Conclusions

Starting from the quite diverse spectrum of expected influence on development, in the following a the milk production sector in Romania and for the realization of the foreseen actions, the following objectives are highlighted: providing the population with quality and competitive milk and dairy products in the assortment, according to physiological norms and FAO norms; efficient use of all production factors, ensuring a high level of efficiency regarding the production, acquisition, processing and marketing of milk and dairy products. The protection of the environment and the promotion of the rural lifestyle, specific to the rural environment.