

SUSTAINABLE USE OF RESOURCES IN SIBIU, TRANSYLVANIA AREA BY PROMOTING THE ROMANIAN TRADITIONAL PRODUCTION EUROPEAN MARKET

Dr.ing. Doina MUNTEAN
Health and Safety Directorate Veterinary
Nutrition, Sibiu, Romania



REZUMAT. În ultimii ani, probleme existențiale precum încălzirea globală, poluarea, pierderea biodiversității și criza alimentară tot mai mare, problemele de mediu și durabilitatea, câștigă o importanță deosebită în întreaga Uniune Europeană și în România. Această dezvoltare a încurajat Comisia să continue campania pentru "dezvoltarea durabilă a zonei rurale", pentru dezvoltarea agriculturii ecologice în România. Marginimea Sibiului este una dintre zonele din Transilvania (România), care practică acest tip de agricultură, fie că vorbim de agricultori, producători sau distribuitori. Locuitorii din aceste regiuni au practicat oieritul, păstori Margineni ajungând până la malul Dunării și în Dobrogea, la Caucaz și Peninsula Balcanică. Această ocupație a fost transmisă din generație în generație până în zilele noastre. Agricultorii practică la Marginimea Sibiului o agricultură ecologică mixtă, integrând animalele cu producția vegetală și obținând astfel produse tradiționale "ecologice". Ei și-au câștigat deja un renume în România și ne dorim să-l promovăm și la nivelul Uniunii Europene. Produsele românești tradiționale, care sunt aprobate și provenite din laptele organic sunt laptele gros, brânza de oaie, brânza fermentată și cașcaval. Promovarea acestor produse tradiționale românești pe piața europeană este facilitată prin participarea crescătorilor de ovine și proceduri pentru târguri organizat de către Uniunea Europeană de produse tradiționale "bio". Noi credem că agricultura ecologică este o soluție pentru criza alimentară globală.

Cuvinte cheie: producție tradițională, brânză de vacă, produse "organice", Transilvania Romania

ABSTRACT. In recent years, they show the urgent existential problems such as global warming, pollution, biodiversity loss and higher food crisis, environmental issues and sustainability gains a special importance in the entire European Union, and Romania. This development has encouraged the Commission to continue the campaign for "sustainable development of rural area" for development of ecological agriculture in Romania. Sibiu Surroundings is one of the areas of Transylvania (Romania) who practice this type of agriculture whether it's farmers, manufacturers or distributors. The inhabitants of these regions have practiced sheep flocks, pastors margineni diverting the Danube and sheep in Dobrogea, to the Caucasus and Balkan Peninsula. This occupation has been transmitted from generation to generation until today. Farmers current practice of Sibiu Surroundings a mixed organic farming, integrating livestock with crop production and obtaining traditional products "organic". They have already earned a reputation in Romania and we want to promote in the European Union. Romanian traditional products that are approved and get organic milk are thick milk, sheep's cheese, cheese stirred and cheese. Promoting these traditional Romanian products on the European market is facilitated through the participation of breeders of sheep and procedures to the traditional product fairs "bio" organized by the European Union. We believe that organic agriculture is one solution to global food crisis.

Key words: traditional production, sheep's cheese, "organic" products, Transylvania Romania.

1. INTRODUCTION

The tough requirements of the European Union plus the global crisis, many dairy producers and processors in Romania were forced to close their businesses, given that milk does not meet EU requirements. Milk processing industry in Romania has received hits crisis throughout the country, sales volume decreased by 20-30% last year.

To maintain the market, some have come to import goods at half price and package it in Romania, established in our company name. The European Union is very hard when it comes to food products sold within it. Our milk to be

declared in accordance with European standards, such as cattle and sheep have our being in a race with a clean medical history and pass the exam and cleaning even unannounced inspections (Niculita L., 2005).

Because nothing compares to cow's cheese, sheep's cheese from Sibiu Surroundings, and cheese or smoked fresh made from fresh milk by traditional methods, I think it's time to pay more attention to traditional Romanian cheese (Muntean D., 2011). The market is now flooded with all kinds of products such as cheese, sliced cheese, "cream" cheese, cheese and even the Romanian industrial products in vats of hundreds of kilograms, less than fresh milk, mixed from various

sources, with more salt melting or food additives. These products we eat and convenience, although a similar or even higher price than traditional products purchased from manufacturers in the market, not far from the same taste and same quality (Draghici O., Ognean M.,2011). Places where we can buy local products more "industrialized" even in big stores there, but not with dairy shelf packed and brightly colored. Maybe I should buy the cheese often so small producers and support. It would be a shame to go away from traditional product Romanian market and manage the promotion of these products on the European market (Savu C., Georgescu N., 2004).

2. MATERIAL AND METHODS

Romanian traditional products for export do not sell well. Buyers from Europe flock to buy cheese skin, prosperous sheep cheese, cheese from Sibiu



Surroundings simply because they do not know. Nor were such, the State takes care of promotion, and manufacturers have no money to advertise their country, let alone abroad (D. Munteanu, 2011). The only initiative of the central government to encourage traditional producers have appeared recently and specifically addresses the Romanian consumer. At first, techniques marketing came up with the idea of big supermarket chains to close on Sunday, to promote Romanian producers. Legislative initiative sparked a wave of disapproval from the store representatives concerned. More recently, another idea of promoting Romanian producers of food was sent to the market: setting up special counters in department stores, where traditional producers will be able to sell goods at such stands I attended along with producers selling to encourage and promote these products marketplace (Fig. 1).



Fig.1 Organizing traditional exhibition of products inside the supermarket in Sibiu

How to certify a product and how to protect traditional

To obtain a certificate of traditional product, the manufacturer must submit to the Department of Agriculture a specification that contains the product name, description of the method of production, including the nature and characteristics of raw materials and /or ingredients used and/or the method of preparation of the product, with reference to its traditionalistic; elements of the traditional description of product characteristics through its main physical, chemical, microbiological and/or organoleptically characteristics which relate to traditionalism, the minimum requirements and procedures for verification and control of traditionalistic.

What and how to export

While the top European traditional products certified, Romania is surpassed only by Italy, our products are sold abroad. Currently, at European level are traditional Romanian products certified 2653, 4366 Italian, 890 French products, Spanish

products, etc.526. Romanian producers hardly penetrate the European market: they participate to the extent the economic potential (P. Lorincz,2007). It is true that not all traditional producers have the opportunity to participate in international exhibitions Financial to promote their products. I know there, the local government, actions which support the financial efforts of producers to promote their products abroad.

3. RESULTS AND DISCUSSION

This paper analyzed organic and conventional product quality and promotion opportunities in Sibiu Romanian traditional products with milk that was collected from manufacturers in Sibiu Surroundings Valley Hârtibaci categories in organic milk and milk conventional type. After homogenization analysis were made both for milk as raw material to finished product and cheese bio or conventional type. Following the analysis performed following results were obtained in the table below, representing average monthly.

Table 1. Comparative analysis, the average monthly fat and protein, milk and conventional bio

No.crt.	Date of the test(month)	Assortment (product name and type: BIO, CONV)	Analyses performed/Results	
			Gr./S.u. (%)	Protein
1.	March	BIO	43,5	18,7
2.	March	CONV	44,1	18,1
3.	April	BIO	45,9	18,8
4.	April	CONV	45,2	18,1
5.	May	BIO	46,7	18,8
6.	May	CONV	45,8	17,9
7.	June	BIO	46,9	18,91
8.	June	CONV	46,1	18,5
9.	July	BIO	48,2	19,00
10.	July	CONV	47,3	18,6
11.	August	BIO	53,4	19,9
12.	August	CONV	50,5	9,1
13.	September	BIO	54,8	18,2
14.	September	CONV	52,1	18,01

The actions to promote traditional products manufacturers and processors participating in Sibiu Surroundings: Bogdan Mioara-Rasinari (Sibiu Surroundings cheese cheese, cheese skin). Vasile Stroe-Jina (the cheese Surroundings of Sibiu, bellow scheese, butter). Maria Muntean-Sadu (cheese of Sibiu Surroundings, sheep and cow cheese, cheese skin). Rosca Valerica-Rasinari (pastrami Sheppard sheep, mutton, cheese from Sibiu Surroundings, cheese skin). SC. Jacobins SA Sibiu carmengerie products, IF Lucia Barbosa-Talmacel Olimpia of meat processing products, IF Oancea "Talmaciu" meat processin gproducts, Grew SRL SC West, bread and bakery products and patiserie.SC Pan Tree Com SRL., Boita, Bread and bakery products and confectionery. About Marvio Agnita Company Ltd., Saxon cakes and jams, AF Opincaru Seges-county. White with gingerbread, SC. Carmen Mara Rom SRL Baia Mare, Maramures County, jams and syrups. Baguette Sc Prod Impex Baia Mare, Maramures County, bread and pastries. Anton Kepes, Kepes Csaba Cluj bee products. Attila Rigo if Gheorghe Cluj syrup, pinenuts, berries, sloes, catina.SC Pita bread traditional grandparents LLC, SC Rolopan LLC Petresti, Alba County, CAS Loman, SC Transilvania Food Company Ltd. - Saschiz-Mures-canned fruits and vegetables, SC Felema LLC Racaciuni, Bacau county, dried fruit, chocolate house, SC Gabimar LLC Ciocanesti Suceava county-berry syrups and trout in the fir-tree branches.

4. CONCLUSIONS

Annual participation of our country at international events is necessary to make known Romanian agri-food products on the European single market. Thus, given a chance in the field of Romanian companies to prepare to face competition on the common European market.

Romania supports EU contribution to the financing of growth promotion programs, 50%, as it is currently at 65%, the rest will be provided by Member States and

beneficiary. Romania's position on increasing the share allocated by the Union is supported by Spain, Malta, Cyprus, Greece and Poland.

Romania also support the promotion at EU level, traditional products, noting the state in which food or drink product in question. Promotion should be made and the kings and other associations, or producers, not just some companies, benefiting Romania in this respect, the support of Poland, Italy and Spain.

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