

TRADITIONAL FOODS: REGIONAL PROMOTION TOOLS

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Abstract: *Traditionalism is the element of element ensemble that distinguishes produce from similar produce from the same category. Certifying traditional produces means acknowledging the traditionalism of produce by certifying it in accordance with laws in force. Traditional foods are published in the National Registrar of Traditional Produce (NRTP). For produce to be mentioned in the NRTP, it needs to be manufactured from local raw materials, to have a traditional recipe specific to the processing place that reflects a traditional type of production and/or processing, to also include manual processing processes and to prove a traditional type of work. Licensing traditional produce is absolutely necessary to encourage the diversification of food production and to protect the trademarks from faulty or fake uses, while consumers get information regarding the specificity of the produce they purchase and/or consume. Traditional produce thus become promotion tools for certain regions, while largely preserving national awareness and identity, as well as the increasing interest in discovering local values.*

Key words: *marketing, strategies, market, traditioanal food.*

INTRODUCTION

During the centuries, our ancestors have selected from their environment the plants, flowers, fruits, seeds, stems, roots, leaves, etc. that they liked and that have become food components. [2,3]

Traditional nutrition as a component of the vital system of an ethnos shows the mutual relationships between their natural ecological environment and produce consumers. The abundance of natural ingredients/foods depends on how humans use them and that, in turn, ensures a people's vitality and health. [9,10,13]

Traditional foods are essential in the development of the food industry in the rural area. [6,8,14] Villages are associated with tradition, and foods belong to tradition and imply an archaic production method, local natural ingredients, and a traditional recipe that belongs to the local food.

Traditional produce come from traditional agriculture. [11,12] This means practices and techniques rooting in the pre-industrial era and that have been preserved due to the farmers' passion for the local specificity that confers produce identity, for healthy food and for nature. Traditional produce come from a production system that does not harm the environment, that does not pollute the soil or the water, and that does not endanger biodiversity in the production areas. [12]

MATERIALS AND METHODS

This study identifies the perception of both consumers and local producers on traditional produce with great potential of becoming famous nationally and regionally. Research results will be used to establish proper viable marketing produce, price, distribution and promotion strategies.

RESEARCH RESULTS

The abundance of produce provide consumers with a wide range of choices stating their sovereignty on the market. The offerer no longer faces a decisive market that he/she can force to adapt to the produce and conditions provided, but a market where consumers play the determining role. Thus, marketing is no longer a consequence of the production, but a starting point.

The offerer no longer addresses an unknown market, but a well-studied market whose evolution is scientifically anticipated; he/she addresses no longer the market in general, but concrete market segments and consumption needs. Instead on making efforts to market produce not adapted to the market and, hence, difficult to be accepted, the offerer struggles to know the market, thus increasing his/her sale chances.

Assessing the usefulness of produce is a strictly subjective and individual process, and it depends on several extremely complex factors that speak of the habits, tastes and preferences of the consumers.

Consumers appreciate traditional produce considering them fresh, tasty and authentic. This comes first among consumers' preferences in imported foods. Though the price of traditional foods is higher, consumers prefer them because they are healthy. [7,5]

Local producers are interested in certifying their produce. The certification process is seen as a positive one by those who got their certifications, but the process is not fully understood by all producers.



Figure 1. The logo of traditional products

Sursa: <http://www.radiocluj.ro/2015/12/25/peste-200-de-produse-traditionale-atestate-in-2015/logo-produs-traditional/> [15].



Figure 2. Traditional products

CONCLUSIONS

Traditional produce preserve the cultural heritage of a rural area and they help preserving one's cultural identity by preserving local traditions and customs: local festivals that promote local port, customs and produce. Traditionally produced foods are higher quality and they are much healthier than others. By purchasing traditional produce, we contribute to the preservation of traditions and customs, to the preservation of nature and of rural area.

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