ANALISYS OF POULTRY MEAT CONSUMPTION IN ROMANIA

ANALIZA CONSUMULUI DE CARNE DE PASĂRE DIN ROMÂNIA

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Abstract: *The purpose of this paper is to present the evolution of poultry consumption in Romania, given the emergence of economic crisis. If global population grew, the same cant't said about Romania's population, according to data from the National Institute of Statistics. Also global tendency is to move towards poultry meat whose price is lower, but also because of the perception that it's diet, considering the education campaign. Poultry consumption was not ever very high in Romania, whether in the eighteenth century the consumption of poultry and pork increased due to accepting the tribute to the Turks. Deterioration of living standards in the 90s, especially in disadvantaged people has as a result nutritional imbalances. The main conclusions that can be drawn from carrying out this analysis is lower consumption of poultry meat and increased consumption of potatoes as a result of lower income. Own consumption having high percentage in rural places but also in big cities.*

Key words: *consumption, poultry meat*

INTRODUCTION

Meat is an important dietary source, which is needed for nutritional reasons but also for the attraction exerted by the people. Considering that it offers all essential amino acids in optimum report and it is an important source of absorbable iron, zinc, selenium, vitamin A, vitamin B 12 and folic acid. Meat is having a positive image because in food derived from plants all of these have a reduced bioavailability and a negative image because of the high fat content, specialists making a link between meat consumption and heart disease, cancer and obesity.

Meat consumption is influenced by several economic and socio-cultural factors. Thus income growth and urbanization in recent decades and population growth have contributed to increased demand for meat, desired and expensive product in western countries.

Regarding the consumption of poultry meat, it had a rising worldwide trend, even during the economic crisis. Given the lower price compared to pork, beef and no religious or cultural barriers, but also the ease of preparation. Do not overlook the consumers tend to replace red with white meats, because of the lower coelsterol. Also noted that young people and women tend to consume more poultry than red meat.

Thus to meet the increased requirements of meat, as the world population reached 7billion in October 2011, it was necessary to increase the average production / head by applying genetic selection, but also reduce waste by streamlining rations.

In the farming sector for poultry meat could quickly apply technological improvements, due to high rates of reproduction and small intervals of time between generations, compliance with legislation on environmental protection.

Over time romanian diet has changed, so if the grain was the base for the dacians, in the eighteenth century farming was a core occupation thus increasing the consumption of meat, especially poultry and pork, because they were not accepted as a tribute to the Turks and Tatars. In the nineteenth century meat consumption was low, maintaining a high consumption of corn, which leads to the epidemic of pellagra.Meat consumption in the 80's, does not reach characteristic figures of a balanced diet. In the 90's lower living standards results in nutritional imbalances.

The purpose of this article is to determine changes in the consumption of poultry in Romania during 2007-2010, given the economic situation.

MATERIAL AND METHOD

This analysis is based on bibliogrfic data and those provided by the National Institute of Statistics, 2007-2010. The comparison method was used, which seeks evolution results from previous years. Indicators for which comparisons are used: daily average consumption of calories, annual

average consumption of food, proportion spent on food and beverage of household food categories and proportion of own consumptions.

RESULTS AND DISCUSSIONS

If global population increases, according to the National Institute of Statistics romanian population decreased from 22 to 18.9 million.

Food consumption is influenced by consumer income and their decrease leads to eating foods with lower nutritional value. In Romania due to economic crisis, the population income has decreased, given the government decisions, so the purchasing power of citizens has decreased too, leading to increased expenditures for basic needs.

In Romania food costs have a significant weight as well as self-consumption. And deterioration of living standards are observed by reducing meat consumption and increased consumption of cereals and potatoes.

Table no 1.

Daily average consumption of calories / inhabitant

Specification	2007	2008	2009	2010
Calorie consumption	3290	3300	3237	3147

Source: Romanian Statistical Yearbook 2011

In Romania the daily average consumption of calories / inhabitant had an upward trend until 2008, when it reached 3300 calories, followed by a downward trend reaching 3147 calories in 2010. Decrease is due to developing economic crisis, which caused lower incomes, especially in 2010 by decrease of 25% of wages. (table 1)

According to FAO standards, minimum caloric intake in a temperate climate for minimum conditions of physical and intellectual is 2700 calories.

Table no. 2

Annual average food consumption in Romania (kg / inhabitant)

Specification	2007	2008	2009	2010	2010/2007 (%)
Meat	66.7	66.6	67.5	60	89.9
Poultry	20.1	19.2	21.5	17.2	85.5
Cereal grain equivalent	206.9	204.0	200.8	199.6	96.4
Patatoes	96.1	99.5	93.1	98.2	102.1
% poultry	30.1	28.8	31.8	28.6	95.0

Source: Romanian Statistical Yearbook 2011

Food consumption in Romania in the period 2007-2010 reached declines in most product except for potatoes which grew by 2.1%. Instead meat consumption decreased by 10.1% and poultry by 14.5%. (table 2, figure 1)

The decrease is more emphasis on poultry since this sector has gone through dramatic changes. Thus, if from 2001 were granted subsidies to improve production performance, they ended in 2009, leading to higher prices for poultry meat. Negative effects on poultry prices have emerged due to the high price of feed, once the economic crisis, but also the production of biofuel.

The proportion of the total poultry meat varies from year to year, reaching in 2010 a rate of 28.6%.

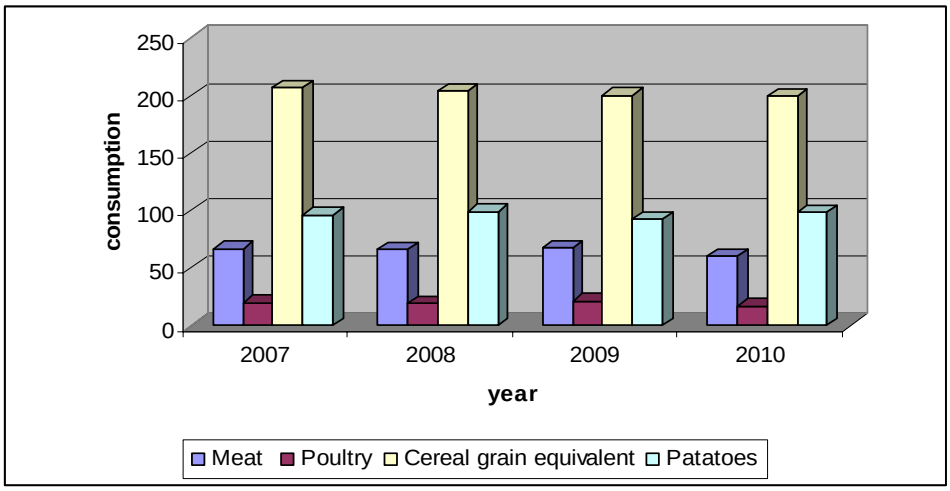


Fig. 1 Evolution of food consumption in Romania

Table no. 3

Poultry consumption trends without self consumption (tons/ year)

Specification	2007	2008	2009	2009/2007(%)
Consumption	366.9	391.0	434.0	118.2

Source: UCPR

According to data provided by the Union of Poultry Breeders in Romania, poultry consumption without taking into account self-consumption increased by 18.2% during 2007-2009. (table 3)

The development strategy of for the period 2013-2025 of this association is to increase consumption until 28kg/inhabitant.

Table no. 4

Proportion spent on food and beverage of household food categories

Specification	2007	2008	2009	2010	2010/2007 (%)
Total households	41.7	40.9	40.9	41.0	98.32
Employees	37.1	37.2	37.4	37.6	101.35
Farmers	56.5	55.9	53.2	53.8	95.22
Unemployed	46.0	47.4	45.6	45.8	99.57
Retirees	45.2	43.2	42.6	42.4	93.81

Source: Romanian Statistical Yearbook 2011

Analyzing food and beverage costs of household food categories as a percentage shows that the level of all the households is about 40%. Expenditure on food consumption have the highest percentage of households farmers, but with a downward trend in the period from 56.5% in 2007 to 53.8% in 2010.

Costs of farming households are followed by those of the unemployed which increased in 2008 compared to 2007 and then decreased reaching 45.8% in 2010. The pensioners households food costs decreased continuously from 45.2% in 2007 to 42.4% in 2010. And last in the share of food costs is owned by employees that is growing but still relatively low at 37.1% to 37.6%. (table 4, figure 2)

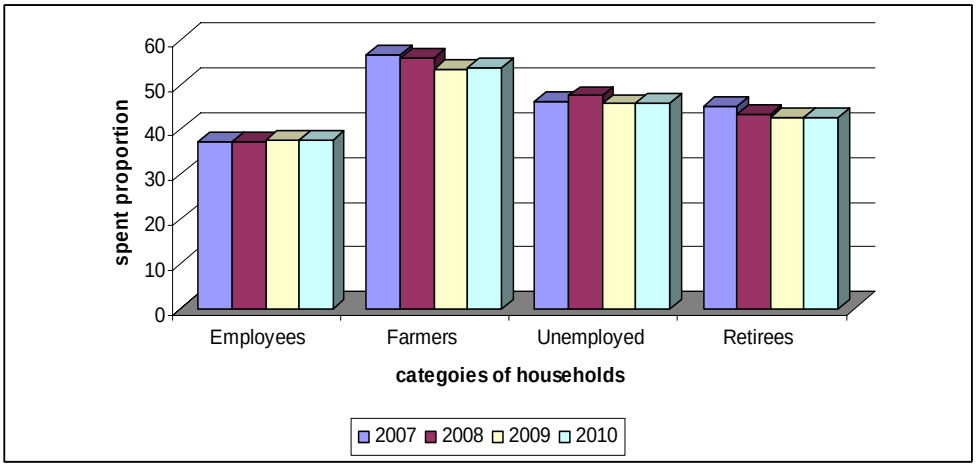


Fig 2. Evolution of proportion spent on food and beverage of household food categories (%)

Table no.5

Counter value of agricultural products consumption from own resources (%)

Specification	2007	2008	2009	2010	2010/2007 (%)
Total households	17.3	15.4	15.5	15.9	91.9
Employees	8.7	8.0	8.2	8.7	100
Farmers	49.0	47.3	44.6	44.0	89.7
Unemployed	17.2	15.9	15.2	16.3	94.7
Retirees	23.7	20.5	19.9	20.2	85.2

Source: Romanian Statistical Yearbook 2011

It can be seen from Table 4 that in Romania the share of own consumption is high, even in the period decreased. The highest share of own consumption is as expected in the households of farmers, share approaching 50%. The following places are retired, unemployed and employed. Own consumption is widespread in rural and urban areas but is given the transfer of products from rural relatives.

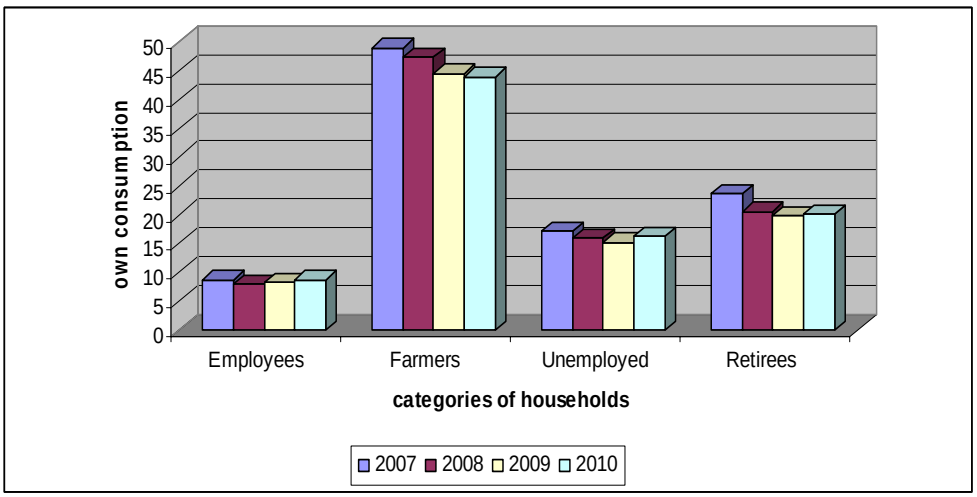


Fig. 3. Evolution of counter value of agricultural products consumption from own resources (%)

CONCLUSIONS

Analyzing consumption of poultry in the period 2007-2010 shows 14.5% decrease, but increases in consumption of potatoes by 2.1%, as a consequence of decreased incomes. Taking into account that the EU Strategy 2013-2025 Poultry Breeders in Romania is to increase consumption at 28 kg / inhabitant, probably a new approach is needed to take account of economic conditions.

Analysing the share of expenditures by category of household products shows that the largest share of households of farmers have followed the unemployed and pensioners, the last place is occupied by employees.

Regarding self-consumption is understood that the first place is held by households of farmers, since they are in rural areas. But self-consumption occurs in urban areas by transferring products from rural relatives.

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