

THE IMPACT OF LOGISTICS COSTS ON CERTIFIED FOOD PRODUCTS – COW'S MILK

A. Marin*

Research Institute for Agricultural Economy and Rural Development, Bucharest, Romania

**e-mail: marin.ancuta@iceadr.ro*

Abstract:

The paper aims to assess the economic impact of cow's milk certification, taking into account the additional costs generated by certification and transportation. Through economic-statistical methods, indicators such as the unit cost per liter, the break-even point and the economic yield per head of animal were calculated. The study included alternative scenarios - rented car and own car - to highlight the differences in profitability. The results show that, in the rented car variant, maintaining profitability requires a minimum price of 3.05 lei/liter or a production of over 8,400 liters/head/year, and in the own car variant, the threshold drops to 2.72 lei/liter or 7,470 liters/head/year. The paper supports decisions regarding the certification and development of mountain farms.

Key words: *mountain product, profitability, production costs, cow's milk, certification*