ANALISYS OF POULTRY MEAT MARKET IN ROMANIA

ANALIZA PIEȚEI CĂRNII DE PASĂRE DIN ROMÂNIA

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Abstract: *The objective of this paper is to present the evolution of the poultry market, highlighting changes that occurred in the period after accession, taking into account the occurrence of economic crisis. Agricultural land, favorable climate for grain production and cheap labor, are advantages for agriculture and poultry in Romania. Can become a major competitor in foreign markets, but now Romania is a net importer of agricultural products. Upon completion of this analysis the main conclusions can be drawn is that the production of poultry, having grown up in 2009, supported by subsidies. In 2010 these are diminishing as a result of subsidy withdrawal, and management decisions that have targeted savings, with negative consequences for technical performance*.

Key words: *poultry meat, production, import, export*

INTRODUCTION

Due to agricultural area of 14798.300 ha as it ranks 5th in Europe in arable land and grassland, accounting for 8% of total EU 27 Romania has great potential in the production of agricultural products. Cheap labor and favorable climate for grain production, it could turn into a net exporter of food, but with all these advantages, is a net importer.

Switching from a traditional to a seasonal intensive worldwide in early 1940 was made in the USA, and allowed the rapid development of poultry farming.

In Romania there were concerns for making extensive growth in an economic sector of agricultural production. Thus in 1860 the scholar Ion Ionescu de la Brad establishes first poultry breeding farm model.

Romanian poultry sector is characterized by two systems, one extensively represented by peasant households and an industrial intensive one represented by the poultry units. Large units for meat poultry breeding are integrated units that are made up of units of feed production, breeding, poultry breeding, slaughtering and processing facilities, but also deals with distribution of products in stores.

Integration in the European Union forced Romania to align its standards, this is accomplished through the implementation of modernization and tech.

It should be noted that in the early 1990s was founded Union of Poultry Breeders in Romania whose aim was to save poultry farming since many producers could not accommodate the new conditions of production and sale of products on the market, over time it has based its development strategy.

The purpose of this paper is to present the evolution of the poultry meat market in Romania with regard to related indicators and causes that determined these changes.

MATERIAL AND METHOD

This paper is based on bibliographic data and those provided by the National Institute of Statistics, 2007-2010. As a research method used for the comparison based on indices with fixed base and chain base. What is reporting results to the results taken as the baseline or from the results of the previous year. The indicators used are represented by: number of birds slaughtered, average weight at slaughter, the trade balance of meat and poultry products.

RESULTS AND DISCUSSIONS

Since 2007, poultry market in Romania was influenced by two factors, the alignment to EU standards and the emergence of economic crisis which started in the United States of America, and expanded to Europe.

The main changes in this period is represented by imports from countries free of duty, the application of very tough environmental regulations and welfare expenditures resulting in very high costs in the same

time that the subsidies are eliminated. The economic crisis has led to increased feed prices which results in increased prices for poultry meat although the income is low and so a low purchasing power. To address these problems poultry units must have a performance management.

According to the Union of Poultry Breeders in Romania poultry in the private sector there are around 230 companies, which hold around 700-800 farms and laying birds. Note that the data presented are from increasing system -intensive industrial.

Table No. 1.

Evolution of poultry flocks slaughtered (thousand heads)

Specification	2007	2008	2009	2010	2010/2007(%)
Number of slaughtered poultry	196091	211293	241129	221617	113.0

Source: Monthly statistical bulletin no 1/2008, No. 1/2009, no1/2010, no 1/2011

Number of birds slaughtered in the period 2007-2010 increased by 13%. If from 2007 to 2009 is continued growth in 2010 compared to 2009 there is a decrease of 8.1% of slaughtered livestock. Decrease in number of birds slaughtered lead to reduced production of poultry.(table 1)

Table No. 2.

Developments of meat

Specification	U.M.	2007	2008	2009	2010	2010/2007 (%)
Poultry	Live weight	416	410	489	446	107.2
Average carcass weight	Kg/bird	2.06	2.16	2.06	1.96	95.1

Source: Romanian Statistical Yearbook 2011, monthly statistical bulletin No 1/2008, No.1/2009, No.1/2010, No 1/2011

Poultry production registered a high growth through 2009, followed by a slight decrease. Compared with 2007 growth in 2009 was 17.5% and 7.2% in 2010. In 2010 compared with 2009 was a decrease in production of 8.8%. (table 2)

Note that the weight average case, has a decrease of 4.9% during 2007-2010. In 2010 recorded the lowest average carcass weight 1.96 kg / bird in 2008 after a maximum of 2.16 kg / bird.(table 2, figure 1)

The causes that led to these decreases are represented by the emergence of economic crisis, which caused management decisions that had

as objective lowering costs rather than technical performance. Also increased cereal prices due to biofuel production, encouraged by the European Union in view of environmental concerns,led to higher feed prices for poultry diets. Another factor to be mentioned is the fact that since 2010 subsidies are no longer granted to improve production performance. But there are subsidies for welfare, if the following conditions:

- Use of feed containing mycotoxins deoxnivalenol up to a maximum of 2.5 mg / kg
- Use of feed that contain animal products including fish meal
- The practice of farming methods, natural or artificial, that do not cause suffering or injuries

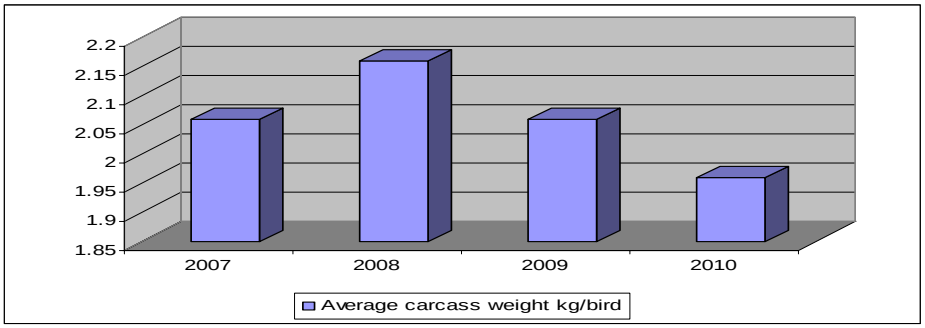


Fig.1 Evolution of average carcass weight (kg/bird)

Table No. 3.

The evolution of Romania's international trade in meat and poultry products

Specification	U.M.	2008	2009	2010	2010/2008
Import	Kt	115.9	134.5	97.5	84.1
	mil EUR	164.1	171.2	130.2	79.3
Export	Kt	17.1	37.9	63.4	370.7
	mil EUR	42.1	69.3	106.2	252.2
Foreign trade balance (ratio export / import)					
quantitative	%	14.7	28.2	65	442.1
Value	%	25.6	40.5	81.6	318.7

Source: Agricultural income 9/2012

Analyzing Table 3, we see that import quantity decreased by 15.9% and 20.7% of the value. Positive thing given that poultry companies can produce the basic needs of the domestic market. There is also an export growth in the period with 270.7% of the quantity and 152.2% of the value.

Analyzing the trade balance of meat and poultry products from Romania there is an improvement compared with 2008, while exports in terms of quantity, representing14.7% of imports in 2010, it rose up 65%.
The same trend is observed for exports by value in 2010 represented 81.6% of imports to 25.6% in 2008.(table 3, figure 2)

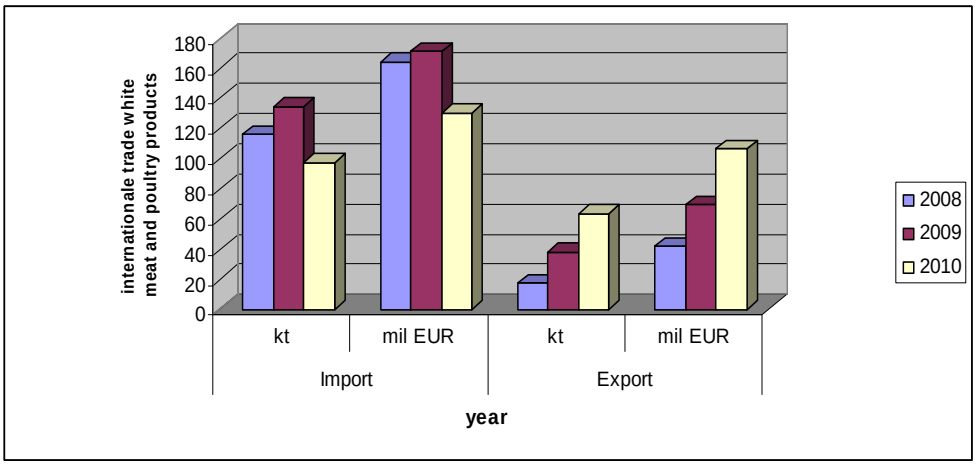


Fig.2. The evolution of Romania's international trade in meat and poultry products

CONCLUSIONS

Although since 2007 romanian poultry undergone many changes, it managed to get along.

- The analysis shows that flocks slaughtered are increased, and poultry production is growing. But it appears that in 2010 compared with 2009 is register a slight decrease both in terms of slaughtered livestock and poultry production.
- It is found that the average carcass weight decreased given that managers have turned to lower costs and improve technical performance took as second.
- The trade balance registered poultry improvement given percentage increase in exports from imports, which reached 65% in 2010 in terms of quantity and 81% in value terms.

To meet competition from foreign markets are recommended:

- integration fodder production

- ❖ lower energy costs by using unconventional resources
- ❖ obtain products with high added value

Distribution shall be made in stores and export cover not only the European Union countries but also countries in the Middle East and especially Russia, focusing on the countries that have higher prices.

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