

ORGANIC FARMING SYSTEM IN ROMANIA: TREND MARKET PROBLEMS

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Abstract: *The application of ecological marketing within organizations pursuing a sustainable strategy requires the consistent pursuit of specific principles, including those concerning the circular economy (a raw material is transformed into a consumer good that after being used by the customer it becomes a recyclable waste); ensuring the ecological balance of the marketing strategy; the prevention of nature pollution and the contribution of the organization to the regeneration of nature, respectively the foundation of the business strategies so that they allow protecting ecosystems. By consuming organic products, consumers can reap some obvious benefits, such as: favorable price / value ratio; health and safety; performance; status and symbolism; comfort and utility. Makers must constantly strive to promote and educate them (for example, price reductions) and to highlight the intrinsic benefits obtained through their consumption. The market for organic products has accelerated its growth rate over the last two years. Domestic suppliers, although approaching 15,000 in number, cover only a small part of the demand, and the imbalance between supply and demand is increasingly felt in modern retail. And the more than 2,000 suppliers, who are waiting for certification this year to receive subsidies starting next year, have a production capacity well below the demand created by the growing demand.*

Key words: *sustainable agriculture, sustainability, organic farming, organic operators*

INTRODUCTION

Radical changes (increasingly accelerated) present both on the demographic, technological and industry level have led to the damage of the environment by humans but especially the emergence of irreversible effects for the environment, soil, humans and animals. These aspects were present on a global scale, the events being classified in the category of threats on the planet: climate change, ozone layer education, pollution of the natural environment, increasing consumption of raw materials etc [3,1,2]. The implementation by the farmers of the principles of sustainable development must be implemented in all activities carried out on the farm, from the preparation of the land to the harvesting and storage of agricultural products. The biggest concern of the farmers is the reduction of pollution in the field of agriculture and their conversion to an ecological agriculture, friendly with the environment, human and animal - an ecological agriculture [5,2].

For the purpose of implementing marketing in organic agriculture, organizations can also have farmers focus on implementing new green, ecological technologies that have the role of reducing resource consumption but especially of protecting the environment by reducing pollution. The purpose of these technologies is that, when the pollution in agriculture and the reduction of a consumer of resources must be reduced, it is also the same object of the production of organic, organic products for all objectives. Marketing of organic products in a knowledge society that is constantly changing, is faced with many problems caused by the non-implementation of new technologies but also by the poor vision of the farmers and the necessary authority regarding the most important viable

strategies for production and ecological agricultural outlet To be able to internal or external markets [3,4].

MATERIALS AND METHODS

The role of the present article is to present the situation of organic farming on the territory of Romania as well as the problems that organic farming is facing at national level. The descriptive method, the analytical method and the quantitative methods were used as methods to expose the results obtained from the research carried out.

RESEARCH RESULTS

Organic farming in Romania is a sector that has a great dynamism, which is why, this sector has shown an upward trend lately, both in the production of organic raw materials and organic livestock production. In recent years, Romania has presented a constant and rapid growth rate of agricultural areas converted to the ecological system and the number of farmers who have adhered to the ecological standards. In 2015 it placed 11th in the European hierarchy, with 245,942 ha. The year 2016 brought with it a decrease of the ecological surfaces (including the one under conversion), the decrease being of approx. 19,633 (226,309 hectares) [4,6].

Following a study conducted in 2015, the areas of organic farming in Romania increased by approx. 2.1%, which is double compared to 2006, where the area cultivated in the ecological system was 1%. The year 2006 showed an increase of the cultivated areas in the ecological system, reaching up to about 301,148 ha until 2013. At the same time, there has been an increase of operators certified as ecological operators with approx. 4.6%. After 2013, a decrease of the areas cultivated in the ecological system was identified, as well as of the main operators certified as a result of the lack of fertilization and plant protection products, the bureaucracy, the costs of conversion from conventional to organic, the price of organic products, the lack of markets sales for organic products but especially the heavy and elaboos process of operator re-accreditation (figure 1) [5,7].

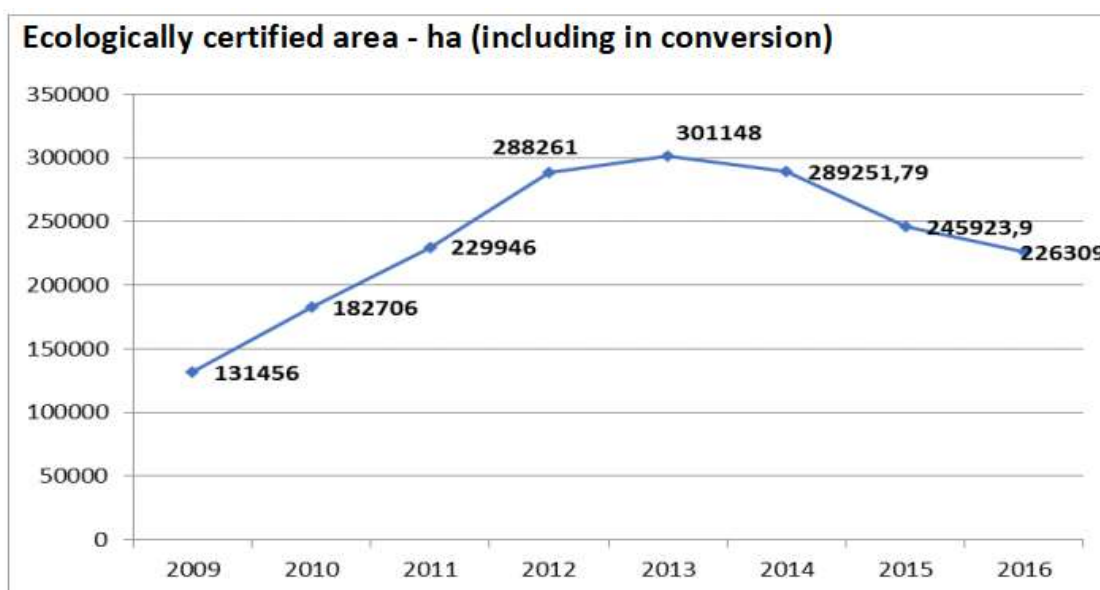


Figure 1. The ecologically certified surface in Romania, in dynamics, 2009-2016

Source: Eurostat and MADR [16]

During the 6-year period (2006-2012) there was a very large growth in the conventional agriculture segment. In addition to the benefits for the conversion from

agriculture to conventional system, there has been an increase of 436% of the areas in conversion to organic farming. This increase was due to the support given to the farmers in order to stimulate the growth of the surface. The highest growth potential was registered in 2012, with an increase of approximately 64.2%. This process represented the converted area from conventional agriculture to organic farming. Following the studies on the typology of past crops from conventional agriculture to organic farming, the following cultures were determined (table 1) [3,5,8].

Table 1.
Typology of ecologically certified crops in Romania, in dynamics, 2010-2016

Indicator - ha (hectares)	2010	2011	2012	2013	2014	2015	2016
Total area in organic farming	182706	229946	288261	301148	289251,8	245923,9	226309
Cereals	72297,8	79167	105149	109105	102531,47	81439,5	75198,31
Dried legumes and protein crops for the production of grain	5560,22	3147,36	2764,04	2397,34	2314,43	1834,352	2203,781
Tuberculiferous and root plants - total	504,36	1074,98	1124,92	740,75	626,99	667,554	707,026
Industrial crops	47815,1	47879,7	44788,7	51770,8	54145,17	52583,11	53396,86
Green harvested plants	10325,4	4788,49	11082,9	13184,1	13493,53	13636,48	14280,55
Other crops on arable land	579,61	851,44	27,77	263,95	29,87	356,22	258,47
Vegetables	734,32	914,08	896,32	1067,67	1928,36	1210,08	1175,334
Permanent crops orchards and vines	3093,04	4166,62	7781,33	9400,31	9438,53	11117,26	12019,81
Permanent crops pastures and meadows	31579,1	78197,5	105836	103702	95684,78	75853,57	57611,65
Uncultivated land	10216,8	9758,55	8810,73	9516,33	9058,66	7225,852	9457,2

Source: MADR [5]

The most important ecologically certified culture that has an upward trend from conventional culture to organic culture is wheat culture (about 30% of the areas cultivated in Romania). The upward trend of the wheat crop has shown a constant growth until 2014. In the last 5 years there has been a very high growth of the poppy crop which has shown an increase of about 200%, its share being about 17% of the total surface area. cereals grown in the ecological system [9,7,11].

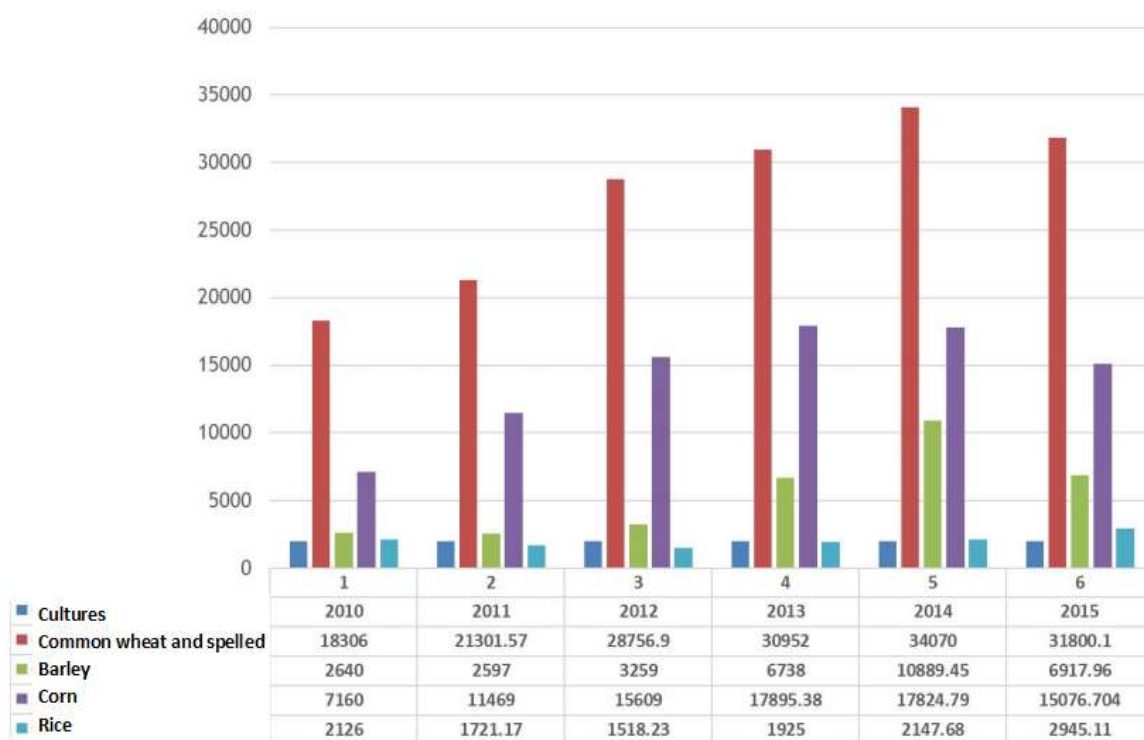


Figure 2. Trend of the surfaces of the main cereals grown in the ecological system

Source: Eurostat and MADR [16]

The most important crops in the industrial system converted into ecological system in Romania were: sunflower (45%), soybean (27%) and rapeseed with 21%.

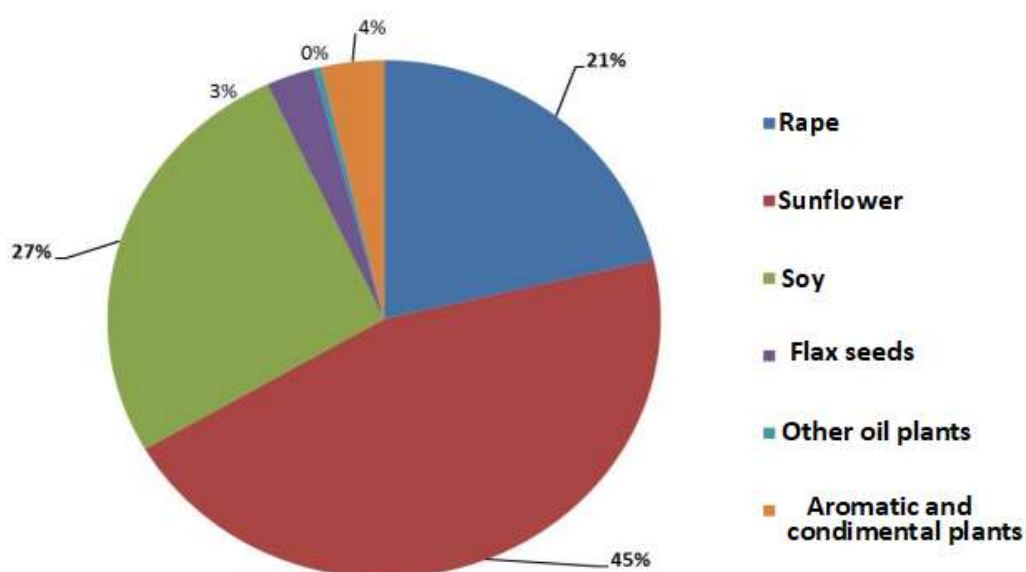


Figure 3. Distribution of the main crops in ecological system, at national level

Source: Eurostat and MADR [16]

In order to obtain 100% organic crops, certain processes are still needed from the production of the seed material. Thus, it is necessary that the seed material comes from agricultural products obtained in an organic crop. If the seed material is treated with

substances used in conventional agriculture, the respective crop cannot be considered 100% organic. In our country since 2004 we use seed and seeding material, materials obtained by certain production methods in ecological system. The Ministry of Agriculture and Rural Development has compiled a list in which companies that produce and market seed material and planting material in ecological system are identified (table 2) [10,12].

Table 2.

Producers and traders of organic seed and seedlings

Operator type	Name of operator -company	Headquarters	Seed typology
Manufacturer / Importer	SC BEJO ROMÂNIA S.R.L.	Magurele, IF (sediul in Olanda)	Cucumbers, cauliflower, broccoli, goulash, chicory, chicory, onion, leek, celery, parsley, carrot, fennel, radish, sugar beet
Manufacturer	SC DEMETRA S.A.	Dorohoi, BT	Cereals (wheat)
Trader	SC XTREME ANG MARKETING S.R.L.	Bucuresti	Organic herbs, vegetables, cereals
Trader/ Importer	Maisadour Semences	Calarasi (sediul in Franta)	Seed production in southwestern France Zaragoza in Spain; in Ukraine Mogilev region, since 2010
Manufacturer	SC MIVALGRO SRL	Musenita, SV	Sunflower, soy
Manufacturer	SC AGROSEL RO	Campia Turzii, CJ	Over 100 varieties and hybrids

Source: Eurostat and MADR [17]

Another important aspect of Romania's organic farming system is the increase in the number of certified operators for organic farming. For a period of six years (2006-2012) there was a very large increase of operators (15,544 certified organic operators). After 2015, there was a decrease of these operators by up to 22%. Since 2013, there has been a downward trend (a decrease) in the number of ecologically certified operators by about 9% per year. Between 2012 and 2016 there was a decrease of approx. 30%, thus reaching about 10,562 operators in 2016 (figure 4). [13].

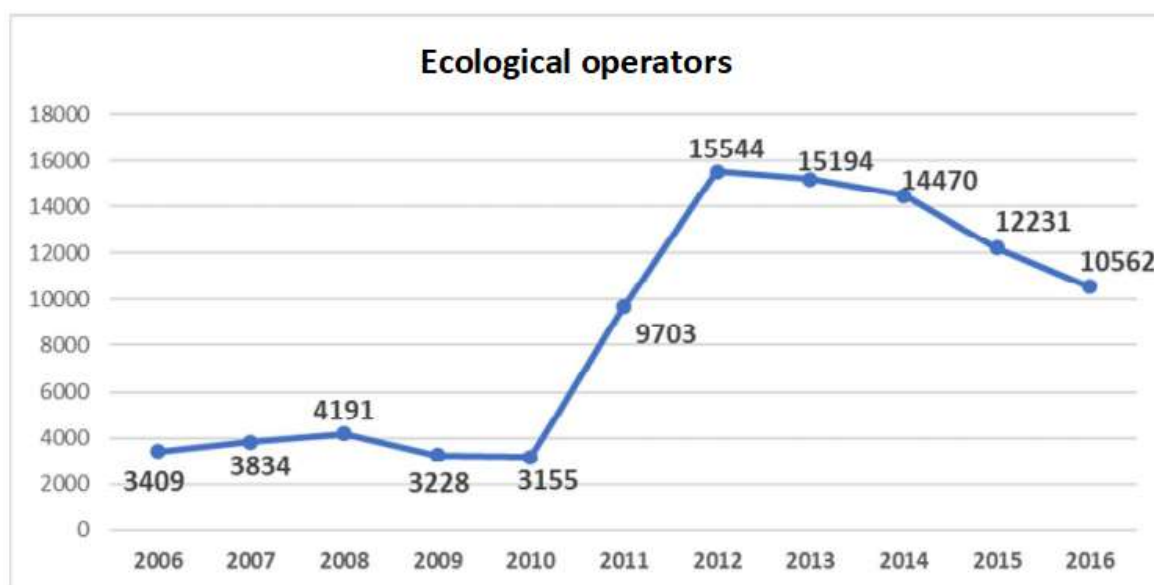


Figure 4. The number of ecological operators in Romania, in dynamics, 2006-2016.

Source: Eurostat and MADR [17]

Another important aspect related to the conversion of conventional agriculture into ecological system is the number of ecological operators in the field of organic agriculture. Following the creation of a top by MADR, a top of the counties was created. The highest rate of growth of operators in the field of organic agriculture is presented by Alba County, followed by Suceava, Cluj and Satu Mare (Figure 5) [14,15].

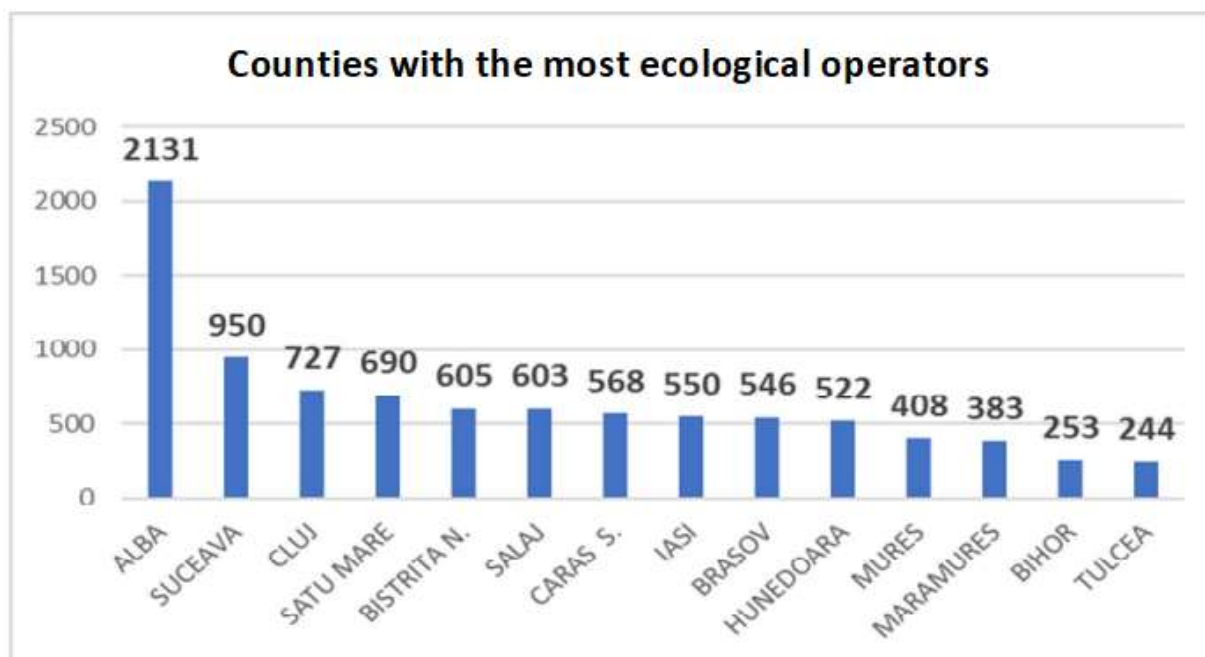


Figure 5. Distribution of the number of ecological operators by counties, in 2016

Source: Eurostat and MADR [18]

CONCLUSIONS

Organic farming is a net far superior to the conventional agriculture system. The production and marketing of the products obtained in the ecological systems are governed by specific rules, rules that start from the quality of the agricultural land to the processes of cultivation of the products, the processes of processing until storage and commercialization. The role of these systems is to ensure a food far superior to the conventional agriculture system, organic products that ensure a good metabolism to humans and animals, as well as ensuring the conservation and development of the environment and wildlife.

The organic farming system in Romania is still under development. Developing a sustainable agriculture niche has not yet shown concern for farmers. Romania's agricultural potential for organic production is about "5% of its territory. This is due to the fact that large areas of agricultural land have not been chemically fertilized for many years. The conversion of farmers from a conventional agriculture to an organic farming system can represent a cost-effective equivalent for farmers.

From the situations presented above we can say that the surfaces cultivated in the ecological system show certain fluctuations at national level, namely both an increase of them and a decrease. These aspects related to the cultivated areas as well as the trends of the operators in the field of organic agriculture are taken into account by certain aspects related to the bureaucracy of the conversion from conventional to organic, the lack of regulations and orders regarding the production of organic agricultural products, but especially the lack of fertilization products. and plant protection products that need to be environmentally certified.

All these aspects together with the incorrect interpretation and application of both national and European regulations and orders have led to the collapse of environmentally certified operators. The fact that until now they were not provided with a market specific to their organic production, the operators in the ecological system have returned to conventional agriculture, agriculture that provides them with an income for their livelihood.

ACKNOWLEDGEMENTS

1. PhD. Dr.Med.Vet. Viorica CHIURCIU - General Manager Romvac Company S.A,
2. Ec. Lidia MIHAI - Economic Manager Romvac Company S.A,
3. Dr.Biol. Floarea BURNICHI - Scientific Secretary S.C.D.L Buzău,
4. Dr.Ing. Cătălin Ionuț ENEA - Scientific Secretary S.C.D.A Suceava,
5. Prof.Univ.Dr.Abilit. Leonard ILIE - Faculty of Agriculture, USAMV Bucharest.

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