

IMPROVING MARKETING'S MANAGEMENT IN SWINE MEAT FARMS

ROTARU MIHAELA ALEXANDRA¹, PANICI GORAN¹, VĂDUVA LOREDANA¹,
TOADER COSMINA¹, PETROMAN CORNELIA*¹

¹University of Life Sciences "King Mihai I" from Timisoara,
Faculty of Management and Rural Tourism, Timisoara, Romania

*Corresponding author's e-mail: c_petroman@yahoo.com

Abstract: Meat and swine meat products, obtained in different industrial production systems, are the sum of the attributes, benefits and functions that consumers purchase from the market, for these reasons the offer for the market must successfully meet the needs of consumers who request them. Farms must perfect their production and marketing management for a good market capitalization as safe products, certified, or brands, associated with their own products or services. So that the offer of the farms to be perceived positively by consumers, solutions must be found to improve product marketing and boost meat business because products, brands capture the requirements, attributes and image of the products offered by farms for sale. In order to capitalize more, meat producers must perfect their new products, under the protection of brand names that become familiar and accepted by consumers associated with beliefs, experiences and images.

Key words: swine, management, marketing, meat

INTRODUCTION

Comparative studies [1,3,5,11,20] on the quality of carcass and pork meat from organic and conventional production systems show that the alternative pork meat production system has as a final result, a satisfactory carcass and good meat quality but can present problems related to the technological quality required by the processing industry, mainly in terms of reduced water holding capacity and increased shear force. These undesirable effects were observed in the meat of swine with low or normal glycogen levels at slaughter.

It is known that the sex of the animals can also affect the quality traits of the carcass, however, the negative effects on the technological quality of the pork had little importance for the consumption quality:

- trained sensory tasters detected only minor differences;
- a consumer preference test showed that they cannot tell the difference between the meats produced according to organic standards and conventionally produced pork;
- in the case of pork products, the gender cannot be discerned in terms of quality. [2,4,8,10,18]

Other researchers compared reproductive indices, growth performance and carcass characteristics as well as physical and chemical characteristics of meat from Landrace X Great White crossbreeds reared in free range and conventional housing systems. Swine raised free range consumed less feed and had slower growth rates than conventionally raised pigs. Swine raised free range also had a thinner layer of fat and therefore a carcass with a higher percentage of lean meat. [6,7,9,12,17]

Conventional housing/maintenance systems had no effect on the weight distribution of commercial portions as a percentage of cold carcass weight. Meat from pigs raised free range was slightly more reddish in color, but apart from this housing systems had no effect on:

- the recovery yield during processing;
- the water retention capacity of the meat;
- the initial pH or the final Ph. [15,16,19,22]

Meat from pigs raised free range had the same shear strength values as conventionally raised pigs. Housing systems had an influence on the composition of fatty

acids, stearic acid was significantly lower in pigs' meat reared in free housing than in the case of conventionally housed pigs, while the concentrations of linoleic acid and polyunsaturated acid were significantly higher in the meat of pigs raised free range. However, the content of ash, fat, minerals, protein and moisture of the meat was not affected by the type of housing system. It results that pigs raised in conventional housing have produced a meat with quality characteristics similar to those of the meat derived from free range pigs. [1,3,14,21]

MATERIALS AND METHODS

The superior capitalization of meat and meat products obtained from farms requires concrete solutions to improve the management of production systems and marketing management, based on market studies, regarding consumption and ways to stimulate consumption from the position of market studies supplier, which involves the product manager in the proper functioning of the product management system. The purpose of this scientific approach was to improve the products offered for capitalization, through solutions that contribute to increasing the consumption of meat and meat products, using the approach methods proposed by Kotler's five-stage, team-based or no product manager for minor products, as consumers purchase product brands as sources of information for choosing a farm's products among similar products and reducing purchase risks.

RESEARCH RESULTS

The products obtained in professional swine farms, for a good distribution on the market, must have in modern marketing, a product manager, who has links, marked with the symbol, with at least twelve factors impacting the respective product market. However, it is estimated that more than half of these factors are related to other factors from a marketing perspective:

- advertising agency;
- packaging ↔ researchers, designers;
- supply ↔ suppliers;
- market research ↔ study providers;
- the research – development department ↔ suppliers;
- the tax department;
- the legal department;
- the production and distribution department ↔ trade, suppliers;
- sales force ↔ trade;
- mass media ↔ various agencies, sales agents, the company's mass media department;
- advertising;
- promotion services ↔ suppliers, monitoring, offering coupons, offering samples, store tests.

This means that the product manager has direct links with the factors marked with bold letters and indirect links, mediated links with the factors marked with italics letters—usually external factors. For a better functioning of the product management system, can be adopted one of the following approaches proposed:

- five-stage approach:
 - clear delimitation of the manager's role and obligations towards the product;
 - developing a strategy design and analysis process to provide a structure-framework for the product manager's activities;
 - taking into account possible conflicts between product managers and functional managers;

- establishing a formal procedure for resolving conflicts of interest between the manager and functional management through the intervention of top management;
 - creation of a results evaluation system consistent with the product manager's responsibilities;
- team-based approach, which can be vertical comprising the product manager, associate product manager and product assistant, triangular (Figure 1) or horizontal (Figure 2).



Figure 1. The triangular product team

Source: [12]

Product manager					
Marketing researcher	Communications Specialist	Commercial Director	Distribution specialist	Finance-accounting specialist	Engineer

Figure 2. Horizontal product team

Source: [12]

- no product manager approach for minor products, with tasks assigned for multiple minor products to a single manager.

In order to make good use of the products obtained by the professional farms under analysis in Arad County, it is necessary to find solutions for improving the management of meat production and marketing management, based on research on consumption and ways to stimulate consumption from the position of a provider of studies market. In order for the offer of the studied farms, meat and meat products, to be positively perceived by consumers, being of "high quality", a number of managerial factors must be improved to stimulate the meat business, perfecting marketing:

- the number and complexity of features that differentiate one product from another essentially similar - characteristics;
- the degree to which the design and features comply with the standards established for the product - conformity;
- replacement time - sustainability;
- the appearance of the product, the taste, the color, the way of presentation - aesthetics;
- life cycle - reliability, meaning the risk that the product will not be desired over time;
- product reputation, brand image - quality perception;
- the ability of the product to meet the expectations of those who purchase it – the performance;
- the speed and efficiency of the services offered before, upon purchase and after the services.

The products offered by the farms for a good capitalization on the market, we consider for the improvement of the marketing's management of swine meat must come to the market:

- a. as safe, certified products obtained on farms;
- b. as trademarks or brands, with names, signs or symbols;

c. combination of all the above, associated with the products or services of the farm.

We found that consumers from the researched area use farm product brands as sources of:

- information before purchasing it;
- for choosing between similar products;
- to reduce the risks when purchasing.

It is concluded that brands capture the demands of consumers of meat or pork products, about the attributes, beliefs and image of the products offered by the farms for sale. For success in the swine meat and swine meat products business, we believe that farm products/brands must evolve by improving marketing's management to provide differentiated value to consumers.

CONCLUSIONS

The products obtained in professional swine farms, for a good distribution on the market, must have in modern marketing, a product manager, who has links, marked with the symbol and with at least twelve factors with an impact on the market of the respective product, because the new products and brands enable customers to associate experiences, images and functionalities. In a competitive market, products are becoming more uniform for these reasons, brands must evolve to provide differentiated value, the success depending by the associations made only in the minds of swine meat and swine meat products consumers.

In order the product offer offered on the market to be positively perceived by consumers, being of "high quality", technical factors must be improved, for the stimulation of meat businesses, the improvement of marketing, the number and complexity of features that differentiate a product from another similar one, the degree in which the design respects the standards established for the product, the sustainability and appearance of the product, the taste, the color and the way of presentation.

Due to the behavioral aspects of consumers, it recommends that manufacturers, in order to be able to capitalize more, perfect their new products under the protection of brand names that become familiar and accepted by consumers associated with experiences and images.

REFERENCES

- [1]. **DANCIU G., PANICI G., PETROMAN CORNELIA, MARIN DIANA, DUMITRESCU CARMEN, PETROMAN I.**, 2018, The role of farm management in reducing the interval from weaning piglets to conception, *Journal of Biotechnologies*, 280, S37
- [2]. **FAN VWEN**, 2017, Education and Decision – Making: An Experimental Study on the Framing Effect in China, *Frontieres in Psychology*, 8
- [3]. **HARRIS D. L.**, 2000, Multi-site Pig Production, Iowa State University Press
- [4]. **HEBER LOREDANA, PETROMAN CORNELIA, PETROMAN I., BĂLAN IOANA, MARIN DIANA, IVAȘCU GABRIELA, POPOVICI C.**, 2011, Pork and carcasses quality in swine exploited in family farms, *Scientific Papers Animal Science and Biotechnologies*, 43, 406-408
- [5]. **HERMANSEN J.E., AARESTRUP LARSEN VIVI, ANDERSEN BENT HINDRUP**, 2002, Development of organic pig production systems, *Perspectives in Pig Science*. Loughborough: University of Nottingham
- [6]. **ENGEL J.K., BLACKWELL R.D., MINIARD P.W.**, 1990, *Consumer Behaviour*, Sixth Edition, The Dryden Press

- [7]. **KATSUMATA M., KAJI Y., SAITOH, M.**, 1996, Growth and carcass fatness responses of finishing pigs to dietary fat supplementation at a high ambient temperature, *Animal Science* 62, 591-598
- [8]. **MARIN DIANA, PĂCALĂ N., PETROMAN I., PETROMAN CORNELIA, UNTARU RAMONA, DRAGOȘ LAURA, ȘANDRU O.**, 2011, Study regarding the favourable factors that influence swine production, *Lucrări științifice Management Agricol*, 13(2)
- [9]. **MARIN DIANA, PĂCALĂ N., PETROMAN I., PETROMAN CORNELIA, UNTARU RAMONA, CIOLAC RAMONA**, 2012, Influence of age and weight at slaughter over meat quality in conditions of optimum ambient temperature, *Lucrări științifice Management Agricol*, 14(4), 453-458
- [10]. **MARIN DIANA, PETROMAN CORNELIA, PETROMAN I., BĂLAN IOANA, TOADER COSMINA, CIOLAC RAMONA, HEBER LOREDANA, FURDUI I.**, 2010, Distribution of pig livestock by development region in Romania, *Scientific Papers: Animal Science and Biotechnologies*, 43(2), 416-419
- [11]. **NEAGU IULIANA, CULEA C., PETROMAN I.**, 2007, *Creșterea animalelor*, Editura Eurostampa, Timișoara
- [12]. **PANICI G., PETROMAN I., PETROMAN CORNELIA, MERCE IULIANA, CIOLAC RAMONA, MARIN DIANA**, 2017, Management practices used to reduce the impact of seasonal infertility on sow productivity in Romania, *Journal of Biotechnology* 256, S49
- [13]. **PETROMAN CORNELIA, PETROMAN I., MARIN DIANA, CIOLAC RAMONA, VĂDUVA LOREDANA**, 2013, Frequency of consumption of meat and meat products in Timis county, *Scientific Papers: Animal Science and Biotechnologies*, 46 (1)
- [14]. **PETROMAN CORNELIA, PETROMAN I., NEGRUȚ V., MARIN DIANA, CIOLAC RAMONA, VĂDUVA LOREDANA**, 2013, Frequency of consumption of meat and meat products in Timis County, *Scientific Papers Animal Science and Biotechnologies*, 46(2)
- [15]. **PETROMAN CORNELIA**, 2016, *Procesarea materiilor prime agricole*, Editura Eurostampa, Timișoara
- [16]. **PETROMAN I., CULEA C., NICOLAE M., PETROMAN CORNELIA**, 2002, *Creșterea porcinelor*, Editura Mirton, Timișoara
- [17]. **PETROMAN I.**, 2007, *Managementul sistemelor de creștere și exploatare a animalelor*, Editura Eurostampa, Timișoara
- [18]. **PETROMAN I., UNTARU RAMONA CALIOPI, MARIN DIANA**, 2013, Breeding season influence of sows gestation loss, *Journal of Food Agriculture and Environment*, 11(2), 305-307
- [19]. **PETROMAN I., VARGA MELANIA, CONSTANTIN ELENA CLAUDIA, PETROMAN CORNELIA, MOMIR B., TURC B., MERCE IULIANA**, 2016, Agrotourism: An Educational Tool for the Students with Agro-Food Profile, *Procedia Economics and Finance*, 39, 87
- [20]. **ROMANIAN PORK PATRONATE** - Informative Bulletin, no. 15-32
- [21]. **VĂDUVA LOREDANA**, 2013, The influence of endogenous and exogenous factors on meat quality of pigs, *Scientific Papers Animal Science and Biotechnologies*, 46(1), 404-406
- [22]. **VĂDUVA LOREDANA**, 2013, The influence of operating system on food and water consumption of fat pigs, *Scientific Papers Animal Science and Biotechnologies*, 46(2), 428-430