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PROPOSING MANAGERIAL MEASURES TO IMPROVE THE PORK MEAT BUSINESS TO BOOST CONSUMPTION

*Marin Cornelia Diana¹, Chirila Cosmina Andrea², Sebeșan Daniela Camelia²,
Bărbos Andrea Corina², Lozici Ana³*

¹University of Life Sciences "King Michael I", Faculty of Management and Rural Tourism, Timisoara

²Colegiul Economic "F.S.Nitti" Timișoara

³Liceul Tehnologic "Sf. Dimitrie" Teregova

Abstract: The research carried out at international, national and local level, on the quality of pork carcass and pork meat from different production systems: conventional, organic and alternative, have as a final result, obtaining of carcasses of different qualities depending on the investments made in the biological material that is exploited, technology used, processing methods, processing industry needs, but in most studies it is found that the meat obtained has a low water holding capacity and increased shear force. For better valorification, fattening farms need to implement a unique marketing management in order to penetrate the market with different types of meat, carcass or cut.

• Introduction

The negative effects on technological quality are considered to be of less importance in terms of eating quality because sensory tasters:

- detect only minor differences in the technological quality of the meat;
- consumer preference tests show that consumers cannot tell the difference between meat produced according to alternative organic standards and meat produced under alternative conventional production systems;
- gender cannot be qualitatively detectable, especially in meat preparations;
- comparison of performance indicators of meat pigs

• Results and discussions

Meat from different production systems, in order to be well marketed, must have a good distribution because in modern marketing, you need a specialized meat manager, who has links, marked with the symbol, with at least twelve factors with impact on the meat market.

- Many of these factors, have links to other impact factors from a marketing perspective:

- 1. advertising agency;
- 2. packaging ↔ researchers, designers;
- 3. sourcing ↔ suppliers;
- 4. market research ↔ study providers;
- 5. research and development ↔ suppliers;
- 6. tax department;
- 7. legal department;
- 8. production and distribution ↔ trade, suppliers;
- 9. sales force ↔ trade;
- 10. media ↔ miscellaneous agencies, sales agencies, company media department;
- 11. advertising;
- 12. promotional services ↔ suppliers, monitoring, offering coupons, offering samples, store tests.

Conclusions: For the meat offer distributed by producers/processors to be positively perceived by consumers as "high class and quality", it is necessary to improve the technical factors to stimulate business, improve marketing, the number and complexity of features that differentiate the type of meat from similar meat, the degree to which the design meets sanitary standards, sustainability and the appearance, color and presentation of the meat in the meat counter. For these reasons, due to the different behavioral aspects of consumers, it is recommended that meat producers, processors and distributors, in order to be able to capitalize more on the value of the meat, should work on perfecting the types of meat offered on the markets, under the protection of brand names, which become familiar and accepted by a large proportion of consumers, associated with experiences, feelings and images that make them eager to buy them.