

VEGETABLE CONSUPTION PATTERNS IN ROMANIA

CORNELIA ALBOIU

Institute of Agricultural Economics, INCE, Romanian Academy

e-mail: coraalboiu@yahoo.com

Abstract: *The agryfood system has undergone profound changes, both in the patterns of production and consumption. Economic theories on the one hand, and sociological and anthropological theories on the other hand give different interpretations of these changes, and they often reinforce each other. This paper is an attempt to study the pattern of consumption of vegetable and vegetable supply in Romania compared to some European Union countries with similar consumption patterns. Several quantitative indicators were used regarding the consumption trends in Romania. The results show that although the consumption of vegetables is quite close to the standards set by the World Health Organization and close to that of countries with a high energy intake derived from vegetable consumption, however, the demand is not enough to cover the domestic consumption.*

Key words: *consumption, vegetable farms, supply*

JEL Classification: Q110

INTRODUCTION

The agry food consumption has become very important in recent years. This paper is an attempt to study the pattern of consumption of vegetable and vegetable supply in Romania compared to some European Union member states with similar consumption patterns, taking into account new consumer perspectives and globalization.

PREVIOUS STUDIES AND RESEARCH METHODOLOGY

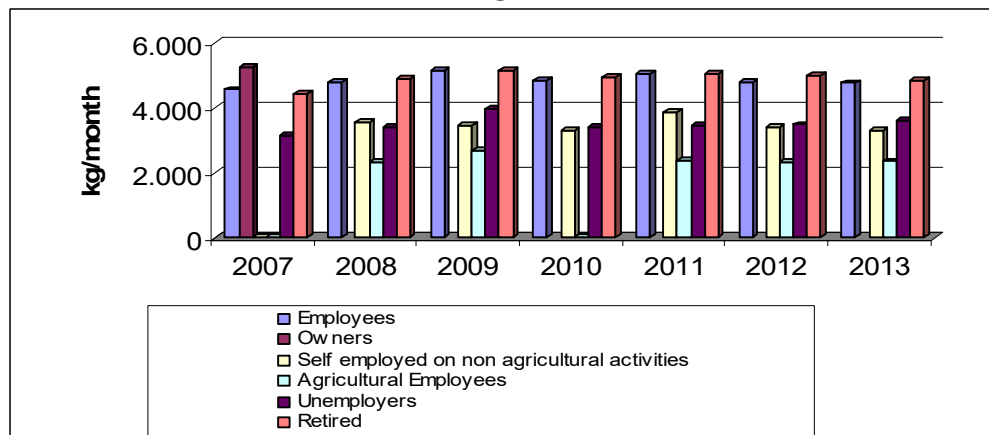
Food consumption patterns and agri food systems were studied for the first time in the French school by Malassis [1]; [2]; [3], from a perspective that takes into account economic studies, sociological and nutritional results; these studies were updated on the basis of recent researches that take into account new developments such as CAP and other conventional studies [4]; [5]; [6], which provides new opportunities for understanding complex phenomena related to the production and food consumption.

The research is made based on calculation of quantitative vegetable consumption indicators based on data provided by Food and Agriculture Organization (FAO) and National Institute of Statistics (NIS).

RESULTS AND DISCUSSION

The evolution of quantities of agricultural products purchased by a household on product categories and main social categories in Romania is shown in Figure 1. It is noted that employees, employers and retirees buy the largest quantities of food. Instead, unemployed, self-employed in non-agricultural activities and farmers buy smaller quantities of food products (5 kg per month for the unemployed and 6 kg per month for agriculture).

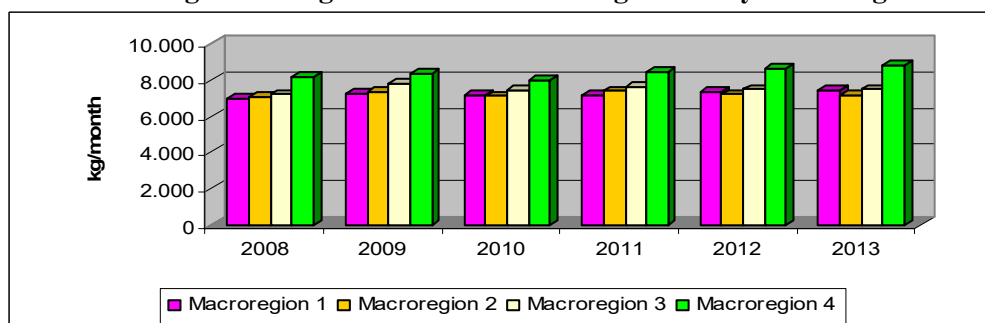
Figure 1: Agricultural products purchased by a household on product categories and main social categories in Romania



Source: NIS, tempo online

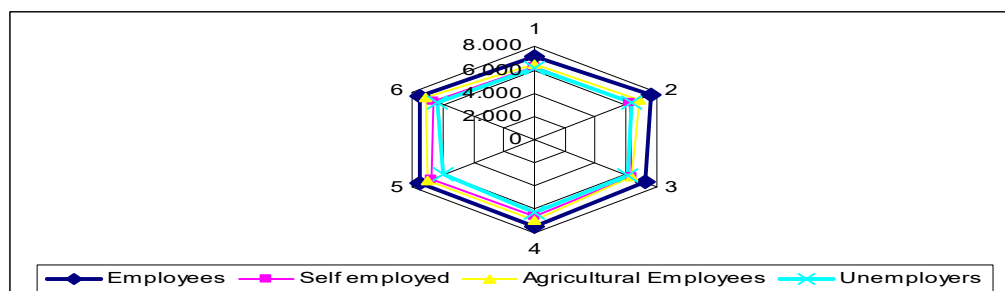
In terms of consumption of vegetables and canned vegetables at macro regions level, the average monthly consumption of vegetables and canned vegetables records the highest increase in macro region-4 (South-West Oltenia and West) over 8kg / and self-employed. A lower consumption has been recorded in macro region 1 (NW region and center) and 2 (Region NE and SE).

Figure 2: Vegetables and canned vegetables by macroregions



Source: NIS, tempo online 2013

Figure 3 The average monthly consumption of vegetables and canned vegetables by type of categories, 2013 (kg/month)

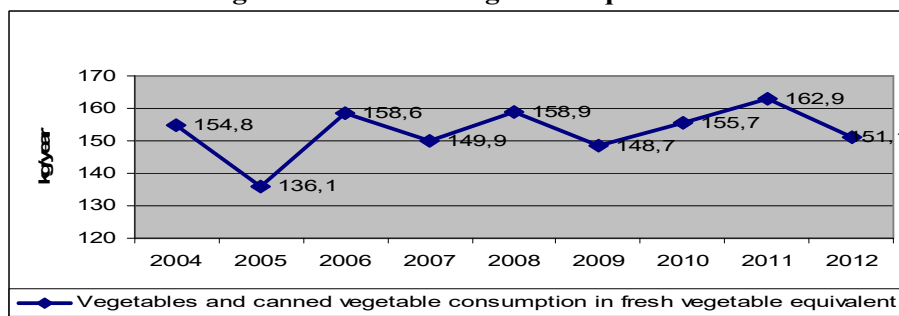


Source: NIS, tempo online 2013

According to INS, the consumption of vegetables and canned vegetables in fresh vegetables equivalent, was per total household on monthly average of 6.4 kg / person and by residence of 6.4 kg / person in urban and 6, 5 kg / person in rural areas.

By region, the highest average consumption per person of vegetables and canned vegetables in fresh vegetable equivalent was recorded in the South-West Oltenia (7.9 kg / person). In terms of average annual per capita consumption of vegetables and vegetable products in fresh vegetable equivalent, this is shown in Figure 7. It has been fluctuated during the period 2004-2012, with an increasing trend, income level influencing practically its evolution.

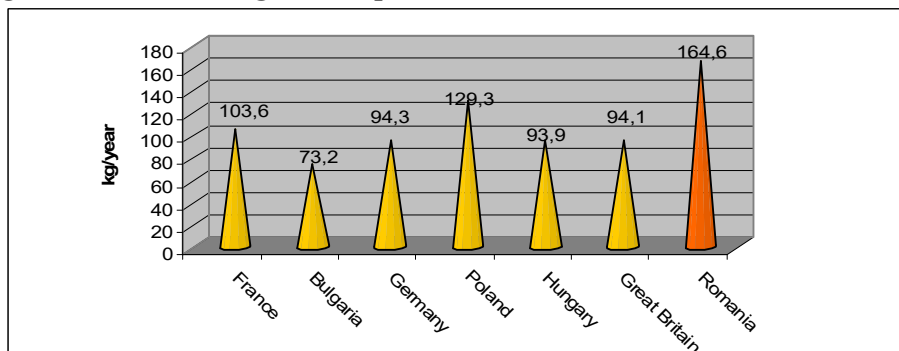
Figure 4 The annual average consumption/inhabitant of vegetables and canned vegetables in fresh vegetable equivalent



Source: NIS, tempo online 2013

Compared to some European Union member states with similar food consumption pattern, surprisingly Romania recorded the highest consumption of vegetables per year, approaching a lot to the nutritionists recommendations.

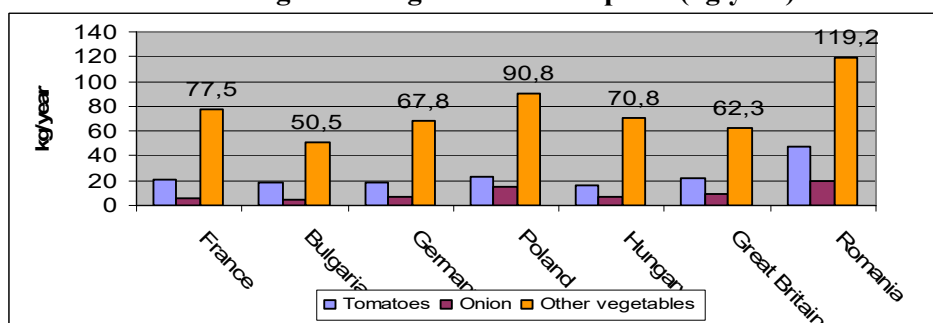
Figure 5 The annual average consumption/inhabitant of vegetables and canned vegetables in fresh vegetable equivalent in România and some EU countries



Source: FAO, 2014

In terms of consumption of various types of vegetables, Romania has the highest consumption of tomatoes, onions and other vegetables (Figure 6). It follows Poland, France and Hungary which also record higher consumption of vegetables. Britain and Bulgaria are at the opposite pole with the lowest consumption of vegetables (other vegetables: 50.5 kg in Bulgaria and 62.3 kg in UK).

Figure 6 Vegetable consumption (kg/year)



Source: FAO, 2014

The degree of selfsupply is insufficient and imports are quite high even though as it was already said an increase in both protected areas and productions by about 50% took place in the last 5 years.

Table 1

The self sufficiency level with fresh vegetables in Romania (thousand tons)

	Production (Th. tons)	Import (tons)	Export (tons)	Stock variation (tons)	Supply disponibility (Th tons)	Human consupt (Th tons)	Self sufficiency supply %
2007	3153	486	19	-393	4013	3533	78.6
2008	3257.6	419.7	23.6	-72.4	3653.6	3263.4	89.2
2009	3249	396.9	188.3	105.3	3601.3	3030.2	90.2
2010	3925	521	77	-	4369	3738	89.8
2011	4253	496	68	127	4554	3865	93.4
2012	3599	497	63	-99	4132	3558	82

Source: NIS, Food balances

CONCLUSIONS

The results reveal that vegetable consumption in Romania is quite close to recommendation made by nutritionists. However, the self supply is not sufficient and this is why the increase of vegetable green houses is needed. Sector policy should meet the requirements of the market by reducing price fluctuations and the imbalance between supply and demand.

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