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IMPROVING QUALITY MANAGEMENT IN SHEEP FARMS AND OBTAINING NEW FARM BRANDS

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Abstract: For a good use of sheep production obtained in different operating systems, there is a need for food and quality conditions, because much of the subsidies granted for sheep production depend on the sustainable use of available lands, on the use of good practices that do not exhaust resources (water, soil, vegetation), and on the prospect of highest quality agri-food products that become, through their notoriety, farm brands in different production systems. Through this scientific approach, the authors aim to find managerial solutions that will contribute to improving the quality of production obtained in classic or ecological systems, to ensure that sheep products are in accordance with the specific requirements of current regulation, unique and easy to recognize as consecrated farm brands. This study will contribute to the elaboration of good practice models, which address the concerns related to resources, total quality management and environmental management. The sustainable use of available local resources through an efficient quality management system leads to obtaining quality products, which become farm brands.

• Introduction

Productions obtained from sheep raised and exploited in different production systems are influenced by a multitude of factors; however, the type of management implemented at the level of each farm can correct inappropriate influences because raising and exploiting based on the principles of modern management is the fastest method of increasing productions, ensuring protein requirement and opportunities for economic growth of the areas in the vicinity of the farms, and reducing poverty in rural areas. Intensifying the raising and exploitation of specialized sheep to obtain different productions involves finding the most efficient solutions for integrating production, which can be done by improving organizational management systems, which include all the components of the best integrated management system.

• Material and method

Obtaining quality products, which will eventually become farm brands, should be the main objective of sheep farms; however, the initial aspirations were also for the eco-conditionality models / schemes to contribute through the proposed management measures to improve production quality, to improve the image of production systems in the eyes of consumers who are increasingly sophisticated and demand high-quality products obtained from resources that do not have effects on their food safety. Considering these new guidelines on qualitative production, in this scientific approach, the authors used new models of total quality management, good practices for the use of food resources, which they proposed for implementation on farms, depending on their productive potential and financial strength, for adaptation to needs, for improvement of quality and environmental management, and to create a basis for increased cooperation between stakeholders in obtaining profit – farmers, processors, distributors, and consumers on the market – with the aim of contributing to the shift of conventional and organic production systems towards increased sustainability and responsible use of land in the vicinity of farms and of dietary resources, to obtain safe and quality sheep meat and milk products, true farm brands that can withstand competition and market fluctuations.

• Results and discussions

Obtaining quality products requires the implementation, at farm level, regardless of the sheep farming system (classical or organic), of management programs that contribute to the greening of management and reduce risks regarding the safety and quality of products obtained from sheep breeding and farming. These risks in the production of sheep meat and milk products refer to:

- the probability of intoxication or death through the consumption of contaminated feed, which affects animal health and their quantitative production, and has negative effects on consumer safety on the market;
- the illness or injury resulting from exposure to a potential environmental hazard that can be defined as the potential for catastrophe or environmental damage due to natural phenomena or human actions;
- the classification and prioritization of the risks of using feed resources in diets, as well as environmental risk.

To obtain quality meat and meat preparations and dairy products safe for human health on farms, the authors propose a management model with two key parameters for implementation in the breeding and exploitation of sheep depending on the specialization of production, analysing:

- frequency of contamination, i.e., the actual probability of malfunctions, how often food resources are contaminated, and the causes that make them unusable – natural disasters such as drought;
- severity of contamination, i.e., the impact on animal health, quantitative and qualitative production, and the risk of consumption on human health.

• Conclusions

The achievement of large quantitative productions and quality processed products on professional sheep farms, regardless of the production system (in stables or on pastures), requires the implementation of management methods that contribute to the greening of management and reduce risks regarding the safety and quality of the products obtained. These risks in the production of sheep meat and milk products refer to the probability of poisoning of sheep categories through the consumption of contaminated feed, which have effects on animal health and their quantitative productions and negative effects on the safety of consumers on the market.