AGRICULTURAL MANAGEMENT, MARKETING AND CONSULTANCY SECTION

VEGETABLE FARMERS MARKETNG CHOICES: AN EMIPRICAL ANALYSIS
PREFERINTE DE COMERCIALIZARE ALE PRODUCATORILOR DE LEGUME: O ANALIZA EMPIRICA

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The dynamic of agryfood systems plays an important role in the development and the rapid increase of the number of modern retail stores. Several driving factors contribute to this situation such as industrialization, globalization and multinational systems, foreign direct investments. The purpose of this paper was to study the marketing relationship type of small vegetable farms and to test the hypothesis of small farmers' participation in the supply retail chains. In this regard a qualitative and quantitative analysis was employed using Williamson's governance structure and probit and logit models. The results infirm the hypothesis of small farm participation in retail chains The coefficients obtained have the expected signs and show that small farmers prefer to sell individually due to several constraints: high entry costs, scale factors and even price mechanisms.

***Key words**: testing hypothesis, vegetable farms, retail chains*

A FOOD SECURITY ANALYSIS IN A EUROPEAN CONTEXT
O ANALIZĂ A SECURITĂȚII ALIMENTARE DIN ROMÂNIA ÎN CONTEXT EUROPEAN

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The paper attempts to approach the complex issue of food security for the population in Romania, in the present context, that is characterized by many challenges, both at European and global level. It is underlined that although the food security of the EU countries has no longer been a problem with regard to food availability, this became a strategic concern and priority under the future Common Agricultural Policy. The paper also evaluates the food security from Romania both from the perspective of available domestic agricultural supply and from the perspective of population's access to food, which is conditioned by incomes as well as by prices. The main conclusion of the paper is that in Romania there are social categories with high food insecurity risk, as a result of the very low purchasing power of the families with many members, with many children in particular and of the increased social polarization.

***Key words**: food security, Romania*

EVALUATION CRITERIA OF THE COMPETITIVE POTENTIAL IN VITICULTURE
CRITERII DE EVALUARE A POTENȚIALULUI COMPETITIV ÎN VITICULTURĂ

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This approach intends to develop an analysis and evaluation model of the competitive potential of viticulture. The competitive potential model is an evaluation benchmark that integrates the sectoral indicators and it is put into evidence mainly by the development of a composite index, named the competitive potential index. In this sense, a set of evaluation criteria was selected, in which relevant structural indicators were found. The application consists in measuring the competitive potential at national level and across regions.

Key words: *viticulture, competitiveness*

MILK CHAIN IN ROMANIA – REGIONAL ASSESSMENT
FILIERA LAPTELUI IN ROMANIA – EVALUARE REGIONALA

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The paper includes an analysis of the milk market situation in Romania both at national level and across regions for the period 2008-2010. In order to identify the causes that led to the permanent decline of domestic milk supply in Romania, the paper presents an evolution of dairy livestock herds (cows, buffalo cows, sheep and goats) and the production by regions, as well as the farm structure. Raw milk collection for processing was described both by origin sources (from domestic production and from imports), by the number of milk collection centers across regions as well as by the EU conformity standards with regard to the quality of raw milk for processing. The economic crisis affected the consumers' incomes, so that, in this context, the consumption of agri-food products was affected, and the milk and dairy consumption implicitly. Romania's foreign trade with milk has constantly had a negative balance of trade, and the distribution and sales on the domestic market reveal significantly great differences between the raw milk price and the price of processed products favouring the latter. The conclusions drawn following the regional analysis of specific indicators reflect competitiveness differences across regions.

Keywords: *livestock herds, milk production, milk collection, consumption, prices, trade*

RAMANIAN WEEDY CROP VERSUS BIOTECHOLOGY CROP
IMBURUIENAREA CULTURILOR VERSUS BIOTEHNOLOGIILE IN ROMANIA

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The paper investigates the Romanian farmers' capacity to pay and cultivate genetically modified maize that is tolerant to glyphosate. The glyphosate-resistant GMO maize is currently under testing in Romania.
The research activities for this paper included a combination of documentation, field trips, data processing and analysis.
The methodology used for testing farmers' perception of glyphosate-resistant maize cultivation consisted in interviewing 22 commercial farms in the period November 2010 - April 2011, located in the southern, eastern and western part of Romania. The interviewed farmers had experience in the cultivation of glyphosate-resistant GMO soybean in the period 1999-2006. Only one farm had organized an experimental plot with glyphosate-resistant maize in the year 2010.
Another data set comes from the testing plots of the glyphosate-resistant maize from the counties: Calarasi, Braila, Galati, Teleorman and Buzau. Another data source is represented by those obtained on the experimental plot of the Research and Development Institute for Crop Protection, organized in Brăila county in the year 2010.
The data obtained by applying the questionnaire in the field were taken over by using the probit model. Following the processing of data, I could measure and analyze the socio-economic implications of using the glyphosate-resistant maize in Romania. Following the processing of data, I could measure and analyze the socio-economic implications of the utilization of the glyphosate-resistant maize in Romania.
The final conclusion of the study reveals that due to farmers' previous experience in cultivating glyphosate-resistant soybean, these are willing to cultivate glyphosate-resistant maize, although they will have to observe the present legislation on the cultivation of GMO crops.

***Key words**: glyphosate-resistant maize, socio-economic implications, farmers' perception of the cultivation of glyphosate-resistant maize*

DISPARITIES IN WHEAT PROFITABILITY ON ROMANIAN LOCAL AND REGIONAL AGRICULTURAL MARKETS
DISPARITĂȚI ALE PROFITABILITĂȚII GRÂULUI PE PIEȚE AGRICOLE LOCALE ŞI REGIONALE ROMÂNEŞTI

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The research objective had been focused on studying the profitability level of the wheat production and its competitiveness on local and regional agricultural markets, affected to a greater or less degree by climatic conditions. The analysis was done on the data collected from farms in the frame of specific research projects crried out by the IEA. Standard methods and procedures were used for calculating the income and expenditure budget, and analysis was performed after the profit or loss recorded for wheat, as difference between the prices offered on different markets and the production costs. The results shown that the profitability of the farms cultivating cereals was higher in the central and northern regions of the country, compared with the regions known as traditional for this type of crops but affected by frequent droughts. Although the peasant market prices are higher than wholesale prices, only the small family farms have benefited of them, with modest offers, while great wheat producers sold their production, affected by drought, on wholesale markets.

Key words: *profitability, wheat production, production cost, selling price, regional agricultural markets*

INFORMATIC SYSTEM FOR EFFICIENT MANAGEMENT OF CROP FARMS
SISTEM INFORMATIC DESTINAT EFICIENTIZĂRII MANAGEMENTULUI FERMELOR AGRICOLE VEGETALE

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From its beginning until now, informatics technology has taken more and more fields with faster results, cheaper and more efficient. Agriculture is, at least in Romania, is one of the last areas where computing has given way. There are currently a number of applications designed to bring more efficiency in this area. This program was created in order to contribute to this, to improve crop farm management, and to take another step forward in this field.

Key words: *Informatics, management, agriculture*

EMPLOYER AND WORKPLACE - THEIR IMPACT ON HUMAN RESOURCE MOTIVATION FOR WORK
ANGAJATORUL ŞI LOCUL DE MUNCĂ - IMPACTUL LOR ASUPRA MOTIVAREA RESURSELOR UMANE DE MUNCĂ

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The process of motivation for a starting job from the employer's image expressed through the attractiveness of the activity that develops the company, the products or services offered by the company, the country's image and environment where it conducts its registered activities followed by information for the company and employer of labour conditions , salary, organizational culture and other benefits. Work contains a brief summary of the group factors of motivation: Employers and site work will focus on analysis of their impact on the motivation of employees in the processing entities subject to study.

Key words: *motivation, management, human resources, processing enterprises.*

SATURATED AND UNSATURATED FATTY ACID CONTENT IN WILD BOAR MEAT
CONȚINUTUL DE ACIZI GRAŞI SATURAȚI ŞI NESATURAȚI ÎN CARNEA DE PORC MISTREȚ

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The aim of the study was to examine the main fatty acid components of wild boar meat that is important from the nutritional point of view. The samles were collected in three wild boar parks of which were significantly different from geographic, climatic and edaphic point of view. The PUFA ratio changed between 14.16% and 15.93%, with the highest value in the meat of the wild boars from Csibrák, which can be explained with the higher arachidonic acid (C20:4n-6) ratio. Significant differences were found by age groups concerning MUFA. In the samples of the 1-3-year-old a higher ratio of fatty acid was observe (45.72%), at the same time the polyunsaturated ratio was rather low (13.26%).

Key words*: wild boar, meat, fatty acid, game park*

CONSUMER APPRECIATION OF TRADITIONAL HUNGARIAN PRODUCTS' QUALITY
APRECIEREA CONSUMATORILOR A CALITĂȚII PRODUSELOR TRADIȚIONALE MAGHIARE

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Questionnaires were done for research of the local consumer evaluation aiming the topic of traditional horticultural products in the sphere of products in horticulture and food industry. We have three hypotheses: 1.The consumers are able to associate with messages bound up with characteristic, regional products. 2. In the decision-making process, in connection with the purchase and consumption of the consumer, the knowledge of the source of supply is an influential factor. 3. The product character of traditional horticultural products gives the chance to the consumer to acknowledge the excellent and individual feature of the product in a higher price, consequently, the higher price will be less influential factor in their decision-making process of the purchase. In the years 2008-2009 we conducted primary research on consumers of traditional horticultural products. According to the results it can easily be brought to light that the consumers select product not even on the basis of its price, appearance but rather on the basis of its particular taste and the excellent quality. The consumers regard - beside the perceptible attributes – the Hungarian provenance, place of origin and the traditional feature as an important aspect.

Keywords: *traditional product, sourcherry, onion, apricot*

MARKET ORIENTATION OF TRADITIONAL FOODS
ORIENTAREA SPRE PIAȚĂ A ALIMENTELOR TRADIȚIONALE

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Traditional Hungarian foods get successfully to consumers if these products are sold on a special market. In our research we set a hypothesis that the decisions, what traditional food consumers make, are based on imperfect information. Place of purchase is an influential factor. Based on this assumption we examined the followings in a questionnaire survey: Where do customers like to buy these products?, Is there an appropriate market for these products?, What are the attributes of this market?

Keywords: *Market orientation of traditional foods*

SOME ASPECTS OF E-COMMERCE IN AGRICULTURE
UNELE ASPECTE ALE E-COMERȚULUI ÎN AGRICULTURĂ

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In this article, e-commerce on the role of agriculture, the use of the possibility of a few can read. Besides the interactive trade talk the web-store and about the importance of logistics. Collection of information, the survey I targeted to different age groups that should obtain more detailed picture of how widely spread and how to purchase this form of agriculture.

Key words: *e-commerce, internet, agriculture, online trade, ICT*

MANAGEMENT OF POTTED ORNAMENTAL PLANTS IN HUNGARY
MANAGEMENTUL PLANTELOR ORNAMENALE ÎN UNGARIA

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This study examined customer's observations regarding potted plants, annual ornamental plants, potted plants and wreaths by scale analysis which is a method of marketing research. The purchase decision of a customer always depends on several factors. External and internal factors influence the decision of the customer. The aim of our primer on marketing research was to provide background information necessary for marketing decisions. 1650 questionnaires were used. The scale was unipolar, the respondents were asked to appraise how characteristic the description for a given product was. According to the responses the most important factors which influence the purchase decision are the fragrance of the flower, the length of the stem and the intact leaves. In Hungary certain flowers are still only purchased seasonally. Customers expect annual ornamental plants to have decorative flowers and leaves during the entire summer. New species are expected to appear on the market year by year and these are important as they will be more resistant to climate and other factors. According to the respondents it is important that potted plants have an extended blossoming period and/or decorative leaves for a long period of time as well as a good ability to adapt to the circumstances. A new marketing strategy can look at different colours and pot styles. In Hungary customers prefer wreaths made of natural materials decorated with dried or living flowers. During the course of our study we worked out recommendations for marketing communication, packaging and attention-getting methods that could assist vendors in selling their products more effectively and also enable them to more fully satisfy their customers interests.

Keywords: *image profile, potted plans, consumers' expectation*

ECONOMY AND MARKETING ANALYSIS OF CUT FLOWERS IN HUNGARY
ANALIZA ECONOMICĂ ŞI DE MARKETING A FLORILOR TĂIATE ÎN UNGARIA

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For decades the area dedicated to growing cut flowers has decreased in Hungary. The main reasons are increasing costs of energy and manpower and furthermore, the resettlement of the plant-growing industry to more southerly areas. A slow-down of these processes would be economically beneficial and could boost the production of ornamental plants in Hungary as a consequence. In our study we investigated what factors influence the decisions of the customers. An advantage of the image profile analysis is that individual opinions regarding an object can be representative in certain ways. Image formative factors: values related to the firm, features of the products, price and communication. In our primer study we evaluated the answers of 3250 respondents using a semantic differential scale.

The main reasons for the decreasing demand for Dianthus caryophyllus in Hungary are the growing variety of cut flowers and the slight of conventional colours. It is usually purchased for funeral occasions. Rosa: In Hungary bouquet-types (orange, coral) and red coloured, fragrant cut flowers with few thorns are preferred. Dendranthema indicum: Despite the high price it is preferred to all other cut flowers at All Soul's Day in Hungary. In this case the price is a less important influencing factor in the purchase decision.

Key words**:** *image profile, cut flowers, consumers' expectation*

COUNTRY IMAGE AS A MARKETING COMMUNICATION TOOL
IMAGINEA ȚĂRII CA INSTRUMENT DE COMUNICARE ÎN MARKETING

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The importance of the chosen topic of the current paper is being justified by several facts. Since the middle of the '90s we can experience that emotional and moral approach of the food quality has been increasing. The consumer evaluates not only the percent points or the measure of mg/kg but he also demands that the product shall give the same pleasure according to his experience since generations. Tradition, landscape, culture are attached to the food quality. Specialities differing from the others, high-toned products representing an area are being suggested to offer along with proper/relevant marketing ways. In the years 2010-2011primary research were conducted on consumers of traditional horticultural products. Consumers view clearly the special and uniqueness of the regional horticultural products and they know their specific properties. From a marketing point of view this is important because consumers will make a decision to purchase based on these properties. In the European Union, most people are no longer interested in the quantity of food as they already have it. Rather, more and more, product specification is becoming relevant. The most influencing factors are reputation, tradition, safe ingredients and their communication to the consumers. The normally price sensitive consumers are not affected by the higher price of Traditional horticultural products. During the examination of the purchase process, besides the problem of recognition, information gathering and evaluation of alternatives, the shopping environment also helps determine the purchase decision. Hungarian shoppers prefer stores with more expertise (specialist shops) because they take for granted the (safe) place of origin and the (guaranteed) consistent high-quality.

Key words: *willingness to pay, regional products, added value*

TRADITIONAL PRODUCTS IN EMOTIONAL POINT OF VIEW
PRODUSELE TRADIȚIONALE DIN PUNCT DE VEDERE EMOȚIONAL

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In many cases, in rural areas and small settlements, agriculture offers employment opportunity. Today the rate of unemployment in these areas is the highest. In the villages there is a sustained demand for this type of part-time employment. One way to sustain and/or increase employment of the workforce can be the production of the regional traditional special products. This would also ensure continuous income for the populace.
The protection of traditional, regional food and horticultural products can be an important tool in ensuring the sustainability of rural development and the countryside. It allows for the diversification of agricultural production, the popularity of the disadvantaged regions' products and the increase of the specific products producers' income.

AN OVERVIEW OF THE ELECTRONIC AGRICULTURAL STUDIES IN TRADING AND MARKETING SECTIONS
O PREZENTARE GENERALĂ A STUDIILOR ELECTRONICE AGRICOLE ÎN ACTIVITĂȚILE COMERCIALE ŞI DE MARKETING

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The present study surveys e-agriculture research and experience in the fields of business and the market, through library study, in the first decade of 2000. The omission of middlemen, the expansion of the market, and the ease of buying and selling products, are some of the many effects of electronic marketing in the agricultural sector. The whole process of farming, from cultivation to harvest, could be profitable, on the condition of success in selling the product and supplying it to the market. There have been a great many achievements in different sectors of agriculture in Iran over the past few years, yet Iran's agricultural market lacks a unified system. In this regard, electronic trading could pave the way to providing a situation which would allow farmers to enter the market as sellers. Conclusions obtained by this study show that the India Agriculture Marketing Information Network (AGMARK-NET), is a pattern which could be applied to the public sector of Iranian agriculture, to create a marketing information system. In addition marketing in rural ICT offices network (brokerage model) is a proper model for the private sector of agriculture in Iran, to address the interests of small-scale farmers.

Key words: *Electronic Agriculture, trade & marketing, AGMARK-NET, brokerage model*

STUDY ON THE FRUIT SECTOR IN ROMANIA
STUDIU PRIVIND SECTORUL FRUCTELOR DIN ROMÂNIA

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The paper presents the evolution of the fruit production and processing sector in Romania. During the analysed interval, the results obtained in this sector are inferior to those obtained by EU producers and do not reflect the country's production potential at all. This situation was due to difficulties for the producers, which contributed to a decrease in the producers' return on investment. These difficulties were caused by certain domestic and foreign factors. The domestic factors are represented by the decrease in the areas covered by fruit-bearing orchards, low average yield, the increase in expenditures on orchard maintenance, fruit processing, storage and marketing, in the context in which imported fruit competed seriously with the local supply. Imported fruit, especially citrus ones, were often sold for less than a kilogram of Romanian apples. Another important phenomenon that contributed to the negative evolution in the sector was represented by the global economic crisis, which affected all national economies. During the same interval, we noticed a decrease in the average fruit consumption per capita, which was significantly below the population's consumption need. In conclusion, the fruit sector can develop in Romania so that it provides a large part of the amount required on the market, but it is necessary to set up producers' associations that are capable of increasing competitiveness along the fruit chain.

Key words: *Fruit, production, yield, import, export*

RESEARCH ON OPTIMAL ALLOCATION AND USE OF INVESTMENT RESOURCES FOR AGRICULTURAL PRODUCTS PROCESSING COMPANY

CERCETĂRI PRIVIND ALOCAREA ŞI FOLOSIREA OPTIMĂ A RESURSELOR INVESTIȚIONALE PENTRU O SOCIETATE DE PRELUCRARE PRODUSE AGRICOLE

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In the free market competitive system, the entrepreneurs' actions are competitive if they are efficient. By applying the method of dynamic scheduling, the optimal policy obtained by tabular calculation is upgrading in the first and third operating year, and no upgrading in the rest of the time horizon. The value of the allocated investments for the two years amounts RON 300 million. By adopting this policy, a maximum profit of RON 9179 million is obtained.

Key words: *investment, optimization, upgrading, development strategies, dynamic scheduling*

ASSESSMENTS REGARDING THE MANAGEMENT OF DEMOCRATIC AGRICULTURAL COOPERATIVES FROM ROMANIA

APRECIERI PRIVIND MANAGEMENTUL COOPERATIVELOR AGRICOLE DEMOCRATICE DIN ROMÂNIA

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In Romania, democratic agricultural cooperative is one of the most important forms of farmers association. Operating range areas of agricultural cooperatives are variable and the main criteria of appreciation of these fields is the size of exploited land. The objective of the cooperative management system is not to create a profit avoiding losses, but to create a structure of production planning, market development, acquisitions and favorable marketing activities in order to increase agricultural income of farmers' members by agricultural activities.

Key words: *agriculture, cooperatives, management*

RESEARCH CONCERNING THE USE OF GROSS MARGIN IN THE PROFITABILITY ANALYSIS IN WHEAT AND BARLEY CROPPING

CERCETARI PRIVIND UTILIZAREA MARJEI BRUTE IN ANALIZA PROFITABILITATII IN CULTURA GRAULUI SI ORZULUI

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The paper aimed to make a comparison between profitability in wheat and barley cropping in a non irrigated system in the South Plain of Romania based on gross margin and profit. The data were collected for the year 2010 from two farms which achieved: Farm 1: 5,800 kg wheat and 5,000 kg barley per ha and Farm 2: 4,500 kg wheat and 4,000 kg barley/ha. Farm 1 carried out a higher profitability for the both crops compared to Farm 2. Its performance was: Lei 2,518/ha gross margin and 47.98 % net profit rate for wheat and Lei 1,741/ha gross margin and 26.77 % net profit rate for barley. As wheat crop is more profitable than barley, farmers have to optimize crop structure in order to improve economic efficiency.

Key words: *analysis, gross margin, wheat, barley, profitability*

RESEARCH REGARDING GROSS MARGIN FORECAST BASED ON AVERAGE PRODUCTION IN WHEAT CROPPING

CERCETARI PRIVIND PROGNOZA MARJEI BRUTE PE BAZA PRODUCTIEI MEDII IN CULTURA GRAULUI

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The paper aimed to predict gross margin based on wheat yield, using a sample of 14 farms dealing with wheat cropping in the South Plain of Romania. The data were collected for the year 2010 and refer to 1 ha. The average values for the main indicators taken into consideration were: 4,396.42 kg wheat grains/ha, Lei 3,433.78/ha gross product, Lei 1,580.50/ha variable costs and Lei 1,988/ha gross margin. The linear regression function Y= -544.33+0.576 X was used in order to forecast wheat gross margin for a wheat yield scale ranging between 4,400 and 6,000 kg/ha. As a conclusion, for an increase by 100 kg wheat yield per ha, gross margin will raise by Lei 57.6/ha.

Key words: *forecast, gross margin, wheat, yield*

ANALISYS OF POULTRY MEAT CONSUMPTION IN ROMANIA
ANALIZA CONSUMULUI DE CARNE DE PASĂRE DIN ROMÂNIA

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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*

ANALISYS OF POULTRY MEAT MARKET IN ROMANIA
ANALIZA PIEȚEI CĂRNII DE PASĂRE DIN ROMÂNIA

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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*

RESEARCHES AND RESULTS ABOUT THE MEAT MARKET IN ROMANIA
CERCETARI ŞI REZULTATE PRIVIND PIAŢA CARNII IN ROMÂNIA

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The analysis of the meat market requires a continuous and immediate approach, given the speed with which it triggers various phenomena of characterization. Through the changes in production or the other indicators rendering the level of performance, the analysis comes to outline the essential elements of the trend shown in this field.
This paper highlights the behavioural aspects manifested in the Romanian meat market, surprising and synthesising through data and information, starting from the productive potential to results obtained in the economy of this branch.

Key words: *available animals and poultry; production; import; export; meat expenditure*

STUDY REGARDING WINE MARKET IN ROMANIA
STUDIU PRIVIND PIATA VINULUI IN ROMÂNIA

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This paper highlights the dynamics of wine market in Romania, in the period 2005-2010. In the period considered, the sector recorded a decline in profitability, because the Romanian producers were faced with several difficulties arising from the economic crisis. During this time, there is an increase in imports and a significant decrease in exports. This should prompt local producers to join them, in order to achieve positive results and follow carefully the evolution of the internal market and external market developments. Depending on the movements of the market, manufacturers will make decisions in a timely manner. This will determine, on the one hand efficient on economic growth for manufacturers, on the other hand, increase consumer satisfaction, in terms of quality and price.

Key words: *wine market, vineyard area, production, import, export*

ECONOMIC ASPECTS OF THE APPLICATION OF INTEGRATED APPLE CROP PROTECTION SCHEMES IN BIHOR COUNTY
ASPECTE ECONOMICE ALE APLICĂRII SCHEMELOR DE PROTECȚIE INTEGRATĂ LA CULTURA MĂRULUI ÎN JUDEȚUL BIHOR

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The current paper presents some of the economic aspects of applying integrated protection schemes in fruit growing, with reference to the fruit growing pool Oradea, improving the modern and ecological integrated protection strategy of apple crops against pathogens and diseases, in the climatic condtions of Bihor county.

Key words*: apple, production, gross margin*

ECONOMIC ASPECTS OF THE APPLICATION OF INTEGRATED PLUM CROP PROTECTION SCHEMES IN BIHOR COUNTY
ASPECTE ECONOMICE ALE APLICĂRII SCHEMELOR DE PROTECȚIE INTEGRATĂ LA CULTURA PRUNULUI ÎN JUDEȚUL BIHOR

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The current paper presents some of the economic aspects of applying integrated protection schemes in fruit growing, with reference to the fruit growing pool Oradea, improving the modern and ecological integrated protection strategy of plum crops against pathogens and diseases, in the climatic condtions of Bihor county.

Key words*: plum, production, gross margin*

THE CONTRIBUTION OF AGRICULTURAL EXTENSION TO THE RURAL DEVELOPMENT IN CALARASI COUNTY
CONTRIBUTIA CONSULTANTEI AGRICOLE IN DEZVOLTAREA MEDIULUI RURAL DIN JUDETUL CALARASI

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Rural area has an essential place in history, civilization and European identity, remains the main supplier of vital raw materials. Also an attraction by way of healthy living, cultural heritage and natural beauty. People are generally attracted by the idea of living and working in rural areas but in similar conditions to those of the city.
The problem of development and rural arrangement is one of the most complex of present, because it supposed striking a balance between the requirement of preserving the economic countryside, environmental, socio-cultural in villages, also and tend to "modernize" the rural life.

Keywords*: agricultural consulting, rural area, Calarasi County*

CONSULTING AGRICULTURAL SERVICES IN ROMANIA
SERVICIILE DE CONSULTANTA AGRICOLA DIN ROMANIA

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The purpose of this paper is to analyze existing agricultural advisory services in Romania and their contribution to accessing European funds for rural development. Highlighting this aspect was made by analyzing the forms of consulting services, objectives and results of their activity in 2010.

Keywords*: consulting, agriculture, Romania*

RESEARCH REGARDING THE CORRELATION BETWEEN AVERAGE PRODUCTION AND GROSS MARGIN FOR WHEAT AND MAIZE CROPS
CERCETARI PRIVIND CORELATIA DINTRE PRODUCTIA MEDIE SI MARJA BRUTA LA CULTURA GRAULUI SI PORUMBULUI

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The paper aimed to determine the correlation between average production, gross product, variable cost and gross margin for wheat and maize crops cultivated in 4 farms situated in the Southern Plain of Romania in the agricultural year 2010-2011. The correlation between wheat yield and gross margin was a strong one, r_{XY}=0.598 and in case of maize r_{XY} = 0.862 showing a very strong connection. According to "Student Test" for DL=3, the values of the calculated r_{XY} were higher both for P=99% and P=95% showing a significant relationship between the analyzed indicators. As a conclusion, for increasing gross margin, farmers have to grow up gross output coming from marketed production and reduce variable cost.

Key words: *correlation, yield, gross margin, wheat, maize*

RESEARCH REGARDING THE ANALYSIS OF VARIABLE COST- A WAY TO INCREASE FARM PROFITABILITY
CERCETARI PRIVIND ANALIZA COSTULUI VARIABIL – CALE DE CRESTERE A PROFITABILITATII FERMEI

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The paper aimed to present an analysis of crop economic efficiency based on variable costing method using the data from a farm cultivating wheat, barley, maize, sunflower and rape in the Southern Plain of Romania. Gross margin, gross margin rate, variable cost rate, production and sales breakeven points, coverage factor, dynamic safety coefficient, safety interval, withdrawal index and operational leverage were calculated by crop and at farm level for the year 2011. The conclusion was that in order to increase profitability, the farmer has to optimize crop structure by increasing sunflower and rape production which are the most profitable crops and decreasing barley production whish is less profitable.

Key words: *variable cost, profitability, vegetal farm, direct costing method*

NECESSITY OF SUBSIDIZING ECOLOGICAL AGRICULTURE
NECESITATEA SUBVENȚIONĂRII AGRICULTURII ECOLOGICE

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Starting from the idea that Romania has a great potential for ecological agriculture because of the technology of productions used by small producers for the last two decades, the paper tries to observe the competitiveness of ecological agriculture and of farms that are in conversion process, using as comparative indices the gross margin value. The research was conducted using a survey on a randomized sample of the ecological farmers (certified and during conversion) from Romania. Result of the research permits to affirm that there is necessary to find solutions to subsidies farmers that are facing reducing of the gross margin during the 3 years of conversion.

Key words *– multi-functionality of rural areas, public goods, agricultural policy, food, gross margin*

ANALYZING THE IMPORTANCE OF THE INTRINSIC ATTRIBUTES OF CHEESE FOR THE CONSUMER IN CLUJ COUNTY
ANALIZA IMPORTANȚEI ATRIBUTELOR INTRINSECI ALE CAȘCAVALULUI PENTRU CONSUMATORUL CLUJEAN

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The aim of this article is to analyze the importance of the intrinsic attributes for cheese at the purchasing moment for the consumer in Cluj County. A survey has been conducted and data were interpreted. Results indicate that the most important intrinsic attribute for cheese is taste followed by natural ingredients. The least important intrinsic attribute is the low fat content. Therefore, dairy companies must permanently observe the changes in consumer's attitudes and adapt their products appropriately.

Key words*: intrinsic attributes, credence, taste*

STUDY REGARDING THE BRANDS OF CHEESES PREFERRED ON CLUJ MARKET
STUDIU PRIVIND MĂRCILE DE CAŞCAVAL PREFERATE PE PIAȚA CLUJEANĂ

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The aim of this article is a market study in order to determine which brands of cheeses are mostly preferred by the residents of Cluj County. A survey has been conducted on a sample of 240 people using a questionnaire with eighteen questions. Results indicate that the residents of Cluj County like the cheese from Napolact factory which is a local one.

***Key words**: brand, cheese, Napolact*

OPPORTUNITIES AND THREATS IN FOREST FRUIT TRADE
OPORTUNITĂȚI ŞI AMENINȚĂRI ÎN COMERȚUL CU FRUCTE DE PĂDURE

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The present paper aims to present the opportunities and threats in forest fruit trade based on the analysis of marketing environment and on a research conducted in Cluj Napoca. The results of the study could be used by investors in developing their businesses with forest fruits.

***Keywords:** forest fruits, marketing environment, consumers*

FRUIT CONSUMPTION EVOLUTION IN ROMANIA
EVOLUȚIA CONSUMULUI DE FRUCTE ÎN ROMÂNIA

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The aim of the present paper is to analyze the evolution of fruits consumption in Romania in the context of increasing obesity and reduction of income. The study is based on public statistics. The results highlight the daily intake evolution.

Keywords: *fruit, daily intake, consumption trend*

ANALYSIS OF PRODUCTION AND SALES OF BEE PRODUCTS IN THE NORTH OF TRANSYLVANIA
ANALIZA PRODUCȚIEI ŞI A VÂNZĂRILOR DE PRODUSE APICOLE ÎN TRANSILVANIA DE NORD

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This study is part of the research within the postdoctoral project "A technical and economic analysis of the beekeeping in the North West Region of Romania in order to ensure the sustainable development of the beekeeping chain". Production in the beekeeping sector is dependent on climatic conditions. Thus, in 2010, as a result of adverse weather conditions there can be observed a decrease of the average production for all bee products, especially honey. Due to the decrease of the production, the sales diminish as well, both in structure, volume and value. However, beekeeping is a more and more attractive activity, owning mainly to the policies that sustain the beekeeping industry.

Key words: *production, sales, bee products, development, Northern Transylvania*

ANALYSIS OF THE DECISIONAL SUPPORT SYSTEM USED IN FARM MANAGEMENT
ANALIZA SISTEMELOR SUPORT DECIZIONALE CREATE ŞI UTILIZATE ÎN MANAGEMENTUL FERMELOR

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The efficiency of the management activities in farms is very important because it can make the difference between the performance farms and the farms that are using resources without touching the main purpose. That's way is necessary to implement some decisional support system that can help the farmers in planning activities. This paper want to make a analysis of some decisional systems which was develop using informational technology. This was developing in our country and abroad.

Keywords: *farm management, decisional support system, planning production*

THE IDENTIFICATION OF SOME INFLUENCE FACTORS ON PARTICIPATION AT PROFESSIONAL TRAINING ENTREPRENEURSHIP COURSES IN SUCEAVA COUNTY
IDENTIFICAREA UNOR FACTORII DE INFLUENȚĂ ASUPRA PARTICIPAREA LA CURSURI PROFESIONALE DE FORMARE ANTREPRENORIATULUI ÎN JUDEȚUL SUCEAVA

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The business environment in Romania has not proved to be very attractive to investors compared to other states, but for small Romanian investors problems with are facing are only daily realities to be overcome.
Some people start their careers without being involved in the enterprise, while they accumulate skills and knowledge that makes them go beyond the limits previously imposed by themselves. The large number of those who have not yet validated in the economic environment indicates the involvement of persons seeking employment or who are dissatisfied with what is currently working in professional training courses.

Keywords*: entrepreneurship, vocational training, income level*

PERCEPTION ON THE TRAINING IN ENTREPRENEURSHIP COURSES IN ARGEŞ COUNTY
PERCEPȚIA ASUPRA FORMĂRII ÎN CURSURILE DE ANTREPRENORIAT IN JUDEȚUL ARGEŞ

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To highlight the interest shown by business environment today and in the future was analyzed previous participation and the willingness to participate in future at courses in accumulation on specific areas of knowledge in economic field.

***Keywords**: business environment, entrepreneurs, membership category*

STUDY ON THE QUALITY CONTROL AND SAFETY OF NON-ANIMAL FOOD PRODUCTS IN IASI COUNTY
STUDIU PRIVIND CONTROLUL CALITĂȚII ŞI SIGURANȚEI PRODUSELOR ALIMENTARE DE ORIGINE NONANIMALĂ ÎN JUDEȚUL IASI

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The current paper deals with the analysis of the capacity of non-animal foodstuff processing units from Iasi County to make safe and quality foods in according with European and national regulations. Methodological, were processed, analysed and synthesized information gathered by the DSVA Iasi inspectors after the controls effectuated, during 2007 – 2010, in over 170 processing units. Even if the rate of the applied sanctions were in a decreasing tendency exists still many cases of processing units with deficiencies in keeping under control of the relevant risks for the consumers. The paper proposes a set of measures for the decisional factors from processing units and also for the supervision authorities.

***Key words**: quality, food safety, control, monitoring*

OPTIMIZATION OF SATURATED FATTY ACIDS AND UNSATURATED FATTY ACIDS AT THE GRAIN, FLOURS AND BAKERY PRODUCTS

OPTIMIZAREA ACIZILOR GRAŞI SAŢURAŢI ŞI NESATURAŢI LA CEREALE, FĂINURI ŞI PRODUSE FĂINOASE

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Through research I am pursuing the identification of balanced food resources of energy and the nutrient. Thus, the experiment concerned the determination of saturated fatty, monounsaturated and polyunsaturated fatty acids to the grain and edible flours obtained there from. Studies on grain and flours from watching : millet contains 2,23% linoleic acid and oleic acid 0.72%, wheat contains significant amounts of linoleic acid (0,92-1.00%) and oleic acid (0.25-0,48%), rye 0,99% linoleic acid and oleic acid 0.2%. This unsaturated lipids and their retention after heat treatment influences the quality of their famous bakery and nourishing for the human body.

Key words: *study, grain, flours, bakery products*

RESEARCH STUDY ABOUT THE MANAGEMENT OF IMPLEMENTING OF PROJECTS IN ROMANIA DURING THE PERIOD 2007-2012

STUDIU DE CERCETARE PRIVIND MANEGEMENTUL IMPLEMENTARII PROIECTELOR EUROPENE ÎN ROMANIA ÎN PERIOADA 2007-2012

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Through this research study I watched to identify factors that determine trends adapting human resources involved in implementing projects with European funding, as well as optimizing absorption of European funds. The conclusions of the research say that in order to optimize the implementation of European projects are required to be undertaken the following: conducting trainings with the beneficiaries or host institutions of projects to prepare teams of management and implementation of projects, devising a coherent legislative framework, fluent, flexible for streamlining financial repayments, providing for the dissemination of the results of meetings and a experience gained, the establishment of national and regional formations of coordination of tutoring in terms of legislative regulations subject to readiness and opportunity. In the present work we quantify the actions recorded and I estimated possibilities of future action for maximum efficiency.
Key words: *projects, maximum efficiency, implementation*

ROPOSALS OF TECHNOLOGICAL SEQUENCES IN THE INTEGRATED MANAGEMENT OF THE SPECIES DIABROTICA VIRGIFERA VIRGIFERA LE CONTE IN SIBIU COUNTY

PROPUNERI DE SECVENTE TEHNOLOGICE IN MANAGEMENTUL INTEGRAT AL SPECIEI DIABROTICA VIRGIFERA VIRGIFERA LE CONTE ÎN JUDEȚUL SIBIU

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Diabrotica virgifera virgifera is originary from U.S.A. and a pest for Europe from 1997. In Romania it was noticed for the first time in 1996 in the Nadlag-Arad area; in 1998 it has penetrated in the territory for 250 km. In Sibiu County the pest was noticed first in 2001. During 2001-2010 the coleopteron was monitoring by traps with sexual attractant pheromones. The monitoring was done in 54 collecting points having as its goal the knowledge of the spreading of the species in the county, establishing its density, the evaluation of the damages done in the stadium of an adult as well as in the stadium of a larva and the application of the most efficient measures of the integrated management.

Key words: *Diabrotica virgifera, integrated management*

THE MANAGEMENT OF THE FOREST FUNDS ADMINISTERED BY THE FORESTRY AROUND MIERCUREA SIBIULUI, SIBIU COUNTY, BASED ON ECO-ECONOMIC BIO-ECONOMIC AND ECOSANGENESYS PRINCIPLES

MANAGEMENTUL FONDULUI FORESTIER ADMINISTRAT DE OCOLUL SILVIC MIERCUREA SIBIULUI, JUDEȚUL SIBIU, PE PRINCIPII ECOECONOMICE, BIOECONOMICE ŞI ECOSANOGENE

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The paper presents the work of the Forestry in Miecurea Sibiului, in order to comply to the ecoeconomic, bioeconomic and conservation principles of plants and animal species. The data presented were derived from the statistics of the current forests in the district.

Keywords*: management, hunting game, forestry, species, protected areas*

THE IMPORTANCE OF STORAGE ON MAINTAINING QUALITY FEATURES OF FRUITS
IMPORTANȚA DEPOZITĂRII ASUPRA MENȚINERII CARACTERISTICILOR DE CALITATE A FRUCTELOR

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Storage is necessary because production and consumption cycles are rarely synchronized. The storage of goods including support activities enables the achievement of customer service objectives. From field literature it is noticed that storage activity is considered to have a regulatory role between producer and consumer. Storage of goods must be improved nowadays and in the future it will change, being influenced by the changes in relationships with suppliers, in production, distribution, and also as a consequence of the need to maintain quality features, such as fruits on short, medium and long periods of time.

***Key words**: Storage, fruits, preservation conditions, quality changes*

THE IMPACT OF DODDER ON THE BIODIVERSITY OF PRATO-ECOSYSTEMS
IMPACTUL CUSCUTEI ASUPRA BIODIVERSITATII PRATOECOSISTEMELOR

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Parasitic flowering plants cause significant dangers with regard to crops; and the developing countries cannot cope with the economic losses they induce to agriculture. The Cuscuta species become agricultural pests when susceptible crops are introduced into their habitats. With the extension of crops into such areas, large populations of Cuscuta have been developed, thus injuring and even killing their host crops. There are numerous dicotyledonous weeds which serve as hosts for Cuscuta, and even Poaceae.

***Key words:** Cuscuta sp,. host plants, quarantine parasite*

COMPETITIVE POSITION OF THE EUROPEAN UNION TOURISM INDUSTRY. STRATEGIES FOR MAINTAINING IT
POZIȚIA COMPETITIVĂ A INDUSTRIEI TURISTICE A UNIUNII EUROPENE. STRATEGII PENTRU MENȚINEREA ACESTEIA

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In the context of an internal and external competitive and powerful environment, the main purpose of our article is to reveal the strategies necessary to maintain and improve the competitive position of EU tourism industry. To do this we start from identifying "targets" of the industry. The most important of them is strengthening the tourism industry to become an industry with a dynamic and sustainable growth, which aims to provide its customers high quality travel experiences at a balanced ratio price - quality. These objectives, which we present below, expressed the direction which should move the European tourism industry to become more competitive relative to other regions.

Key words: *competitiveness, tourism, strategy, challenge;*

FACTORS OF TECHNICAL PROGRESS IN CROP PRODUCTION
FACTORI DE PROGRES TEHNIC ÎN PRODUCȚIA VEGETALĂ

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Positive results of agriculture in economically developed countries, were obtained through the implementation of intensive technical-economical production systems, where technical and organization progress have a significant role. Technical progress manifests its role in economic growth through the way of using of the resources, through the results of using them.

Key words: *technical progress, soil management, crop production*

BANK MARKETING POLICIES
POLITICI DE MARKETING BANCAR

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The increasing of competition, diversification and growth of requirements, change of tastes and preferences, rapid technological change, shortening product life cycle, political and legislative changes are the main trends that gives a dynamic character to the environment. To fulfill its objectives, the bank must consistently meet the opportunities and threats arising from economic and social environment in which they operate. Creating products, pricing, promotion, distribution, are essential marketing activities in this regard..

Key words: *bank products and services, bank marketing, marketing policy*

PRESENTATION AND SYNTHESIZING OF THE INFORMATION PROVIDED BY THE DASHBOARD
PREZENTAREA ŞI SINTEZA INFORMAȚIILOR OFERITE DE TABLOUL DE BORD

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Knowing the financial condition and the performances of a business, based on different methods of analysis, be it financial, economic, value creation etc. must not allow limiting oneself only to a "state of observation" in the strict sense of the word. The continuous pursuit of performance requires a measurement of it which must exceed the simple reflection, taking into account that the final target of a managerial system is making the most efficient decisions which optimize the conditions for achieving the performance.

Key words*: indicators, dashboard, economic and financial analysis, accounting, performance*

THE IMPLICATIONS OF AN INTEGRATED MANAGEMENT SYSTEM IMPLEMENTATION IN A MEAT PROCESSING UNIT
IMPLICAȚIILE IMPLEMENTĂRII UNUI SISTEM INTEGRAT DE MANAGEMENT ÎN CADRUL UNEI UNITĂȚI DE PROCESARE A CĂRNII

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The integration of the quality, environmental, health and occupational safety management systems is a natural trend in a globalizing world. In the future, the organizations will not survive without removing continuously the barriers, with an environment that is increasingly regulated and harmonized. This paper proposes to analyze the integrated management system in a meat processing unit, specifying both advantages and threats which arise during the process. The components of a meat slaughtering system and the interaction way between subsystems are presented. The use of such a system will generate fewer organizational procedures, a more efficient internal communication, some improvements in the relationships with the outer environment and working conditions.
Key words: *implementation, system, slaughtering, standards, team*

MANAGEMENT AND USE OF THE INFORMATION
MANAGEMENTUL ŞI UTILIZAREA INFORMAȚIEI

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Today, human society is characterized by three elements, which are in full process of development: information, technology and science. Continuous evolution of these elements marked a positive step in our era, taking it on an incredible progress regarding the past. Civilization has known during its existence an agricultural step and industrial one, now going through the information and communication era, era that "arises from the clash of new values and techniques, new lifestyles and modes of communication". Given that information has become one of the three manifestations of matter and the need for communication and information is more acute than ever, there have been developed new ways of communication that allows us to receive and emit or almost instant messages from around the world. The value of information is now huge: it has become the symbol of the beholder. Although only today is valued at its maximum potential, its value goes back thousands of years. Gradually information is becoming increasingly important, and there are made efforts to it to be transmitted to others. Information has become a staple of contemporary society, it is present everywhere, becoming a potential strategic
Key word: *management, information, intelligent organization*

ASPECTS OF SETTING UP OF A DAIRY FAMILY FARMS IN TIRNOVA LOCALITY, CARAS-SEVERIN COUNTY BY 112 MEASURE

ASPECTE PRIVIND INFINTAREA UNEI FERME FAMILIALE DE VACI DE LAPTE IN LOCALITATEA TARNOVA, JUDETUL CARAS-SEVERIN PRIN MASURA 112

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In this paper we present a study regardind setting up a family dairy farm in Tirnova locality, Caras-Severin County through grant structural funds, 112 measure, for young farmers. The total value of investment rise on amounts of 58444 € from witch 51944 € eligible expenses and 6500 € .ineligible expenses.

Key words: *112 measure, family farm, risk*

MANAGEMENT OF WATER QUALITY MONITORING IN THE WESTERN REGION OF ROMANIA

MAMAGEMENTUL MONITORIZĂRII CALITĂŢII APELOR ÎN REGIUNEA DE VEST A ŢĂRII

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The role and importance of water in the movement and ecological balance is reflected in the biogenesis, resulting in water quantity and quality structure. Water pollution is the alteration of normal physical, chemical, biological and bacteriological, after which is inappropriate and harmful for population, vegetation and soil use. Overall, water pollution is caused by three major groups of agents: biological, chemical and physical. This is usually the result of human influences, and foatre rarely the result of natural phenomena.

Key words: *water, environment, econimic prosperity, green energy*

MANAGEMENT ENERGY SOURCES - A MAJOR PROBLEM FOR THE FUTURE OF HUMANITY
MANAGEMENTUL UTILIZĂRII SURSELOR DE ENERGIE – O PROBLEMĂ MAJORĂ PENTRU VIITORUL OMENIRII

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Current economic development model based on continuous growth, is always linked to an increased energy consumption. Although a small fraction of world population has no access to electricity and two fifths of the population covers its energy needs in a traditional way, mainly from biomass (firewood, straw, reeds, etc.), the share of these categories is in a continuous decline. Energy reserves and energy resources also include what was not yet discovered and any increase in energy can be produced from existing resources on new technologies.

Key words: *green energy, renewable energy, environment, econimic prosperity*

AGRICULTURAL STRUCTURES AND ORGANISATIONAL FORMS IN ROMANIAN AGRICULTURE
STRUCTURI AGRICOLE ŞI FORME ORGANIZATORICE ÎN AGRICULTURA ROMÂNIEI

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During the times the agricultural structures and organisational forms in Romanian agriculture suffered modifications. These modifications, emerging in the last two decades of the transition, are reflected by the results of the General Agricultural Census from the years 2002 and 2010. In this paper facts and information are analysed taking into account agricultural structures and organisational forms obtained from the General Agricultural Census from 2010 in comparison with the one from 2002.

Keywords: *agriculture, exploitation, agricultural surface*

MARKETING MIX IN FARM AGRITOURISM
MIXUL DE MARKETING ÎN AGROTURISMUL DE FERMĂ

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The main problem of tourism marketers is to balance short-term tourism opportunities demand and long-term brand development and strategic direction. In extreme cases (terrorist attacks, natural disasters, etc.) the strategic direction cannot be pursued any longer. The four Ps of marketing mix in tourism are doubled by other 3 Ps adapted to tourism services: service supply process, physical proof of the service supplied, and participants.

***Key words**: marketing mix, agritourism, farm*

MARKETING MANAGEMENT IN FARM AGRITOURISM
MANAGEMENTUL MARKETINGULUI ÎN AGROTURISMUL DE FERMĂ

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Tourism potential cannot be valorised if the people involved in tourism – tour-operators and tourists – cannot rely on a few elements that are strictly necessary to practice tourism: a travel agency, that recommends the best places for the practice of one's favourite type of tourism; some means of transportation that take the tourists to the desired place; a place where one can find proper accommodation; a place where one can have food properly; one or several places where one can have fun. The appearance of new channels of distribution and the changes of power structure have lead to a change of the priorities in the field of distribution and of managerial decisions, now that distribution has become, for many tour-operators, a critical aspect of strategic management.

***Key words**: management, marketing, agritourism farm*

ACURATE EVALUATION OF LIQUEUR CREAM
APRECIEREA LICHIORULUI CREMĂ

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*The alcoholic beverage preferred by women is **cream liqueur**, thereby making it the most consumed type of liqueur worldwide. We have put together a study regarding the best sold cream liqueurs in the world and their ratings by the three relevant international organisations. The study includes the individual countries of provenance and the honors awarded.*

Key words: *cream liqueur, evaluation*

A FEW PERSPECTIVES FOR THE REVITALIZATION OF SERICULTURE IN DANUBE - KRIŞ -MUREŞ – TISZA EUROREGION
CÂTEVA PERSPECTIVE PENTRU REVITALIZAREA SERICICULTURII ÎN EUROREGIUNEA DUNĂRE - CRIŞ - MUREŞ – TISA

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The sericulture is practiced for a long time in Banat region because there were favorable conditions for the mulberry tree culture. It is one of the zootechnics branches which have as preoccupations the breeding and improvement of silkworms, feeding base and pre-industrialization of cocoons. Why sericulture? Because this subject is very attractive and currently still less studied. It's demanded for the natural silk thread, which has outstanding qualities, being characterized by strength and durability. The requirements for the natural silk have increased during the last few years, both for domestic consumption and export.

Key words: *silkworm breeding, sericultural companies, households, EU requirements, strategic projects*

THE ART OF BUSINESS NEGOTIATION
ARTA NEGOCIERII ÎN AFACERI

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The negotiation is a usual practice and can appear in various situations, even in our proximity. Frequently people participate to negotiation without knowing it. But if they are invited to a formal event they would be reticent. Their reaction depends frequently on a misunderstanding of the negotiation process because it is a type of human interaction where the partners are independent but also separated by diverging interests in certain problems. The fundamental principle of the negotiation is do ut des (I give if you give) or facio ut facies (I do if you do). This represents the idea that the negotiation means an exchange of values. The exchange of values is necessary also because each of the parties have the possibility to prevent the opponent's action, otherwise the common project will not be realized or the common problem will not be solved. For this reason each negotiator should take into account his/her interests but also the interests of the other parties.

Key words: *business negotiation, techniques of manipulation, interaction*

AVERAGE DAILY GAIN, DURING THE YOUTH PERIOD, TO THE PIGS KEPT IN PENS WITH A CAPACITY OF 10 AND 25 ANIMALS
CERCETĂRI PRIVIND SPORUL MEDIU ZILNIC, ÎN PERIOADA DE TINERET, LA PORCI ÎNTREȚINUȚI ÎN BOXE CU CAPACITATEA DE 10 SI 25 DE ANIMALE

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Feeding weaned young was performed pursue the large increases in muscle and bons development, whereas skeletal growth is intense this time I paid particular attention to ensuring the necessary vitamins and minerals to prevent rickets which may occur in these commercial hybrids with high growth rate.

Key words: *average daily gain, youth, swine, pens, commercial hybrids*

INFLUENCE OF AGE AND WEIGHT AT SLAUGHTER OVER MEAT QUALITY IN CONDITIONS OF OPTIMUM AMBIENT TEMPERATURE

INFLUENȚA VÂRSTEI ŞI GREUTĂȚII LA SACRIFICARE ASUPRA CALITĂȚII CĂRNII ÎN CONDIȚII DE TEMPERATURĂ AMBIENTALĂ OPTIMĂ

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Meat produced from pigs is characterized by its nutritional value, due the existence in its chemical composition, of protein and fat which gives it special properties. Its distinguished by taste and tenderness being required of his consumers both in fresh and preserved stage by different methods. For the low hygroscopicity degree, having high fat is well suited to producing a wide range of products with long conservation and taste qualities much appreciated by consumers. Animals slaughtered at a weight of 115 kg produce top quality meat, protein percentage being 21.88% and 2.21% fat. Meat has the largest amount of water 74.66 which prints a juicy tenderness and pH has good absolute value of 5.70.

Key words: *pigs, slaughter, age, weight, optimum temperature, meat*

ASPECTS REGARDING THE ORGANIC FOOD MARKET IN EUROPE
ASPECTE PRIVIND PIAŢA PRODUSELOR ALIMENTARE ORGANICE ÎN EUROPA

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The global organic market is increasing constantly, organic sales reaching over USD 50 billion per year. Organic Monitor estimates that international sales amounted to about USD 50,9 billion in 2008, more than the double of USD 25 billion in 2003. The organic demand is concentrated in North America and Europe, these two regions comprising 97% of the global revenues. The European organic food and beverage market is the largest and most complex in the world, evaluated at USD 26 billion in 2008.

***Key words**: market, demand, consumers, food products, increase, development*

FECUNDITY AND THE PERCENTAGE OF NON RETURNS ON SOWS OPERATED IN SUMMER CAMPS
FECUNDITATEA ŞI PROCENTUL DE NEÎNTOARCERI LA SCROAFELE EXPLOATATE ÎN TABERE DE VARĂ

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Introducing and breeding sows operated on pasture and protection with electric fencing practice, have opened new perspectives in pigs growth on pasture technique in private family farms from Banat area, especially after vanish of intensively operating units of this species. Sows are, undoubtedly, category of pigs witch best capitalize the pasture witch be parceled and fenced with electric fence or pens. Fecundity and the percentage of the non returns in operating system on pasture varies according to the season, the percentage of non returns recorded the lower value on primiparous females inseminated in December and highest in those inseminated in September and October.

***Key words:** sows, pasture operating, fertility, percentage rate of non returns*

PROLIFICACY AND LOST OF PIGLETS FOR SOWS EXPLOITED ON PASTURE
PROLIFICITATEA ŞI PIERDERILE DE PURCEI ÎN CAZUL SUINELOR EXPLOATATE PE PĂŞUNE

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Prolificacy is influenced by the feeding and growth level and operating system. The most prolificacy are made to secundiparous female inseminated in autumn. On females weaned in January appearance of postpartum heats has manifested in a increasing proportion from 88.4% in the first cycle to the secundiparous to 85.3% on primiparous.

Key words: *piglets, sow, exploaited, pasture, prolificacy*

ORGANIZING AND MOTIVATING THE HUMAN RESOURCES IN THE FARMING COMPANIES FRAMEWORK FROM ROMANIA
ORGANIZAREA ŞI MOTIVAREA RESURSELE UMANE ÎN CADRUL FIRMELOR CU PROFIL AGRICOL DIN ROMANIA

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Human resources are "an ordinary resource" indispensable for production and economic increase. The motivation and satisfaction of the employer regarding the work of the employ offers important clues on the company profitability. The practical study is realised in the framework of a company from Romania that is offering agricultural extension services and commercialize seeds and planting material. The research tool used was a questionnaire that comprised questions with answers to be chosen. The motivation of the employs is essential for the success off any company. From this study there it was noticed that 75% from the employs are stimulated by the earning of some supplementary payments, 5 % by the security of the job, 2% by the recognition of the company manager regarding their work results, 10% by the receiving of other benefits (car, phone, etc.) and 8% are satisfied by the working conditions offered by the company.

Key words: *organizing, motivating, human resources*

REAL ESTATE MANAGEMENT GAINED BY FOREIGN CITIZENS IN ROMANIA
MANAGEMENTUL IMOBILELOR DOBÂNDITE DE CETĂȚENII STRĂINI ÎN ROMÂNIA

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According to the Romanian Constitution, foreign citizens and stateless persons may acquire ownership of private land under the terms resulting from Romania's accession to the European Union and other international treaties to which Romania is part, on a mutual basis, as provided by an organic law, and as well as lawful inheritance. A delicate problem arises when a foreign citizen is marrying a Romanian citizen it may apply the principles of the community of goods, such as a foreign citizen may acquire some assets from the husband of the Romanian citizen.

Key words: *foreign citizen, community assets, heritage, family code*

AGRICULTURAL LAND MANAGEMENT BY CARRYING OUT THE FIRST REGISTRATION WITHIN THE LAND REGISTRY
MANAGEMENTUL TERENURILOR AGRICOLE PRIN EFECTUAREA PRIMEI ÎNSCRIERI ÎN CARTEA FUNCIARA

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The first registration within the Land Registry refers to all buildings located in the Old Kingdom of Romania and in some cases the buildings located in the Banat, Bukovina, Transylvania, aiming mostly buildings located outside city limits that have been subject of special laws for restitution as well as the buildings that due to a specific technical situations can not be operated in the old land books. The first enrollment represents a modern technology solution to provide technical status of the property according to the legal status.

Key words: *first registration, cadastral plan, real estate, Land Registry*

STUDY ON AGRICULTURE COUNTY TIMIŞ
STUDIU PRIVIND AGRICULTURA JUDEȚULUI TIMIŞ

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Agriculture is an irreplaceable life support for the existence and progress of human society. Agriculture is dominant in the economy by natural and human resources available (land and labor), although has gone through significant restructuring of ownership and operating system. Taking into account the functions, food and social, agriculture has a key role in national economic system, so for a balanced development of agriculture and social needs financial support. Vital source of life, agriculture, while the expression domain of human activity. Timis agriculture is characterized by a very strong dual exploitation of agricultural land: on the one hand large mass of farms that own and operate small areas of dull, and on the other hand, a relatively small number of agricultural holdings large, but uses almost half the agricultural area of the county. Timis county remains the most important agricultural country, so that the surface area and volume of production.

Key words: *agriculture, performance in agriculture, agricultural producers, agricultural area, crop production*

PLACE COUNTY TIMIŞ ISSUES IN ROMANIAN AGRICULTURE
ASPECTE PRIVIND LOCUL JUDEȚULUI TIMIŞ ÎN AGRICULTURA ROMÂNIEI

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A prerequisite prior diagnostic analysis of the economy of rural communities in Timis County is trying to shape a place owned by the county in the national economy. For this purpose, we used an indicator system, whose support is the local and regional statistical data currently available.

Key words*: agricultural, indicators of economic national, the national economy*

RESEARCH ON ANIMAL AGRO-ALIMENTARY PRODUCE CONSUMPTION IN THE TIMIŞ COUNTY (ROMANIA)
CERCETĂRI PRIVIND CONSUMUL DE PRODUSE AGRO-ALIMENTARE DE ORIGINE ANIMALĂ DIN JUDEȚUL TIMIŞ (ROMÂNIA)

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Consumption is the way humans meet their individual needs and the needs of society as a whole, with important impact on economic agents, institutions, and society, in general. But consumer behaviour is also impacted by the wish to evolve, to be trendy, which results in the purchase of goods and services that offer greater satisfaction than strictly necessary ones. The relationship between productivity, economic growth, use of labour force, and increase of technical and material resources use can be found in the increase of consumption. The possibility of choosing what to consume to meet our needs largely depends on income level. An increase of the income level generates an increase of consumption, while a decrease of the income level has negative impacts on consumption.

Keywords*: consumption, animal produce, Timiş County*

NOTES ON THE IMPACT OF EDUCATION ON VEGETAL FOOD CONSUMER BEHAVIOUR IN THE TIMIŞ COUNTY (ROMANIA)
NOTIFICĂRI ASUPRA IMPACTULUI EDUCAȚIEI ŞI COMPORTAMENTUL CONSUMATORILOR DE MÂNCĂRURI VEGETALE ÎN JUDEȚUL TIMIŞ (ROMÂNIA)

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The moulding of human personality depends a lot on both heredity and education. Education can be carried out in a both physical and social environment, and improving these conditions can have a direct impact on personality. The contemporary consumer is very often faced with the problem of making decisions as quick as possible and as efficiently as possible because the world we live in is a consumer world, and our daily life means consuming money and time. The analysis of the food consumer sample allowed us to build up one-dimensional tables (tables based on a single variable) in which we represent absolute frequency and relative frequency of response incidence.

Keywords*: consumers, vegetal produce, behaviour, Timiş County*

ARTIFICIALLY INSEMINATION SEASON INFLUENCE UPON REGULAR AND IRREGULAR RETURNS TO ESTRUS
INFLUENTA SEZONULUI INSAMANTARII ARTIFICIALE ASUPRA INTOARCERILOR REGULATE SI NEREGULATE IN ESTRUS

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The aim of this research was to quantify the proportion of pluriparous F1 (Large White x Landrace) sows that show regular and irregular estrus after the artificial insemination, according to the season when the artificially insemination was performed. The results were analyzed using χ^2 test. The proportion of sows that show irregular returns to estrus, we observed that it was high during autumn (3.20%) followed by summer (2.80%). The differences between the animals that show irregular return to estrus during summer and spring was statistically significant ($p<0.05$); comparing to winter, the difference was very significant ($p<0.001$). Regarding the total proportion of animals that show returns to estrus (regular and irregular), the animals inseminated during autumn have statistically significant more animals in estrus (11.20%) comparing to the rest of the breeding seasons.

Key words: *pluriparous sows, returns, regular, irregular, artificially insemination, estrus, season, boar immobility reflex*

HOW INFORMED AND PROTECTED THE CONSUMERS ARE?
CÂT DE INFORMAȚI ŞI PROTEJAȚI SUNT CONSUMATORII?

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The purpose of the present research is to emphasize two dimensions: the degree of information of the consumers concerning the own rights and the level of protection offered by the authorities to the consumers. The information from the survey is strictly confidential.

Key words: *research, information, consumers protection.*

RELATIONSHIP BETWEEN AGE OF SHEEP AND QUANTITY OF MILK
RELAȚIA ÎNTRE VÂRSTA OVINELOR ŞI CANTITATEA DE LAPTE

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Age condition the production of milk so it rises to the fourth lactation, holds in the plate one or two lactations and then decreases progressively. A particular difference is noted to the primiparous, regardless of race, due the competition between milk production and incomplete growth process, on witch the top of lactation curve is a little late than in adults, given that the breast tissue, secretor, is less developed in early lactation.

Key words: *sheep, age, milk, correlation coefficient*

ANALYSIS OF SAPARD PROGRAM EACH MEASURE, IN HUNEDOARA COUNTY
ANALIZA STADIULUI PROGRAMULUI SAPARD PE FIECARE MĂSURĂ, LA NIVELUL JUDEȚULUI HUNEDOARA

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The issue of European funds always has disappointed everybody because, statistically speaking, not too mention that we are able to attract money. Investments were made in the capacity of the dairy, for example, cereals, vegetables, seeds, honey and mushrooms.

Key words: *European funds, issue, SAPARD, Hunedoara County*

ROMANIAN LEGISLATION ON CONSUMER PROTECTION OF AGRICULTURAL PRODUCTS
LEGISLATIA ROMANESCA PRIVIND PROTECTIA CONSUMATORILOR DE PRODUSE AGROALIMENTARE

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The improvement of products quality in our country represents an objective of Commissioner for Consumer Protection. In order to achieve the objectives, the National Authority for Consumer Protection has developed and made available to the commissioners a set of laws that catered to the needs of consumers and the smooth unfolding of activities of economic operators. These laws are divided by category of products for better individualization. In this work the author presents a few of these categories of agricultural foodstuffs mentioning the specific legislation. To strengthen market surveillance system, the National Authority for Consumer Protection participate in the transitional system of rapid exchange of information TRAPEX with Central and Eastern European countries on dangerous consumer products.

Key words: *consumer protection, agricultural products, legislation*

STUDY ON COMPLAINTS CONCERNING QUALITY FOOD PRODUCTS IN BIHOR (2009-2011)
STUDIU PRIVIND RECLAMATIILE VIZAND CALITATEA PRODUSELOR AGROALIMENTARE IN JUDETUL BIHOR (PERIOADA 2009-2011)

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The improvement of products quality in our country represents an objective of Commissioner for Consumer Protection. In the national protection plan the main measures include activities that aim to improve the quality of agricultural products.
Through the measures of the most important objectives that are being aimed to are: the best solutions to all the complaints, their application on the producers and distributors; strengthening the relationship between consumer and trader.
In the present paper the author presents the complaints situation between 2009- 2011, detailed on category of products, their solution and the main sanctions applied on the traders.

Key words: *consumer protection, complaint*

THE USE OF RURAL DEVELOPMENT FUNDS IN TIMIS COUNTY
UTILIZAREA FONDURILOR DE DEZVOLTARE RURALA IN JUDETUL TIMIS

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The rural development of Timiş County, a balanced space in terms of climatic conditions, soil and relief, has a special importance both for the population of the County and for the national economy. It also represents the cultural area where the customs, traditions and specific area folklore were preserved and transmitted, a relationship between past and present. The authors of this paper show how the rural development funds in Timiş County have been used, focusing on the measures and activities related to rural development, in accordance with the western region development Strategy. After presenting these measures, they proceeded to paneling the submitted and contracted projects which have been undertaken in Timiş County, the priorities being also established in the same time. The general conclusion drawn in this paper relates the fact that, for a better absorption of the rural development funds, it takes more than one eligible projects.

Key words: *rural development, Timiş, funds, measures, priorities*

GENERAL TECHNICAL ISSUES AS PROMOTIONAL SPONSORSHIP IN SPORT
ASPECTE GENERALE PRIVIND SPONSORIZAREA CA TEHNICĂ PROMOȚIONALĂ ÎN SPORT

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Sponsorship is a marketing technique, so a communication technique. It allows direct linking to a brand or a company attractive to a public event. Sponsorship in sport constitutes agreement whereby one party (the sponsor) provides money and / or measurable benefit in money, while the other (sponsored) provides opportunities for communication and / or other compensation in return, requested by the sponsor and resulting directly or indirectly from sports.
Scopes in sports sponsorship ever is diversification so less spectaculars sports considered more or less a spectacle for general public opened, with beautiful views, the sponsorship

Key words: *sponsorship communication technique*

MARKETING MIX IN SPORTS
MIXUL DE MARKETING ÎN SPORT

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The marketing mix is often termed the 4Ps. It is a useful way of looking at how organisations reach their consumers. For example, businesses need to create a mix that involves: the right products, sold in the right place, at the right price, using the most suitable forms of promotion.
Sports marketing account for all activities designed to satisfy needs and wants of sport consumers through exchange processes. We have developed two major branches of sports marketing:
- Marketing of sports and sports services provided directly to consumers;
- Marketing of other industrial and consumer products or services by using the promotion of sport.

Key words: *marketing mix, business, forms of promotion*

HUMAN RESOURCES DEVELOPMENT IN BANKING AREA
DEZVOLTAREA RESURSELOR UMANE ÎN DOMENIUL BANCAR

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The main strategic objectives of a bank are keeping or even extending the bank structure, diversifying and improving the products and services, the correlation of the bank statute with the specific of the organization, attracting skilled personnel and limiting the personnel migration.

The development and realization of the human resources represents a basic responsibility for the modern management and for the banking sector. For the employer the gains expected from the investment in human capital, the improvement based on performance, productivity, flexibility and the capacity in innovation should result from the professional skills base extension and from the increase of the competence recognition level.

In the conditions of joining EU, the financial market in Romania had make sure that it has functional and specific technical capacities, but most of all a very skilled personnel, with abilities and skills for the fast changes in the business environment.

The investment in the human capital accentuates the importance of human resources function and the fact that the human resources from banking area should be integrated in the managerial plans of the organization.

Key words: *human resources, investments, economical efficiency, financial rate, intellectual capital, human capital, banking system, competence, evaluation system, training, analysis plan.*

HUMAN RESOURCES MANAGEMENT – INCREASE FACTOR FOR THE COMPETITION BETWEEN THE COMPANIES FROM THE EUROPEAN MARKET

MANAGEMENTUL RESURSELOR UMANE – FACTOR DE CREŞTERE PENTRU COMPETIȚIA ÎNTRE COMPANIILE DE PE PIAȚA EUROPEANĂ

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The level of income from EU is different and presents discrepancies, but in the last 10 years in the new countries of the European Union started an increase of 40%.
The human resources department is involved in the political phenomenon in relation with the individuals and mainly in the manpower movement across Europe, before and after the Eastern European countries joined EU.
The responsibilities of the human resources department are continuously changing because new responsibilities and challenges are generated with the political changes.
The consequences of the human resources management in the internationalization and globalization context represent an adaptation cause and a high level of sensitive awareness. The human resources will interpose any cultural changes in the company, not only at the organizational culture level of the company they are responsible for but also concerning the sources for sustaining a high level of international competitiveness. A good functioning through open communication at the level of human resources department represents a guarantee for the European and international competitiveness.
The human resources manager and management are present as an important aspect of the current business tendencies.

Key words: *European Union, human resources management, lifecycle, human resources theories, intellectual integration, Maslow principles.*

THE APICULTURE. MAINTENANCE SYSTEMS OF HIVES IN ROMANIA
APICULTURA. SISTEME DE INTRETINERE A STUPILOR IN ROMANIA

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Over time, the Romanian apiculture has registered outstanding success, due to the favorable pedoclimatic factors, as well as the existence of a great value technical framework. The aim of bee breeding results from the necessity of crop pollination, as well as getting increasingly higher honey, pollen, propolis (bee blue) or wax productions, necessary for the human consumption or their widespread use in the industry. This paper proposes, primarily, the presentation of beekeeping activity in Romania and secondly, the presentation of the main hives maintenance systems. The authors will also propose some perspectives about the apicultural activities: the establishment of the apicultural regional processing centers, marketing units for our apicultural products, the coordination of plumbing standards for apicultural products with the other products.

Key words: *hive, grants, beekeeping system, methods, Warre, Layens*

WAYS TO IMPROVE THE COMMERCIAL SOCIETY RELATIONS WITH THE CUSTOMERS
MODALITĂȚI DE ÎMBUNĂTĂȚIRE A RELAȚIILOR SOCIETĂȚII COMERCIALE CU CLIENȚII

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The consumer has an important role within the market mechanism, being the reference element for all the actions undertaken by both producers and traders. As a consequence, the organization of commercial activity should be done on an adequate relationship-based system with the customer public. The model proposed in this paper has consisted in: collecting data and relevant information related to customer satisfaction. By spotlight content of trade relationships with the consumers, it should be emphasized that the whole system can be decomposed into three domains: organization of a proper framework for dialoging with the consumer; creation of an ambience, favorable to the implementation of the sale/purchase act and ensuring the appropriate ratios between trade staff and consumer. In order to increase the customer satisfaction and loyalty of those important and to remain competitive on the market, the enterprises should adopt a relatively new approach - the orientation to the costumer, compared to the traditional one - the search for clients.

Key words: *customer, database, orientation, system*

THE USE OF FUNDS FOR AGROTOURISM AND RURAL TOURISM DEVELOPMENT
UTILIZAREA FONDURILOR IN DEZVOLTAREA AGROTURISMULUI SI TURISMULUI RURAL

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The rural tourism, as part of the overall national tourism, is considered a subsector with a particularly high development potential. This is an employment alternative for the active population, a way of economic activities diversification and a population stabilizing factor. Its development can help to alleviate imbalances within certain areas, being a source of growth and income diversification of rural inhabitants. The authors propose to answer in this paper to the following questions: To what degree has this support contributed to the tourist activity development? What is the share of the investments in agrotourism, on one side, and in rural tourism, on the other side? To what extent has the support led to the creation of new jobs in the rural areas? To what extent has the support contributed to the improvement and diversification of rural economic development? To what extent has the support contributed to improvement of life quality in rural areas?

Key words: *programs, funds, measure 313, tourism, proposals*