

PARTICULARITIES OF AGRICULTURAL PRODUCTS CONSUMPTION IN ROMANIA

Alina DRAGOMIR

Institute of National Economy, 13 Calea 13 Septembrie Blvd, District 5, 050711, Romania

Corresponding author email: dag_alina@yahoo.com

Abstract

The paper aimed to present the particularities of agricultural products consumption in Romania. It is based on the statistical data provided by National Institute of Statistics, Ministry of Agriculture, Forests and Rural Development and Eurostat. The data have been processed into the following indicators: surfaces cultivated with cereals, production of agricultural products, consumptions and own consumption. Crop production is dominated by the production of cereal crops. During the last years, except year 2007 when production decreases, the crop production was stable. Consumption of fresh fruit varies by season. Own consumption of agricultural products registered considerable value in rural areas.

Key words: consumption, agricultural products, Romania.

INTRODUCTION

Time produced changes in food products market, due to globalization and as a result of increased competition between active participants in the market.

In the current period, agricultural and food markets have become economic space in which producers and consumers, supposedly they are good knowledge of supply and demand are interested in obtaining the best price and the same time of the best and cheapest product (Zahiu, 1992).

If a consumer does not know how to distinguish between two foods, he chooses the more convenient alternative by price (Bonti-Ankomah and Yiridoe, 2006).

Practice has shown that the choice of food in the household is based on four requirements: quantity, quality, balance in choice and time for buying various products and food preparation (Manole et al., 2003).

MATERIALS AND METHODS

In order to characterize the particularities of agricultural products consumption in Romania was used statistical data provided by National Institute of Statistics, Ministry of Agriculture, Forests and Rural Development and Eurostat.

The data have been processed into the following indicators: surfaces cultivated with cereals, production of agricultural products, consumptions and own consumption.

RESULTS AND DISCUSSIONS

Areas planted grow from year to year; the largest areas are occupied by cereals and oleaginous plants (Figure 1).

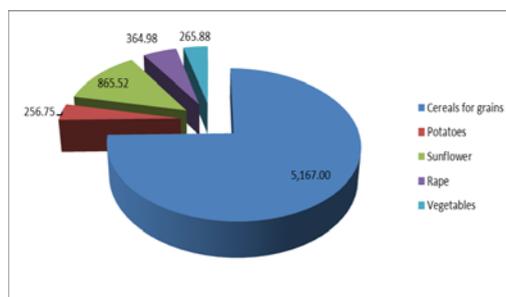


Figure 1. Average of cultivated areas, by main crops 2006-2011 (thou ha)

In year 2011, Romania produced 20823 thousand metric tons of cereals. Out of these, 7132 thousand metric tons representing wheat and 11718 thousand metric tons maize. Export represented 4830 thousand metric tons cereals. Imports of cereals in 2011 represented 10.6% of the total amount consumed nationwide. The largest amount of grain exported was

represented by wheat, followed by maize representing 22.7% respectively 20.2% of the amount produced. But, in terms of quantity exported, the amount of corn was 748 thousand metric tons higher than wheat quantity.

The largest quantity of cereals imported was the wheat, it represented 17% of total consumption.

It is known that the Romanians are great consumers of wheat and potatoes. Potatoes are the second most consumed food, the consumption is approximately 100 kg / year.

Regarding cereals, the biggest productions of the last 10 years have been recorded at maize and wheat, the maximum being registered in 2004, and minimum in 2007 (the driest year of this period) (Figure 2). Also, there was registered interest regarding production of durum wheat.

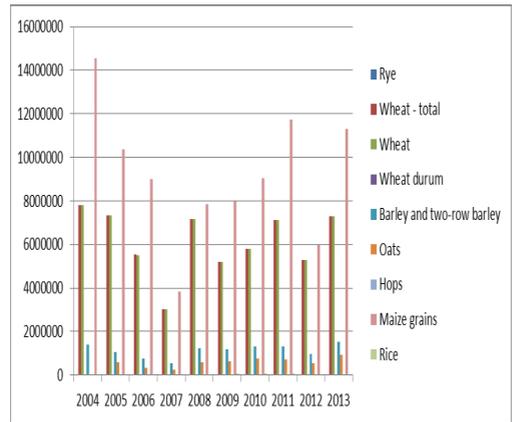


Figure 2. Evolution of cereals product between 2004-2013 (tons)

As shown in figure 3, the largest amount of vegetables is represented by the production of potatoes, followed by the white cabbage and tomatoes. In recent years there has been interest for the production of mushrooms.

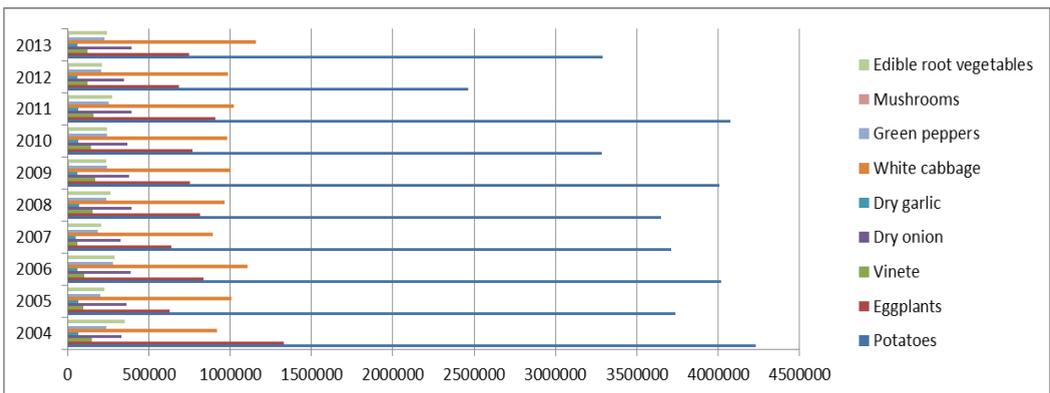


Figure 3. Evolution of vegetable production between 2004-2013 (tons)

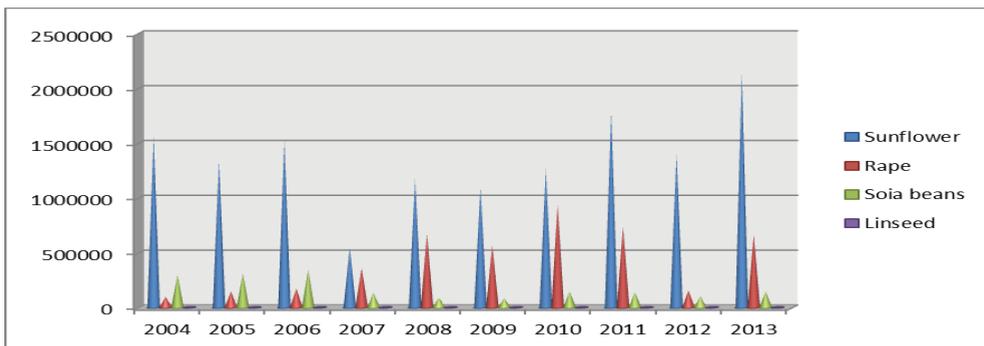


Figure 4. Evolution of oilseed crops production between 2004-2013 (tons)

The highest production of oilseed crops was registered at sunflower and rapeseed, these are the most cultivated oilseed crop; sunflower oil is the most used by Romanian consumers (Figure 4).

Fruit production in the period 2004-2010 has registered the highest quantities for apple and plum. From the total average production of 10 years, 43% were represented by the production of apples, 37.8% of plum production; they followed at a considerable distance from the production of cherries and cherry (5.6%). Starting with 2006, in the fruit production from Romania appear nectarines, highest production was registered in 2011.

Fruits from family gardens represented, in average, 4.8% in 2013.

The biggest production of fruit was registered in 2004 (Figure 5).

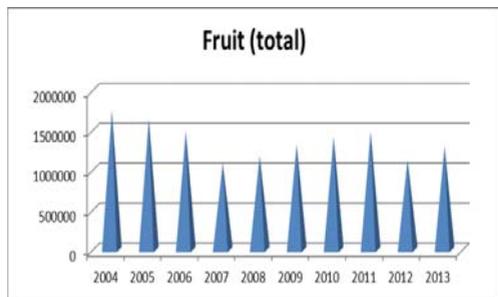


Figure 5. Evolution of fruits production between 2004-2013 (kg)

South Muntenia Region recorded 22.72% of fruit production in the period 2004-2013, followed by the North-West Region (17.64%) and the North East Region (15.58%).

In the period 2004-2009 there was an increase in meat consumption / capita, but in recent years the consumption registered a decrease (Figure 6).

In 2013, meat consumption is the lowest in the period under review, registering a decline of 11.59% compared to the average of 10 years.

Milk consumption has increased in the period 2004-2008, in 2009-2010 recorded a considerable decrease, but starting with year 2011 consumption become relatively stable (Figure 7).

Consumption of vegetables recorded fluctuations from year to year, which are correlated with the production of vegetables at

national level, except in 2007, when although production decreased compared to 2005, consumption does not dropped significantly; in 2005 was recorded the lowest vegetable consumption (Figure 8).

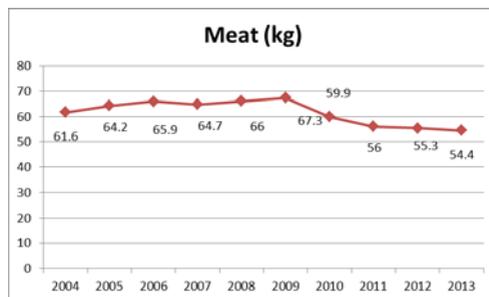


Figure 6. Evolution of average annual consumption for meat/capita in 2004-2013 (kg)

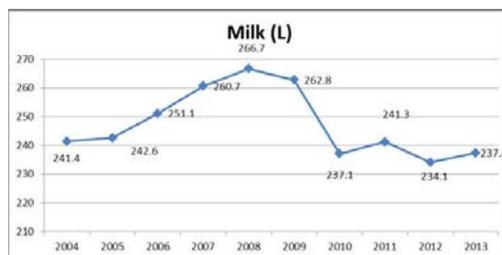


Figure 7. Evolution of average annual consumption for milk/capita in 2004-2013 (L)

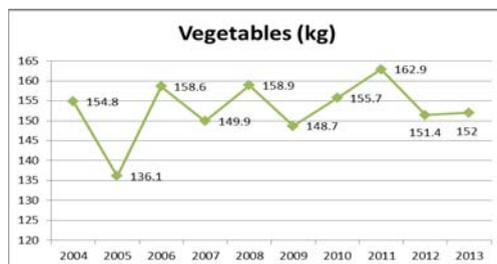


Figure 8. Evolution of average annual consumption for vegetables/capita in 2004-2013 (kg)

Potato consumption has increased in the analysed period, except years 2007 and 2010, when average of consumption was 101.4 kg / capita (Figure 9).

The consumption of cereal products decreased in the period 2004-2013, except for years 2011 and 2013 (figure 10). It is noted that, although in 2007 cereal production is greatly reduced compared to 2006 and 2008, the consumption of grain products remains relatively stable.

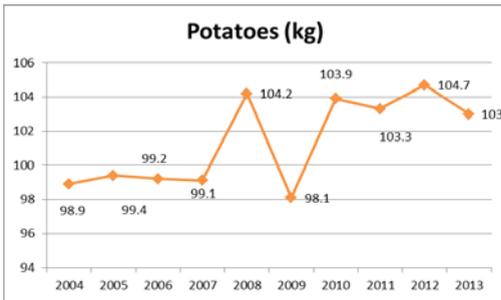


Figure 9. Evolution of average annual consumption for potatoes/capita in 2004-2013 (kg)

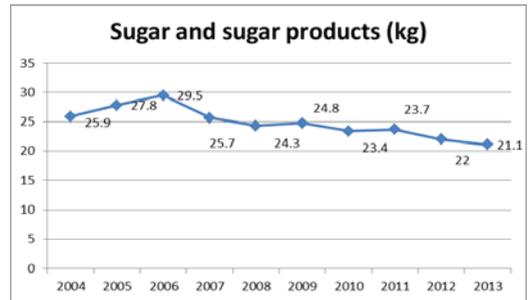


Figure 12. Evolution of average annual consumption for sugar and sugar products/capita in 2004-2013 (kg)

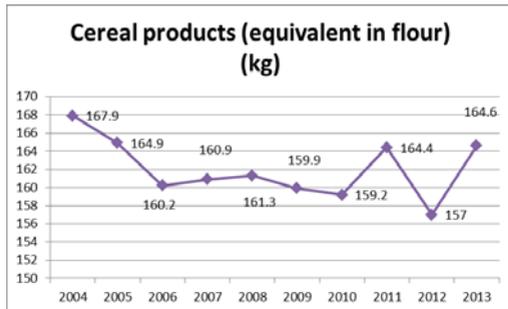


Figure 10. Evolution of average annual consumption for cereal products/capita in 2004-2013 (kg)

Quantity of consumed fruit is relatively stable, average of 10 years was 73 kg fruit / capita, the lowest amount being registered in the period 2007-2010, the average of its four years being 68 kg (Figure 10).

Sugar consumption declined in recent years, compared to an average of 25 kg for those ten years, the last four years was registered declines of 1-4 kg (Figure 11).

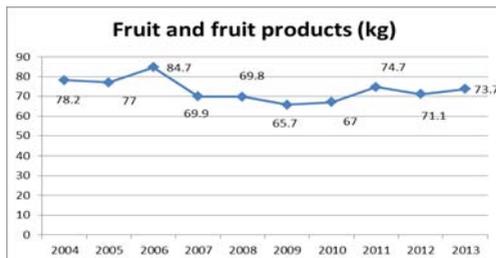


Figure 11. Evolution of average annual consumption for fruit and fruit products/capita in 2004-2013 (kg)

CONCLUSIONS

Consumer behaviour reflects the lifestyle, aspirations and its possibilities.

Cultivated areas increased, generally the grain and oilseed crops areas.

Meat consumption and sugar products are declining, but fruit consumption is relatively constant.

Potatoes and cereal products are consumed in the largest quantity, especially in rural areas, reflecting a food habit not very healthy.

ACKNOWLEDGEMENTS

This paper has been financially supported within the project entitled "Horizon 2020 - Doctoral and Postdoctoral Studies: Promoting the National Interest through Excellence, Competitiveness and Responsibility in the Field of Romanian Fundamental and Applied Economic Research", contract number POSDRU/159/1.5/S/140106. This project is co-financed by European Social Fund through Sectoral Operational Programme for Human Resources Development 2007-2013. Investing in people!"

REFERENCES

- Bonti-Ankomah S., Yiridoe E.K., 2006 Organic and Conventional Food: A Literature Review of the Economics of Consumer Perceptions and Preferences. Final Report.
- Manole V. et al., 2003. Agromarketing, Ediția a II-a Editura ASE, București.
- Zahiu L., 1992. Agricultura mondială și mecanismele pieței, Editura Arta grafică, București.