

ABSTRACT

The doctoral thesis entitled "**Study regarding the marketing of the main ecological products from European Union agriculture in view of the implementation in Romania condition**" consists of two parts: one part of theoretical foundation and one for research. The thesis has the following structure: summary (in Romanian and English), introduction, 6 chapters and the bibliography.

The first part, in the composition of which enter the first two chapters of the thesis, is a summary of the existed specialty information in bibliographic sources in the country and abroad, regarding the evolution of ecological agriculture and the marketing of ecological products (concept, requirements, features, appearance, development, trends, forecasts, objectives, role, functions, purpose and research methodology).

Compared with these issues, I focused on analyzing the following aspects:

- concept, history and the bases of ecological agriculture appearance;
- stages of ecological agriculture development, requirements, research, forecasts on the development and promotion of agro alimentary ecological products;
- distribution, promotion and consumption of agro alimentary ecological products.

To approach these problems, I used a bibliographic synthesis consists of 198 specialty titles of the country and abroad.

The ecological agriculture could not develop without their base knowledge that represents the fundamental knowledge of ecology, agro ecology and environmental protection. The object of Ecology is formed by the study of ecosystem, understood as a fundamental unit structure of nature, which integrates a community living (biogenesis) with the physical environment on which it lives (habitat) and in which there is a permanent flow of energy.

The ecological agriculture sources are represented by the three current rose in Europe.

The first is the one that appeared in Germany in the year 1924 under the impulse of Rudolf Steiner, with the name of biodynamic agriculture.

The second current, appeared in Britain in 1940, based on theories developed by Sir Albert Howard and Lady Eve Balfour under the name of ecological agriculture.

And last but not least the third current, under the name of organic-biological agriculture was developed in Switzerland by the Hans Peter Rusch and H. Muller.

These three current overall regarded as sources of ecological agriculture have significantly contributed to the appearance of this system of production.

A larger scale in the development of ecological agriculture had taken place after World War II.

The reasons for the appearance of ecological agriculture are multiple.

In Europe, the appearance of ecological agriculture was due primarily to the awareness of scientists about the impact of intensive agriculture on the environment and also on the population's health through the consumption of products results from agriculture with chemicals use.

At the same time it is produced the consumer awareness for a healthy diet and responsibility towards the environment which ultimately contributed to the emergence of ecological farms.

Ecological agriculture is a viable solution solving the negative impact of agriculture on the environment and quality of products and has three major objectives:

- obtaining quality agricultural products in sufficient quantities and at reasonable costs;
- quality improvement and conservation of the environment and reducing sources of pollution;
- creating the general framework for producers of ecological agro alimentary products, which allow the income increase and provide job satisfaction.

In 2000 the ecological farms were one of the most dynamic of agricultural sectors in the European Union.

Regarding the distribution on the continents of the number of ecological farms, the highest share is hold by the Europe (37.7 %) followed by Latin America (30.9 %), Africa (15.4 %) and Asia (13.3 %).

In 2004, the area cultivated with ecological crops in the European Union exceeds 5 million hectares, about 2 % of total agricultural land of European Union, and in 2005 reach 6.3 million hectares.

An important contribution in support of ecological agriculture has the European Action Plan for Organic Agriculture, which provides a series of actions.

In 2000 the Council decided that the European Union to assist by financial measures, the information and promotion of agricultural and agro alimentary ecological products.

Within the European Union, Germany holds the largest market share of ecological products.

Regarding the consumption of ecological products, the highest levels meet in Northern Europe and the lowest in southern Europe.

In Europe, Germany has the largest market of organic products, with sales of almost 2.5 billion Euros.

After attending the study regarding of theoretical information related to the appearance of ecological farming and its development in the European Union, in **Chapter 2** I tried to attract attention on the theoretical aspects that characterize the ecological marketing research.

In this area, critical importance has the ecological marketing information system. (S.I.M.).

An ecological marketing information system is composed of persons, equipment and procedures for the collection, selection, analysis, evaluation and timely distribution of accurate information needed by the decision factors in the marketing compartment. S.I.M.'s collect, organize and analyze the collected data, in order to transform them into standardized information, usable and available, resulting in the environmental supervision and helps in taking the decision.

For agriculture, the sphere of ecologic marketing has to be known through the point a view of the technical material provided activities with the means of production, especially the capitalization of ecological agricultural production.

The market of ecologic products is characterized by a series of important functions for society.

The function considered the most important is providing the population with agricultural and agro alimentary products needed to live and assuring the processing industry with agricultural prime materials.

Chapter three is switching to the second part of doctoral thesis, being dedicated to technical and organizational aspects of ecologic farming namely: legislation, organization of ecological production, farm management and technologies for ecological production.

The first legal regulations on ecological farming appear in a 1991 in a European document - "The reglementation of the European Council no. 2092/91 regarding the vegetal production", so that later to appear The Regulation no. 1804/99 pointed out the animal production.

There are three terms used to define this system of agriculture with the same meaning: the term organic in the UK and Ireland, the term biological in France, Italy, Belgium, Greece, etc. and ecological term in Germany, Austria, Spain, Denmark and Romania.

Official recognition of ecological farming has allowed its rapid expansion in many European countries and was followed by other initiatives worldwide.

In the year 1972 was created The International Federation of Currents from Organic Agriculture (I.F.O.A.M.), as the latest - 1998, to adopt "The books for tasks framework for Ecological Agriculture and Transformation."

Regulation 2092/91 can be applied to agricultural products both processed and unprocessed and also to other agro alimentary products composed in particular of vegetal origin ingredients.

This regulation represents a determining step in official recognition of ecological farming at European and even worldwide level.

The European Council adopted Regulation EC No. 1804/99 which sets community rules regarding the obtaining of ecological animal products and also, creates a concrete regulatory framework for community law to include in the future not only the legislation for the vegetal sector but also for the animal.

In 2004, the area occupied by ecological agricultural crops worldwide was 23 million hectares, the largest cultivated areas being held by Australia (10.5 million hectares), Argentina (3.2 million hectares) and in Europe by Italy (1.2 million hectares). Referring to areas of ecological agriculture in total agricultural area in the European Union, the first places are Italy, Germany, Spain, Great Britain, France, Austria etc.

In Romania these ecological areas grown significantly in recent years, from 17.438 hectares in 2000, to 170.000 hectares in 2006 and 250.000 hectares in 2007 and an estimate of 400.000 hectares in 2010.

In 2007, Romania took the 35 place in world as ecological grown surfaces and 38 place as a number of ecological farms.

The researches in the field show us that in the European Union the area for the ecological farming is increasing annually with about 1 million hectares.

In **Chapter 4** is presented aspects of ecological agricultural production in Romania.

Through the integration of Romania into the European Union, Romanian producers have the opportunity to gain a significant share of the European Union market with its agro alimentary ecological products.

Romanian producers have a chance to promote a series of ecological products with a low share in E.U. countries.

Due to lack of employment, Western countries began to significantly reduce the ecological production to some products with a lot of labor consuming such as fruit, cereals, sugar beet, organic hemp for confection, vegetable protein, oleaginous plants, buckwheat, etc.

Most of these products are exported to E.U. countries due to profitability. For example, the price of ecologic wheat has been exported in 2002 with 11 % higher than the conventional price, soy - with 50 %, sunflower - with 65 %, peas - with 50 %, corn - with 25 % the raspberries - with 250 %.

A special importance for Romania can also have the ecological animal husbandry, which can enter on the European market due to its advantages.

A fundamental principle in supporting ecological animal husbandry is that there can be no ecological farming without Animal Husbandry, whereas animals bring organic waste absolutely necessary to soil fertilization and renewal nutritional principles exported in vegetal production.

According to statistical data, the number of cows grew in ecological system increased from 2100 heads in 2000, to 9900 in 2006, and the number of sheep and goats from 1700 heads in 2000 to 76100 in 2006.

The farms management is defined as the process of allocating limited resources to maximize the family income.

The management is practically "divided" by the property and has a rigorous scientific character, becoming a technology itself, including numerous scientific basic elements as objectives, principles, functions, means, responsibilities, relationships, particularities, etc.

Management is considered the fourth factor of production, along with land, labor and capital.

The main functions of agricultural management are: the forecast-planning, organizing function, the function of coordination, training, capacity-control evaluation.

The eco farm is defined as a functional unit biosphere created by man, dependent on him, under his direction and management, represented by an area, either as property or leased, which includes all existing organisms habitat, phytocenoses, zoocenoses, and microbiocenoses interacting with the physical environment so that the flow of energy creates a specific trophic structure and a substances circuit that have as a result, the achieving of a biomass and an expected benefit, derived from vegetal cultivation, livestock farming and eventually the industrialization of those products.

The eco-farm productivity depends on three categories of factors: ecological factors, biological factors, economic and social factors.

The products derived from ecological farming are considered those agricultural products whose production, conservation or transformation is done without the use of synthetic chemicals.

Among the most important components of production technologies in ecological farming include: cropping-system and crop rotation, work the soil, fertilization, seed and seeding, weed, pest and diseases control, irrigation and harvesting.

In this system of production, livestock farming "without soil" is excluded. This connection with soil involves in the same time that the animals to have access to open spaces and in this way a comfort behavior and minimum stress condition.

The animal husbandry sector represents a basic component of the eco-farm, because it provides the organic fertilizers needed in plant fertilization.

The basic principle in animal husbandry is the approach to the natural environment.

In **chapter five** I presented theoretical and practical aspects regarding the implementation of ecological products marketing in Romania.

This chapter includes also some legal issues concerning the ecological sector in Romania, some production results from ecological farming in Romania.

Also, some aspects concerning the implementation and development of marketing strategies in the field of eco-agricultural products are highlighted on the basis of two case studies - The Valea-Asăului - Association, Bacău County and S.C.D. Dealurile Bujorului, Galați County.

The technical and organizational framework in which there are produced, processed, imported, exported and sold the agro alimentary ecological products in Romania is regulated in legal terms through a series of regulations.

In our country, this legislative framework of ecological farming, is governed by the Emergency Government Ordinance No. 34/2000 regarding the agro alimentary ecological products from April 17, 2000, approved by the Law no. 7 of 38 March 2001.

To implement the requirements of this emergency ordinance it is set up The National Authority of Ecological Products, named as A.N.P.E., as a specialist service in the Ministry of Agriculture and Food, which ensures the keeping of specific law and control regarding the production methods of ecological agricultural products.

The second case study, for the purposes of implementation, made at The Station of Research and Development for Winegrowing and Winemaking Bujoru, where I followed the economic efficiency, economic evaluation of wine-making technology for the production of ecological wine compared with classical technology and possibility of implementation in the winemaking units.

In the last part of chapter five I presented theoretical aspects regarding the elaborating of marketing strategies and marketing connection with ecological farming in some European Union countries, including Romania.

The last chapter includes general conclusions and recommendations on the development and implementation of ecological products marketing from Romania.