BIO MARKET IN ROMANIA

PIAŢA PRODUSELOR BIO ÎN ROMÂNIA

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Abstract: *Organic farming is a modern process of cultivating plants and raising animals without the use of fertilization processes, synthetic pesticides, hormones, antibiotics, stimulants and growth regulators and intensive farming systems. BIO products are those which are composed of only organic ingredients from genetically modified plants, which were not added to other chemicals such as: pesticides, synthetic fertilizers, genetically modified organisms which have not been applied to ionic radiation effective conservation.*

Keywords: *organic farming, eco-products, export, bio-market.*

INTRODUCTION

Organic farming is the result of theory and practice in the early years of the twentieth century.It started in Europe, first in England at the end of the 1920s through the efforts of Sir McCarrison, Sir Howard Alberth and in Germany through Rudolf Steiner.

MATERIALS AND METHODS

To achieve this we gathered information and data that was taken and interpreted by specialized bodies, books and magazines.

RESULTS

BIO products are those which are composed of only organic ingredients from genetically unmodified plants, to which other chemicals were not added, such as: pesticides, synthetic fertilizers, or genetically modified organisms which have not been applied to ionic radiation for effective conservation.

Organic farming manufacturers received in 2009 a compensation premium per unit of area and culture in order to cover loss of income during the conversion. Also, community support is given to promote organic products through co-financing programs, with a 50% funding from the European Commission, 20% from professional organizations and 30% from the state budget.

The duration of the conversion plant production, livestock and beekeeping is:

- 2 years for annual field crops;
- 3 years for perennial crops and plantations;
- 2 years for grassland and fodder crops;
- 12 months for beef cattle;
- 6 months for small ruminants and pigs;
- 6 months for dairy animals;
-10 weeks for poultry meat production, bought at 3 days;
- 6 weeks for birds for egg production;
-1 year for bees, if the bee family was bought from conventional apiaries.

1. „BIO" AGRICULTURE AT NATIONAL AND INTERNATIONAL LEVEL

According to the Ministry of Agriculture, in October 2008 there were 3.532 registered thousands of producers of organic products, 75 manufacturers, 76 retailers, 30 importers and 47 exporters.

Organic crop area worldwide rises to 31.4 million hectares, Romania occuppying the 16th place based on land area.

According to the 2007 report "The world of organic agriculture, statistics and trends" Australia is the "bio" continent with about 11.8

million hectares, by the extent of cultivated areas.The second place is occupied by Europe, with 6.9 million hectares, followed by Latin America with 5.8 million hectares.

2. ORGANICALLY GROWN SURFACES

European experts say that our country has a great chance to become the largest eco-agricultural producer in Europe, because the Romanian agriculture has not used so many chemicals in the recent years and also because the soils are clean.

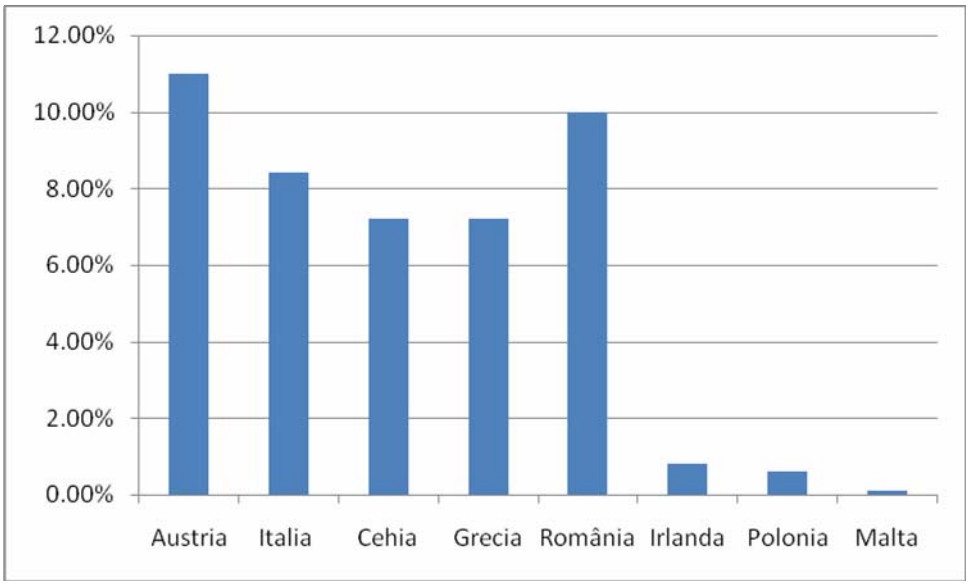


Fig. 5. Europe: the area under organic farming system.

3. BIO MARKET PRODUCTS IN ROMANIA

The BIO Market in Romania is driven primarily by the offer, since the presence of products on the market actually increases the interest of consumers.

BIO product distribution channels in Romania are: farm gate sales; seasonal sales markets;traditional retail - shops; modern retail - hypermarkets, supermarkets, cash & carry;online stores (organic cosmetics).

According to market specialists in the following period, products bio marketed in Romania, will be sold in stores is 60% organic, 30% to 10% in supermarkets and other stores.

The greatest problem of the Romanian market for organic products is related to the small number of processors.

There is a vicious cycle consisting of exported primary material, manufacturing the products abroad and the return to our country much more expensive.

Their price is higher than the price of conventional food all over the world, because:

- ingredients used in production are more expensive;
- the necessary ingredients are difficult to obtain;
- production takes time and requires skilled labor;
- production must meet certain established standards in order to receive certification;
- most organic products are sold only in Bio-stores;
- the ratio of production cost and product price.
- yields at harvest are 20-50% lower than for conventional agriculture.

4. SITUATION OF BIO PRODUCTS EXPORT 2006 - 2008

The exporting countries are Holland, Germany and Italy and one of the objectives of the MARD is the introduction of Romanian ecological products on the U.S. market.

We have the most significant export of berries, nuts, mushrooms and cereals.

In 2006, 95% of the organic vegetable products and 20% of those of animal origin was exported.

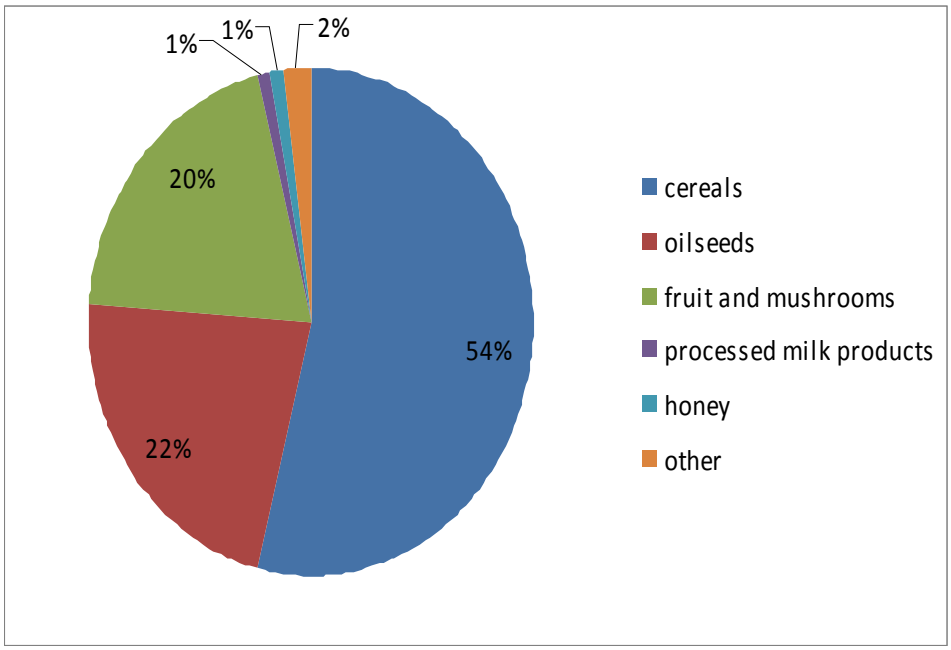


Fig. 1. Romania: BIO export in 2007

In 2007 the products sold in foreign markets, the largest search had a grain, with a share of 54%, oilseeds have owned 22% of exports, fruits and mushrooms - 20%, processed milk products - 1% honey - 1% and other organic products - 2%.

Of the total quantity of 129.550 tons of organic products produced in the export path to take, MARD estimates for 2008 show that: 74.000 tons is grain, 30.000 tons are oilseeds, fruits and mushrooms 22.500 tonnes, 1.200 tonnes of processed milk, 1.100 tonnes of honey, 750 tons of sunflower oil. Over 90% of BIO products from Romania go to export.

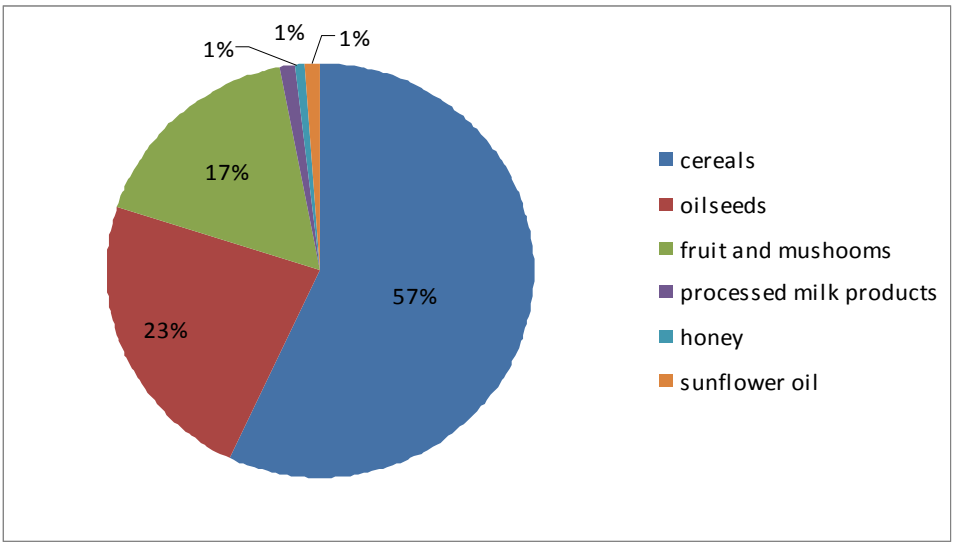


Fig. 2. Româmia: BIO export in 2008

BIO Agriculture is a dynamic sector in Romania in recent years and has seen an upward trend in both the plant and livestock sector.

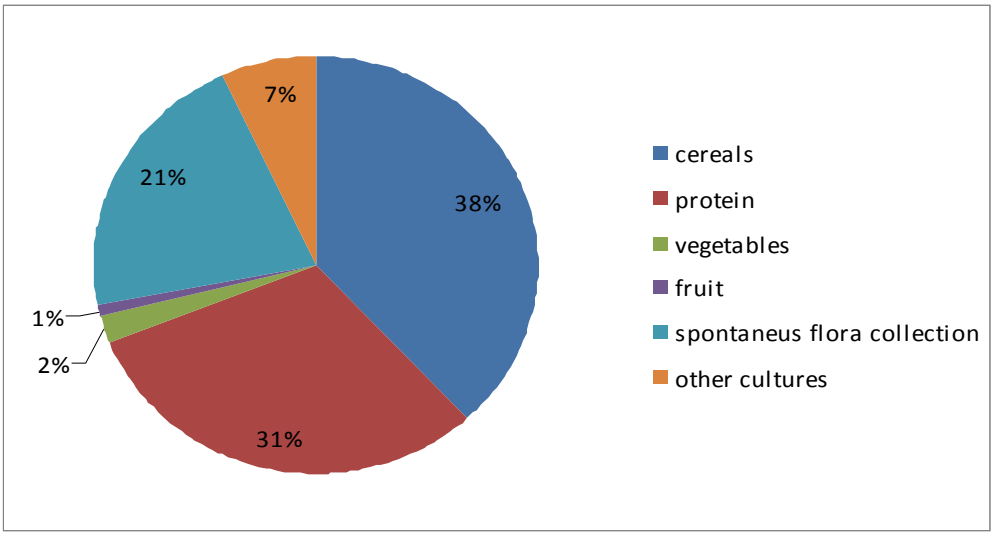


Fig.3. Structure of BIO culture in 2007

The producers perform ecological agricultural activities : crops (vegetables, fruits, grains, soybeans, etc.), grazings and animals (sheep, cattle, poultry, goats, pigs) and bee-keeping.

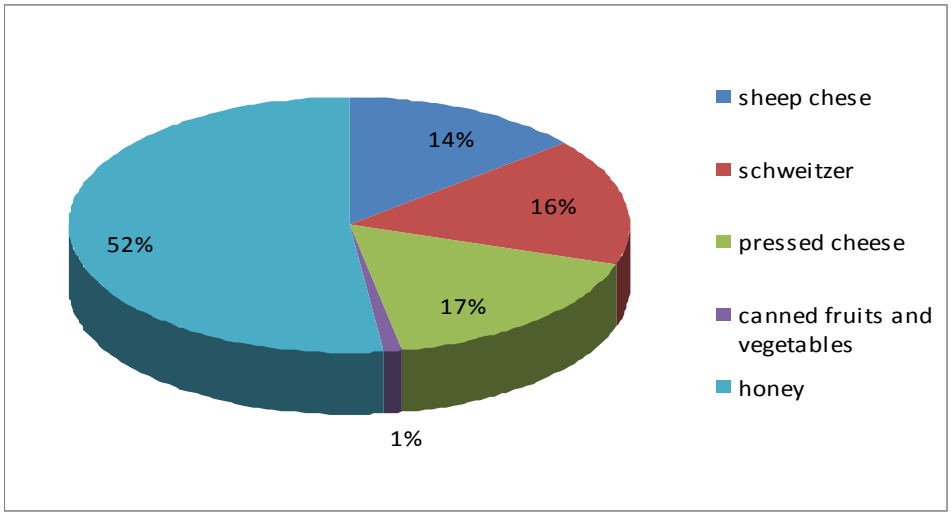


Fig. 4. BIO main livestock products processed in Romania (tonnes)

The increasing demand and lack of processors in Romania determines the gross ecological product to follow the export route, but only a small amount of foods find their place on the internal market.

Products processed in Romania are of the following nature :
- vegetable - wheat, sunflower, corn, peas, soybeans, fruit (sour cherries, cherries, raspberries, blueberries, sea buckthorn, nuts, etc.).
- animal - eggs, milk, meat;
- milk products - cheese;
- apiculture products - honey, honeycombs, wax, propolis, pollen.

CONCLUSIONS

BIO represents consumption of products in Romania, about 1% of all food but steadily increasing in recent years.

The main weak point in the organic food industry in Romania is represented by processing, packaging and marketing.

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From the food production obtained in the organic system, 90% is exported due to the small number of processors.

Around 15-25% of Romanian land, chemically untreated, could be used to obtain organic products.

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