

THE INTERNATIONAL HONEY TRADE OF ROMANIA

A.C. BĂLOI¹, I. CSÖSZ¹, SIMONA CRISTINA MARTIN¹, OANA IANOȘEVICI¹,
ANGELA BOGLUȚ²

¹ *University of Agricultural Sciences and Veterinary Medicine of Banat Timișoara,
Faculty of Agricultural Management, angelbaloi@yahoo.com*
² *Psychological individual Cabinet Angela Bogluț, Timisoara, Romania*

Abstract: *Increasing consumer preferences for honey products stimulates the expansion of the range and variety of food honey. Moreover, honey contains antioxidants, minerals, vitamins and proteins, that features an attractive ingredient argue that compared to artificial sweeteners. Europe and Asia-Pacific (including Japan) dominates the global market of honey. This market is faced at present with great difficulties related to the mass loss of bee colonies (CCD-Collony Collapse Disorder), caused by various factors, such as stress, and disease. Thus, as of 2007, the global market for honey has been a shortage of supply, which is determined by achieving very low production in major producing regions, caused by long arid summer in Eastern Europe, a prolonged drought in Australia and the USA, CCD was initiated amid unprecedented growth in consumer demand in China and India. Romania ranks in the top 10 leading exporters with a share of 2.7% in total world exports. Honey exports of Romania stood at about 30 million. Euros, representing a quantity of 11 thousand tons.*

Key words: *honey-based products; the world market of honey; application; export; increase in consumption.*

INTRODUCTION

Romanian beekeeper produced in 2011 about 21,000 tons of honey, and over 60% of this has been sent to export.

Germany, UK, Italy, France, Austria, USA, Canada, Japan and China were among the countries that bought Romanian honey, show the truth, citing official data of the Beekeepers Association of Romania.

Honey is highly acclaimed Romanian foreign markets, but is valued at a low price because honey external processors offer low prices that do not cover the costs of beekeeping, the preferred wholesale acquisition system\announced Beekeepers Association.

Although our honey is natural and quality, the Romans do not put much emphasis on product, and according to official figures the average consumption of honey is 0.2-0.4 kg per capita per year, and in Germany, for example, is 2-3 pounds per year.

Although other EU countries are far ahead of us in recent years in Romania has been an increase in the consumption of honey, especially for people looking for more natural products.

RESULTS OF THE RESEARCH

Bees appeared on our planet before prehistoric man. Ancient writings and artifacts made graphs confirm that the ancients used honey hives as food, medicine or tonic. In ancient India, the soldiers received before the fight, a ration of honey and honey Egyptians awarded the victors of war.

The annual production of honey in the world is estimated, on average, about 1.2 million tons. About a third of this production (420000 tons) are sold in the international market. The global market for honey has been estimated to reach 1.9 million tons by 2015.

According to FAO estimates, the world's largest honey producers in 2008 were China (367000 tons), Turkey (81000 tons), Argentina (81000 tons), Ukraine (74000 tons) and the USA (74 thousand tons). Romania ranks 19th among major producers, with a production of about 20 tons.

Increasing consumer preferences for products based on honey stimulates the expansion of varieties and varieties of honey-based foods. Moreover, the honey containing antioxidants, minerals, vitamins and proteins, features that support the attractive ingredient against artificial sweeteners. Europe and the Asia - Pacific (including Japan) dominates the global market for honey. This market is currently facing with great difficulties in mass loss colonies of bees (CDD - Colony Collapse Disorder) caused by various factors such as stress, over and diseases. Thus, since 2007, the global market for honey has a deficit of supply, which is determined by achieving very low yields in major producing regions, caused by a long-arid summer in Eastern Europe, a prolonged drought in Australia and triggering CDD in the U.S., amid unprecedented growth in consumer demand in China and India.

Table 1

World trade of honey in 2010

	Value (mil. euro)	Amount (mii tone)	The average unit price (Euro/tonă)	Mean annual growth 2005-2009 (%)	The average annual growth 2005-2009 (%)	Annual value growth 2008-2009 (%)
Export	890.592	419.228	2.124	17	0	2
Import	906.772	434.221	2.088	16	1	7

Source: ITC/UNCTAD/WTO Trademap

The main importing regions of honey are Europe (60% of global imports), America (20%), Asia (17%) and Middle East (5%). EU and U.S. imports covered by 50% of domestic demand. Until 2002, China has occupied a leading position in exports of honey (about 100 thousand tons), but anti-dumping measures imposed by the U.S. and the EU suspended imports due chloramphenicol residues contained in honey exported, caused decline in exports this country. In general, export honey is packaged in containers of 300 kg; the retail sector is then packaged in containers of various sizes, depending on the specific consumer market.

World exports of honey amounted to about 890 million Euro in 2010. The top 10 exporting countries were Argentina, China, Germany, Mexico, Brazil, Spain, New Zealand, Hungary, Canada and Romania, these accumulating a share of about 65% of total global exports of honey. **Romania ranks 10th among world exporters**, with a share of 2.7% in total world exports. The value of honey exports of Romania stood at around 30 million euro`s, representing an amount of 11 thousand tons.

World Imports totaled honey worth 907 million Euro in 2010. The main importing countries worldwide were: Germany, USA, UK, Japan, France, Italy, Belgium, Netherlands, Spain and Switzerland. The share of these countries in total world imports was 75% in 2010. Romanian imports share in total world imports is negligible (0.1%), their value amounting to only 1.1 million in 2010, representing an amount of about 500 tons.

Honey market in Romania

The main feature of the Romanian market is that most of the production is for small private producers, some of them being under the protective umbrella of processors or trade associations, or scrolling through supply contracts with them. Currently, in our country there are about 35 thousand beekeepers; number of bee families is approximately one

million. According to statistics, about 70% of Romania's annual production of honey is exported, but the export is declining.

Beekeepers were able after 2007 to introduce new technologies in the beekeeping and bee new European rules on treatment brought improvement in the quality of honey.

According to national statistics, **the production of honey** produced in 2011 are estimated at 21,500 tons, up from 2010, when it total 20 037 tons. Romania currently has a high potential for development of beekeeping sector, about 1.5 million bee colonies, depending on the potential honey. In respect of hives, Romania has recorded the end of 2011, 1.101 million bee colonies, still below 1989 levels, when families were registered 1.201 million bees. In 2009-2011, thanks to the support of the National Beekeeping Program restocking increased bee family environment/farm.

Increasing the number of bee colonies is due to accessing funds in the National Beekeeping Program for 2008-2010 through the acquisition of biological material necessary restocking of hives, something which has led to increased and / or replacement as practiced bee families and therefore to obtain larger apiaries, healthy and productive.

National Beekeeping Program was approved in May 2008 and contains the types of activities that can be funded and conditions of the amounts of association of beekeepers bee keepers, bee unions, cooperatives or producer groups. Financial aid is awarded for achieving quality bee products for the prevention and control of varroasis, but for restocking. The European Commission participates in the financing of these measures by 50% of the costs incurred by Romania for each share, excluding VAT.

Table 2

The number of hives in Romania, 2007 - 2011

Year	2007	2008	2009	2010	2011
	888.000	888.200	891.043	982.368	998.000

Source: FAOSTAT

National production of honey may increase in 2010 by 10.2% to 23,700 tonnes, while in 2009 amounted to about 21,500 tons, due to the increasing amount of EU funds accessed Romanian beekeepers. Acacia honey production will be in 2010, with about 80% lower than in 2009 due to climatic conditions, is expected honey production of only 3,000 tons to 7,000 tons in 2010, and as a whole is expected to decline up to 40%. If in 2009 there was a production of over 21,500 tonnes of honey this year, is estimated at only 13,000 to 15,000 tons.

Table 3

Honey production in Romania, 2007 - 2011

Year	2007	2008	2009	2010	2011
tone	19.200	18.195	16.767	19.833	19.937

Source: FAOSTAT

Lately organic beekeepers has increased the number 1,000 with a production of about 3,000 tons, which goes almost entirely for export. If in 2005 there were 132 registered producers of honey certified organic farming in 2008 reached 584 producers, 15 processors, 22 traders, importer and exporters in August. In 2011 there were 1018 registered beekeepers ecological estimated production was 3,200 tons compared to 2,357 tons in 2008.

Organic honey production increased in 2011 to 3,200 tonnes compared to 2,357 tonnes in 2010. Number of producers practice organic beekeeping rose to 1,018 in 2011, compared with 584 producers in 2010, the number of bee families certified organic rose to

84,705 in 2011 compared with 66 079 families in 2010, following that number to grow to 92,000 families .

Regarding the consumption of honey, Romania is among the countries with the lowest consumption in Europe, although there has been an increase in recent years.

In the last 20 years, consumption of honey has increased almost 10 times from 50-60 grams per capita, currently at 400-600 grams. However, Romanians still consumes very little honey from Western countries, which records and 4-5 pounds annually.

Currently, individual honey consumption in Romania is 300-400 grams compared to 5 kg in Denmark, Germany 1.5-2 kg, 1.5 kg in the Netherlands and Belgium and 600 g in Hungary.

If the next 10 years would increase the consumption of honey three times the domestic market could consume all domestic production of honey.

The purchase price of honey on the domestic market increased by 10%, but due to lower production, higher prices of fuel and medicines to the hive, the shelf will be increased by 30%.

Accordingly, the purchase price of beekeepers has increased by 10-15%. Honey Romanian market prices are dictated by domestic consumption but for export demand.

Given that acacia honey production this year has not been compromised only in Romania but in all the neigh-boring countries (Bulgaria, Hungary, Slovakia, Poland and others) also producing large acacia honey, this means that no will be able to meet the requirements for export to the countries of Western Europe. The largest consuming countries Honey: Germany, Austria, Italy, France, England, Holland is supplied at a rate of 50-70% with acacia honey from Western Europe. This year the demand will far exceed supply, leading to an increase in prices of acacia honey in bulk.

Table 4

Prices for honey producer in Romania, 2007 - 2010

Year	2007	2008	2009	2010
USD/tonne	4.252,4	4.150,2	4.924,8	5.256,3

Source: FAOSTAT

With an annual consumption of about 300-400 grams per capita per year is understandable why a large part of Romanian honey production goes to export, where prices are higher obtained not only reported on the domestic market but also Why get beekeepers to other countries abroad. That is about 60% of production comes from exports, with prices ranging from 2.4 to 3.5 euro`s per kilo depending on the type of honey or acacia poly-floral, the main destinations being Germany, UK, Italy, France and the U.S., Canada, Japan or China Unfortunately, local honey exported more bulk is often used in blends (mixtures) of processors out. This phenomenon happens in Romania, but it is honey made in China at a price representing only a quarter of that required by Romanian beekeepers, or Argentina.

International Trade honey Romania

In 2007-2011, the Romanian **honey trade** has experienced a strong upward trend, supported exclusively determined by the evolution of exports of honey. Thus, in the last five years, global demand for honey has recorded an average annual growth of 16%, honey Romanian exports increased on average by 30%.

Table 5

Honey trade of Romania, 2007 - 2011

		2007	2008	2009	2010	2011
Exports	thousands Euro	10.105	16.329	12.139	17.955	29.977
	tons	6.632	9.606	6.255	7.125	10.653
Imports	thousands Euro	34	126	580	1.561	1.200
	tons	21	63	315	777	516

Source: CRPCIS – processing statistics taken from the NCA and INS

In this context, the Romanian honey exports tripled in 2011 compared to the reference year (10 million Euro in 2007 to around 30 million in 2011), although the mid-term review marked a decline of 27%. Despite this moment of minimum value of honey exports have gradually recovered, increasing by over 40% and with over 75% in the last two years of the period analyzed, which placed Romania in the 10 providers international market.

The largest markets for Romanian honey are found in Europe, Germany absorbing around 60% of Romania's exports of honey.

Also, organic honey exports increased from 1100 tons in 2010 to 2800 tons in 2011, mainly to EU markets, but also in Japan.

According to statistics provided by the National Customs Authority (NCA) and the National Institute of Statistics (INS) in the first seven months of 2010, exports of honey in Romania amounted to about 5000 tons, marking a 11% increase compared The volume exported in the same period last year (about 4500 tons). Note, however, that the volume of imports during the same period was more than 10 times smaller than the volume of exports (460 tons).

- Receipts from exports of natural honey total in the first 7 months of 2012, 14 million euro`s from 13 million. Depending on the average annual growth rate of demand in export markets of Romania (calculated using the most recent data available for the period of analysis) and the value of exports, export markets Romanian honey can be classified into three categories:
- Markets with trend demand growth in Romania: Germany, UK, Italy, Austria, USA, Canada;
- Markets with demand stagnate in Romania: Luxembourg, France, Poland, Japan, Switzerland, Greece;
- Markets with declining demand trend in Romania: Belgium, Netherlands, Hungary, Rep. Czech, Spain, Denmark. euro in the same period last year.

Romanian honey **imports** are insignificant compared to the large consuming countries honey imports from the international market. However, in 2007-2011, honey imports have grown exponentially both in value and quantity. Thus, if the onset period, the volume of imports of honey from Romanian market stood at only 21 tons (35 thousand euros) at the end of 2011 it marked a significant growth reaching over 500 tons (about 1.2 million Euro).

The value of imports of honey in the first 7 months of 2012 exceeded 960000 euros, while last year totaled EUR 567000276 tons of honey to the foreign market.

Table 6

The main suppliers of honey of Romania, 2007 - 2011

- thousands Euro -

Suppliers	2007	2008	2009	2010	2011
Total import, from which:	35,33	126,57	565,39	1.363,39	1.107,82
Cehia	-	-	6,57	664,02	552,12
China	-	-	-	318,08	223,00
Germania	-	-	-	186,90	162,05
Ungaria	-	-	4,38	79,52	78,16
Spania	-	-	55,44	32,62	27,25
Austria	7,23	4,78	11,67	19,03	22,23
Italia	-	3,98	7,30	8,16	16,49
Belgia	-	-	-	9,52	10,76
Franta	-	-	-	0,68	8,60
Olanda	-	-	-	-	3,59
Marea Britanie	-	-	-	-	3,59
Rep. Moldova	18,47	22,29	16,78	43,50	-

Source: ITC/UNCTAD/WTO Trademap

The export potential of Romania in honey

The global market for honey has undergone a period of relative stagnation in consumer demand, even with a slight downward trend. In this context, the growth in demand value (16%) far exceeded the growth rate of demand quantity (1%), so we can say that the market has moved upward more honey through the increase in trade prices commercial.

Honey Global Imports stood at Euro 900 million in 2011, marking a modest increase of only 3% over the previous year. At the same time, the volume of world imports of honey was around 450 000 tons, only one-third of global production of honey.

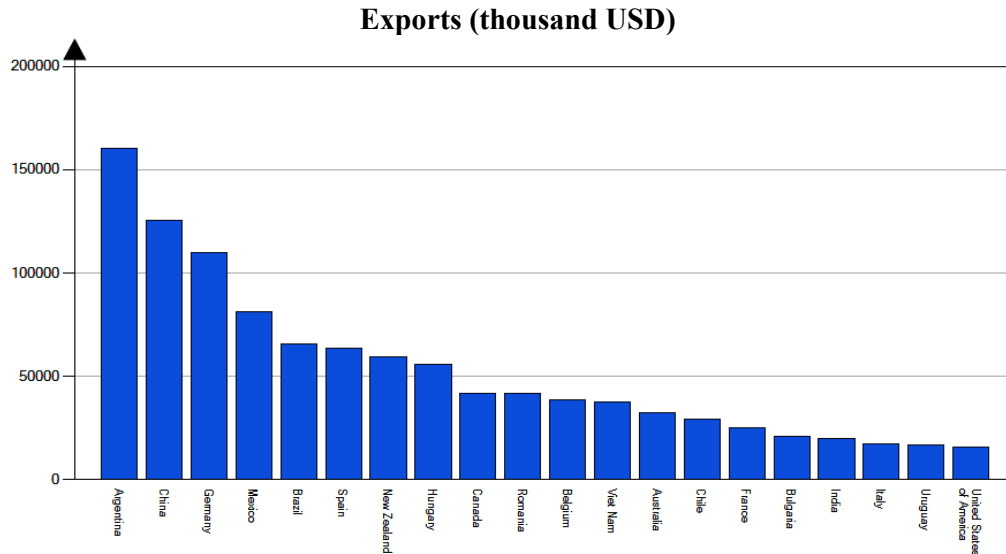
The main importing countries worldwide in 2011 were: Germany, USA, UK, Japan, France, Italy, Belgium, Netherlands, Spain and Switzerland. The share of these countries in total world imports was 75% in 2011. The largest suppliers of honey are Argentina, China, Germany, Mexico and Brazil, Romania being in the top 10 largest exporters in the international market.

- Depending on the average annual growth rate of world demand, based on the latest available data, **potential markets to absorb Romanian exports of honey** can be classified into three categories:
- Markets with annual average growth of over 100%: Macedonia, Vietnam, New Zealand, Armenia;
- Markets with average annual increases of 50 - 100%: Russian Federation, India, Peru, Kazakhstan, Croatia, Tunisia, China, Indonesia

Markets with annual average growth of 25-50%: Australia, Algeria, Philippines, Belarus, Malta, Qatar, Mongolia, Morocco, Oman, Yemen, Malaysia, Macao SAR, Poland.

There is also a potential to enhance exports of honey Romanian partner markets in the European Union (Italy, Belgium, Netherlands, Austria, Sweden, Poland, Bulgaria).

Regarding the potential access of Romanian exports in third markets, it should be noted that the majority of extra-EU countries with potential for absorption apply import duties on honey originating in the European Union.

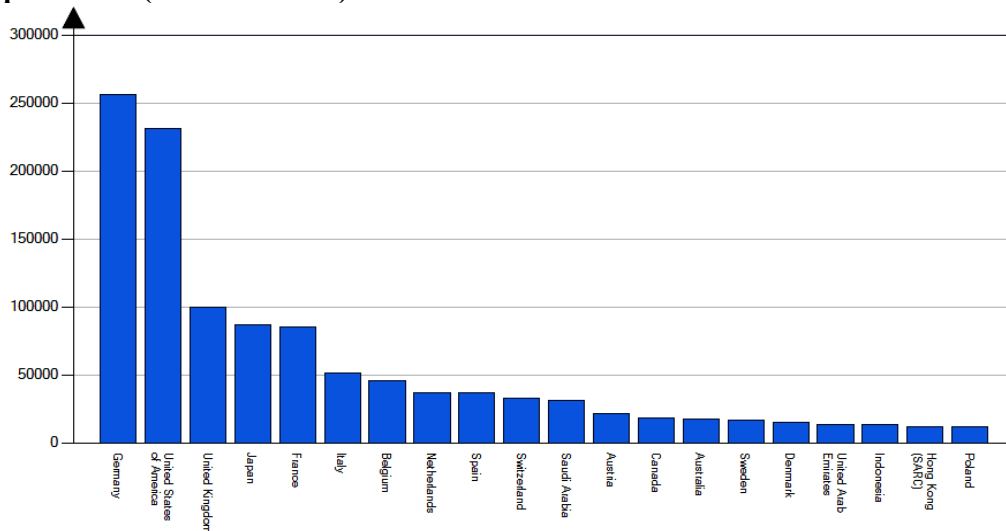


Exporting countries

Source: Trademap ITC/UNCTAD/WTO

Fig.1 The main mondial exporters of honey

Import value (thousand USD)



Importing countries

Source: Trademap ITC/UNCTAD/WTO

Fig.2 The main importer of honey

CONCLUSION

Increasing consumer preferences for products based on honey stimulates the expansion of varieties and varieties of honey-based foods. Moreover, the honey containing antioxidants, minerals, vitamins and proteins, features that support the attractive ingredient against artificial sweeteners.

The main importing regions of honey are Europe (60% of global imports), America (20%), Asia (17%) and Middle East (5%). EU and U.S. imports is covered by 50% of domestic demand.

The main feature of the Romanian market is that most of the production is for small private producers, some of them being under the protective umbrella of processors or trade associations, or scrolling through supply contracts with them. Currently, in our country there are about 35 thousand beekeepers; number of bee families is approximately one million. According to statistics, about 70% of Romania's annual production of honey is exported, but the export is declining.

Romanian honey imports are insignificant compared to the large consuming countries honey imports from the international market. However, in 2007-2011, honey imports have grown exponentially both in value and quantity.

Beekeeping requires unification and alignment quality production standards and the national standards. Given the natural conditions differentiated from European countries, the major manufacturers will significantly influence the production of honey in the EU.

REFERENCES

1. **FISHPOOL, K., GULLIFORD R.**, *Making a Business Plan for a Commercial Apiary*, Apiacta 2, 2002
2. **STANCIU, S., FEHER, ANDREA, TABĂRĂ, AMÂNAR C.**, Positive and negative aspects in the land juridical reform in Romania, Scientific Journal of University of Szeged, Faculty of Agriculture, ISSN:1788-5345. Vol.5.2010/1, pg.95-99, 2010
3. *** - *EU Market Access Database*
4. *** - *EUROSTAT/COMEXT*
5. *** - ITC/UNCTAD/WTO Trademap
6. *** - *Manualul apicultorului*, ediția a VII-a, revăzută și adăugită, Ed. Apimondia, București, 2000
7. *** - *Trademap ITC/UNCTAD/WTO*