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PROTECTION METHODS OF SWINE MEAT CONSUMERS

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Abstract: Government bodies, through agri-food policies, aim to ensure to consumers from the meat market, the access to a variety of foodstuffs at competitive prices, which support their interests through laws and measures, including the right of representation in bodies on the product but also in the development new products according to market trends. The production, processing, distribution and utilization systems must face the specific problems of obtaining quality meat, with good hygienic properties, which satisfy the nutritional needs of consumption and health, offering safe products, without contaminants, obtained in a hygienic and safe environment managed regarding the use of nutritional resources. Providing safe products makes the consumer feel protected by rights, because they do not present physical and health hazards, satisfying consumers in terms of the quality and safety of their consumption.

• Introduction

Classic and alternative intensive production systems involve the clarification of specific problems of obtaining quality swine meat that will satisfy the nutritional needs of consumers and provide them with safe food without contaminants and diseases. For the protection of swine meat consumers, production systems must be efficient and produce because:

-farms are considered efficient factories of safe products that use resources efficiently, swine being exploited:

a. in a hygienic and safe environment managed by well-trained and competent people;

b. have good growth rates;

c. are fed high quality diets;

- farmers try to maximize productivity to maintain profitability because if a farm is not profitable, there is no money to invest in improved facilities and equipment, regardless of the management system - internal and external;

- not all farmers adopt the same techniques to produce their product, but in order to stay in business, the farm must be profitable and sustainable;

- today's markets have strict product specifications for the type of product they need and farmers / managers work to meet these specifications:

- regular supply, which means that farmers must plan the production pattern of their enterprise to meet market demands for a whole year cycle;
- niche market requirements, such as swine farmed in alternative intensive outdoor or organic systems, which require a special contribution from the farmers serving them;
- quality product confirmed by a quality assurance program: processors and consumers demand safe food, free of contaminants and diseases;

- strict carcass weight and fat specifications with heavy penalties for carcasses outside the sweet spot on the price grid;

- safe products to protect consumers on the market.

• Material and method

Swine meat consumers, in order to meet their expectations in choosing of food diet, regarding the quality and safety of consumption, have the right to protection, in ensuring the necessary proteins of animal origin, for these reasons within the framework of this scientific approach, using known economic methods and policies, or made research, regarding the observance of the rights to support the interests of consumers in order to receive full and sympathetic appreciation in the execution of the economic policies of production, processing and valorization of meat on the market, in the development of new products sufficient and safe for human health and accessible as price.

• Results and discussions

The rights of the consumer apply including to the consumer of swine meat and are manifested by:

□ the right to choose from the products offered by farms the one considered to satisfy his expectations is:

- the consumer's right to ensure, whenever possible, access to a variety of goods at competitive prices:

a. to select and buy the product he chooses from a number of available products;

b. to select in terms of quality and price;

- in the absence of a variety of goods at competitive prices, the consumer has no choice but to buy the available product, which allows the trader to:

- will affect the flow of goods on the market;

- prices will rise;

- it will create an artificial shortage;

- he will fix the price that suits him;

- manipulate delivery conditions;

□ the right to be heard:

- is the right to support the interests of the consumer in order to receive full and sympathetic consideration in the formulation and execution of economic and other policies – including the right to representation in government and other political bodies, as well as in the development of products before they are manufactured;

- it means that any consumer has the right to be heard, to express his point of view in different forums and/or within decision-making bodies;

- merchants, public and private enterprises that supply goods, service providers, producers of goods, have the responsibility to give consumers the opportunity to be heard:

Swine meat consumers are concerned about foodborne disease outbreaks and the economic consequences for the market and consumers. Some new technologies will increase meat production and make food safer, but their utility and safety must be demonstrated to be accepted by consumers.

• Conclusions

The protection of swine meat consumers requires that the production systems are efficient and produce, throughout the meat chain, safe products using nutritional resources efficiently, in a hygienic and safe environment managed by well-trained and competent people regarding quality conditions because markets have strict specifications for the type of product, they need to meet the needs and safety of those who purchase them.

In order to ensure the protection of consumers of meat from the pig species, classic and alternative production systems must also consider market trends and ensure quality meat in safe conditions and prevention of chronic and acute diseases.