

## METHODS TO IMPROVE THE ACTIVITY OF THE LIVESTOCK FARMS BY PERFECTING THE MANAGEMENT

MIREA AMELIA<sup>1</sup>, ALBU SIMONA<sup>1</sup>, MARIN SORIN<sup>1</sup>, VĂDUVA LOREDANA<sup>1</sup>,  
PETROMAN CORNELIA<sup>1</sup>

<sup>1</sup>USAMVBTimișoara, Faculty of Agricultural Management

**Abstract:** To improve livestock farms activity, it is imperative to improve management in order to make the farm more efficient and to maximize the value of holding and superior capitalization of production as products on the market. An important role is played by the implemented production management, which effectively manages will contribute to delivering efficient products on the market in terms of quality-price relationship. Applying the best management practices, in line with the correct flow of information on biosecurity, animal welfare, traceability of the products obtained, is the most important type of farm management. Management of the information flow is the most important element of the management applied by the farm. The information flow regarding the products offered by farms for sale is directed to consumers.

**Key words:** farms, management, improvement methods;

### INTRODUCTION

Before implementing the most effective management in a livestock farm, regardless of its specialization, it is necessary to make an effective analysis to highlight the strengths, weaknesses, opportunities and risks from the farm. It will be analyzed the degree of technical endowment, the growth and exploitation technology, the possibilities of production processing, the potential of the potential market products, the ways of capitalizing the production directly or through wholesalers [1,5,7].

In order to avoid the occurrence of zoonoses, epizootics in the animal farms area required some safety measures for access areas, shelters, slaughterhouses, forage facilities and farm annexes that contribute to the biosecurity of farms and the protection of the biological material, but also of the human resource that operates in these organizations [2,3,6]. The following measures are necessary for the smooth running of the production and processing activities:

- isolation of production areas by the administrative ones and fencing farms with fence;
- compliance the movement measures through sanitary veterinary filters;
- ensuring the welfare of biological material;
- ensuring the biosecurity of the farms;

For health safety, farmers, state and local agencies, or consultants will develop a risk management plan referring to:

- farm safety - shelters, fences, sewage treatment plants, sanitary filters;
- animal or production insurance in case of epizootic or calamity;
- plan of measures to prevent each individual risk;
- developing measures to prevent contamination of animal products;
- building adequate spaces that will ensure an appropriate microclimate to each species of animals or birds;
- technological equipment for production, processing, storage and distribution;
- traceability systems for products obtained through the whole branch;
- quality and environmental management systems.

In order to implement the best management it is necessary to carry out a study in order to determine the activity carried out and to determine where the farm is located from the point of view of the technological endowment, the maintenance systems used, the quality of the biological material used, the sources of feed and other materials, the existence of the processing unit, the forms of distribution of the production, the analysis of the competitors from the market [4].

In order to intensify the activity in the farms, an important role is played by the market analysis for the discovery of potential local, national and international clients who are willing to obtain the products obtained.

### **MATERIAL AND METHOD**

In order to improve the activity of livestock farms and improve farm management within this scientific approach, we highlighted the measures that need to be taken to make the farm activity effective. The steps to be taken in order to analyze farm activity were proposed, highlighting farm availabilities, production and sales programs for the products obtained, competition and market analysis, operational plan to be implemented the farm management which to ensure the highest performance indicators.

### **RESEARCH RESULTS**

The analysis of availabilities from the farms will include livestock depending on physiological conditions and quality of genetic material enhanced and exploited according to the specialization of production, feed resources, procurement and manufacturing way, type of growth system, continuous flow and closed circuit or open procedures, processing methods, storage and distribution of production, existence of production traceability system and quality and environmental management.

Although farmers are often reluctant to implement a new type of management to make efficient farm activity across the entire production, processing, distribution and consumption branch, they helped by the specialists need to draw up a business plan that will include: the type of farm, the available capital that can be invested, the potential market, the competitors and the prices, the number of consumers, the production plans and their contribution to the farm's profit, the revenue and expenditure, the sales opportunities and the marketing plan.

Once the business plan has been drawn up, depending on the farm's availability, it is necessary to follow the production plan on the basis of herd tracking records, sowing and shearing plan, the number of animals entering in the herd by herds or outlets through sales, slaughtering. Depending on these aspects, the calendar of farm activities will include: births on the whole year; weaning dates for piglets; slaughtering data; the ways of processing, production processing; establishment of programs for direct distribution or through intermediaries of the production.

The studies made are aimed to improve the activity of livestock farms, regardless of their specialization, by improving management in order to increase the efficiency of the exploitation. Production management has an important role, if it is well managed, it will help to obtain high quality products at low prices.

Applying the practices of the best management, in accordance with the flow of accurate information, is the most important type of farm management. Management of the information flow regarding the farms biosecurity, animal farm protection, traceability and quality management and the environment is the most important element of farm management.

The information flow regarding to the products offered by farms for sale is directed toward consumers. It is based on the management of livestock, economic and managerial knowledge, within the information infrastructure, consisting of methodologies, technologies and practices, allows the creation of the levers necessary to achieve the farm's objectives in the conditions of maximum economic efficiency. Within management of information flows, it is highlighted and checked their legitimacy as follows:

- they are identified products marketed by the farms and whether they give a certain personality to these farms, are not false, comply with production technologies, are authentic, are produced on the farm that promotes them on the market;
- are addresses to certain types of consumers who can purchase them;
- are specific to the production area;

- complies the sanitary and hygienic standards;
- do not endanger the lives of consumers;
- complies with the traceability system.

The information flow management must be based on knowledge's management relating to: activity developed in the farms; knowing the behavior of the consumer of farm products.

In order to know these effects determined by knowledge's management, a special role is played by the information infrastructure existing on farms, good practices for achieving the objectives to be achieved. In this sense, we believe that the following steps should be taken in order to improve the management of knowledge's in livestock farms:

- the possibility of **finding information regarding farms**, from different sources of information provided by the farm, the specialized organizations, the local, regional administrations;
- **diversifying information and updating knowledge data**;
- **improving products obtained in the farm** or creating new products by using the information of last generation;
- **implementing in practice the benefits obtained** through the new knowledge generated based on information;
- **systematization of information** to be applied in the modernization of farm products;
- **development of information** for all those involved in the farm activity (farmers, product organizations, local administration, consumers).

For any livestock farm, regardless of the specialization of production, we consider that information networks are very important in knowledge management regarding to the implementation, promotion of farm activities, processed products, by creating databases that will provide information about the farm: address, field of activity, products offered, brands, logos. Researchers from the field believe that the management of any farm can be coordinated under conditions of economic efficiency, so that programming, coordination activity to takes place in particular conditions in terms of quality required, creating partnerships and engagements with all the actors involved in the development of management plans.

The management plan of any livestock farm must be structured, in order to include: the objectives to be achieved, the measures to be taken to achieve them and the tools to be used to achieve the objectives to be achieved. From a practical point of view, we believe that this farm management plan will be an opportunity in order to achieve the goals to be achieved: promoting the interaction between local, regional, national organizations; establishing the levels to be achieved; reactions of consumers of farm products; strengthening the interaction strategy-action; the impact on farms by increasing the efficiency of exploitation.

By implementing a competitive management, a number of advantages are gained for livestock farms: it is stimulated competition in improving the products offered by competing farms; consolidation of farms, with effect on the sustainable development of the area of influence; preserving biodiversity and protecting the environment in the farm area; developing infrastructure to the farm.

In addition to farm management and information flows that aim at streamlining production across the channel, we believe that if the best farm management practices are applied, the business objectives can be achieved at optimal parameters. Some researchers [2, 13, 115] consider that the elements that characterize this management (PCMM) aim to achieve some of the main objectives: good relations with the local community; safe business environment; personalization of products obtained by farms; rediscovering some farm brands; high economic efficiency.

The best management practices are based on observing principles that aim to improve the management of any livestock farm and make it more effective by: the

originality of the product offer; the authenticity of the products; developing a sustainable activity; development of logistics and infrastructure; assessing the impact of the farm, on the environment and the community on the farm premises; development of several fields of activity: processing, distribution with own logistics, transport; collaboration and partnerships across the entire production line; planning, monitoring of farm activities.

### CONCLUSIONS

The implementation of the best farm management can not be accomplished without studies, having as ultimate goal, determination of the state, regarding technological, economic and financial availability, the distribution forms of the production, the analysis of the market competitors. In order to intensify the activity on farms, an important role returns to the market analysis for the discovery of potential local, national and international customers who are willing to acquire the obtained products.

By applying the best management practices, in line with the correct flow of information, the most important type of farm management can be implemented in livestock farms. Management of information flow on farm biosecurity, farm animal protection, traceability and quality management and the environment are the most important element of management.

Management plans of the livestock farms must be structured so as to encompass all the objectives to be achieved, the measures for their implementation and the tools to be used to achieve the objectives to be attained.

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