

PROPOSING MANAGERIAL MEASURES TO IMPROVE THE PORK MEAT BUSINESS TO BOOST CONSUMPTION

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Abstract: *The research carried out at international, national and local level, on the quality of pork carcass and pork meat from different production systems: conventional, organic and alternative, have as a final result, obtaining of carcasses of different qualities depending on the investments made in the biological material that is exploited, technology used, processing methods, processing industry needs, but in most studies it is found that the meat obtained has a low water holding capacity and increased shear force. For better valorization, fattening farms need to implement a unique marketing management in order to penetrate the market with different types of meat, carcass or cut.*

Key words: *measures, pork meat, improve, consumption*

INTRODUCTION

These unwanted effects are given by the genetic material used for fattening due to the non-carriers of the RN- allele, present in meat with reduced or normal glycogen levels at slaughter, the sex that can affect the qualitative traits of the carcass.

The negative effects on technological quality are considered to be of less importance in terms of eating quality because sensory tasters [6, 9, 11, 14]:

- detect only minor differences in the technological quality of the meat;
- consumer preference tests show that consumers cannot tell the difference between meat produced according to alternative organic standards and meat produced under alternative conventional production systems;
- gender cannot be qualitatively detectable, especially in meat preparations;
- comparison of performance indicators of meat pigs [12];
- conventional maintenance systems have no effect on the weight distribution of commercially cut hull portions

It can be stated that the conventional or free range production system does not produce changes in the composition of the meat, obtaining meat with similar quality characteristics [1, 3, 8, 15].

The growth of meat businesses requires a good distribution and capitalization on the market according to the needs and preferences of consumers, which requires finding concrete solutions regarding the improvement of production management according to the needs of the processing industry, but also the implementation of the best marketing management, based on market studies, regarding [2, 4, 5, 7]:

- the trend of pork consumption;
- the ways to stimulate him from the position of market studies provider;
- the involvement of product managers in the proper functioning of the management system to increase the number of pork consumers [10, 13].

MATERIALS AND METHODS

The aim of the research was to find solutions for:

- a. adapting productions to the needs of the processing industry and the requirements imposed by marketing;
- b. finding the most efficient distribution system of meat for capitalization on the market;
- c. perfecting meat business;
- d. diversification of the offer that must be perceived positively by consumers;

The objectives of the research concerned the following aspects:

1. diversification of the offer through modern distribution of meat, carcasses or commercially cut portions according to consumer needs;
2. finding practical solutions to maximize meat trade;
3. perfecting the marketing of meat under the protection of brand numbers to become familiar, accepted by consumers associated with images, experiences and beliefs;
4. stimulating consumption through offers that capture the requirements, attributes and image of meat offered by farms, produced and processed classically or artisanally.

To achieve these goals, the scientific approach was focused on perfecting the methods of obtaining meat, finding new cutting solutions for good distribution and capitalization on the market. The meat business growth and consumption stimulation approaches proposed by Kotler using five work steps, team-based or without a product manager for minor products were used because consumers in the pork market purchase brands of farm products, as sources of information in choosing the type of meat from similar types of meat and to reduce risks when purchasing because other brands produced by other farms or processing, distribution units are not known to him.

RESEARCH RESULTS

Meat from different production systems, in order to be well marketed, must have a good distribution because in modern marketing, you need a specialized meat manager, who has links, marked with the symbol, with at least twelve factors with impact on the meat market.

Many of these factors are linked to other impact factors from a marketing perspective:

1. advertising agency;
2. packaging ↔ researchers, designers;
3. supply ↔ suppliers;
4. market research ↔ study providers;
5. research - development department ↔ suppliers;
6. the tax department;
7. the legal department;
8. production and distribution department ↔ trade, suppliers;
9. sales force ↔ trade;
10. mass media ↔ various agencies, sales agents, the company's mass media department;
11. promotional services ↔ suppliers, monitoring, offering coupons, offering samples, store tests.

Note that the meat (product) manager has the following links:

- direct with the factors;
- indirect, mediated— usually considered external factors. For a good functioning of the product management system, at least one of the approaches proposed by Kotler can be adopted (figure 1):

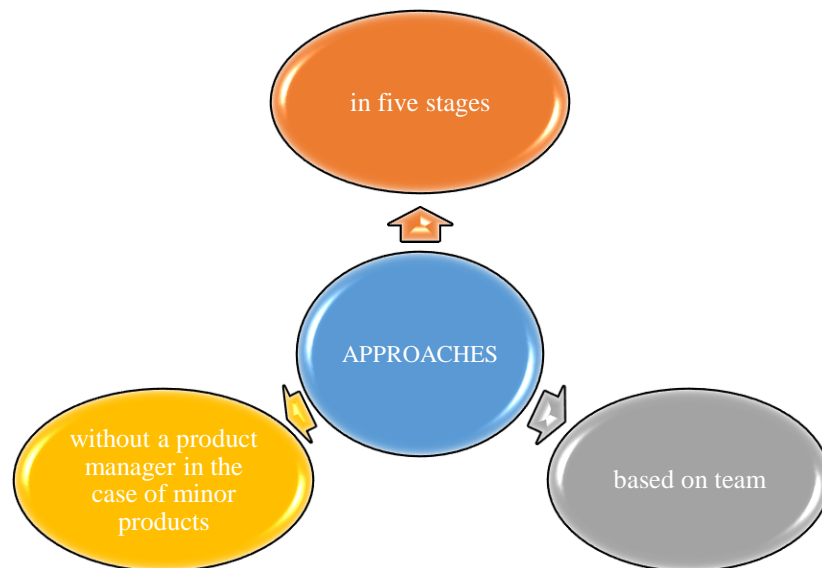


Figure 1. Various approaches to the operation of the product management system

A. the five-step approach:

- the clear delimitation of the obligations and the role of the manager in relation to the product;
- the development of a process of: design and analysis of the strategy aimed at providing a structure-framework for carrying out all the activities of the product manager;
- calculation of possible conflicts between functional and product managers;
- the establishment of a formal procedure of:
 - resolution of conflicts of interest;
 - between the manager and functional management;
 - the intervention of top management;
- creating an evaluation system of:
 - results consistent with the results of the product manager;
 - consistent with product manager responsibilities;

B. team-based approach, which can be:

a. vertical and includes:

- the product manager;
- the associated product manager;
- product assistant.

b. triangular (Figure 2.)

c. horizontal (Figure 3).

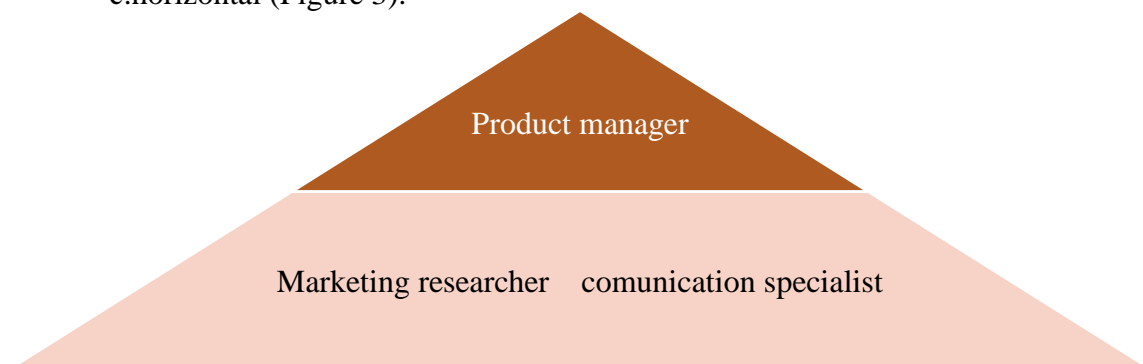


Figure 2. Approach based on Product Team Triangular

PRODUCT MANAGER					
Marketing researcher	Comunication specialist	Commercial director	Distribution specialist	Finance-accounting specialist	Engineer

Figure 3. Product team-based approach – horizontal

C. no product manager approach in the case of minor products, in this case tasks are assigned for several minor products to a single product manager.

Superior utilization of meat produced in small and medium-sized professional farms requires finding solutions for:

- improving the management of meat production in all its technological links: reproduction, gestation, puerperium, growth of youth, fattening;
- improving meat processing conditions and adapting to market needs;
- perfecting the distribution through direct distribution or through intermediaries;
- improving marketing management through:

a. research on consumption and its trends for a certain type of meat produced in classic and alternative outdoor systems;

b. studies on ways to stimulate consumption from the position of provider of research, studies, market surveys.

In order for the offer of fattening units - meat obtained in conventional systems and in free stables, to be perceived and appreciated positively by consumers on the meat market, as being of "high quality", we propose concrete measures to improve some managerial factors to stimulate and the growth of the meat business, and implicitly the improvement of marketing:

- meat characteristics - the number and complexity of features that differentiate one type of meat from another similar one;
- meat conformity – the way in which the design and characteristics of the meat comply with the established standards;
- sustainability - replacement time;
- aesthetics - the appearance of the meat displayed for sale, the color, the way of presentation in sliced portions;
- the life cycle of the type of meat - reliability - the risk that a certain type of meat will no longer be purchased in time;
- perception of meat quality - reputation, image of the brand on the market;
- performance-the ability to meet the expectations of consumers to purchase it;
- the services - the efficiency and speed of the services offered before the purchase, during the purchase and after the purchase.

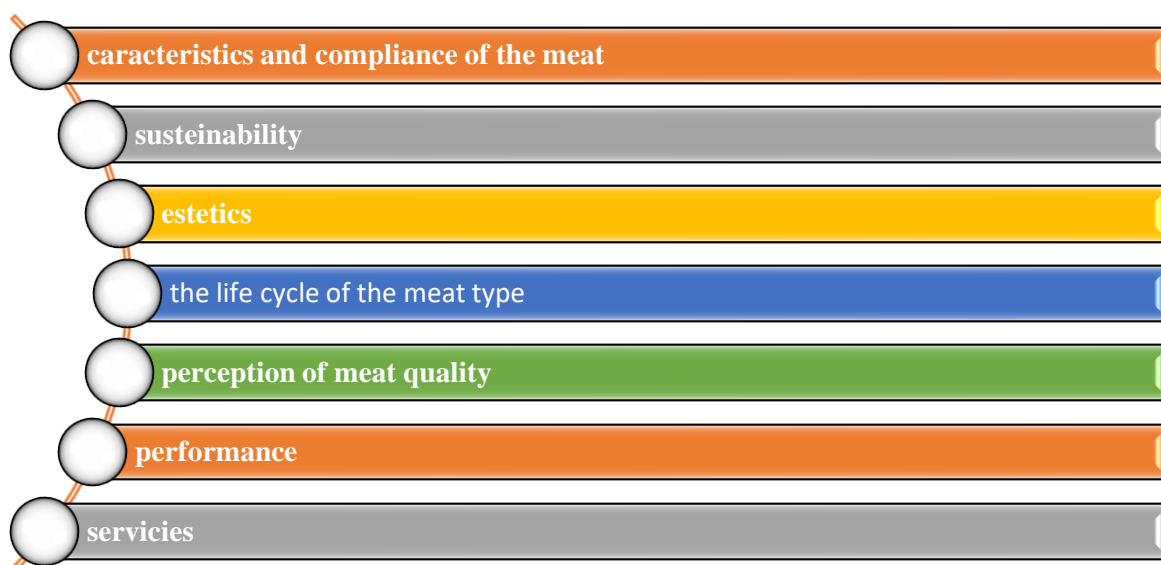


Figure 4. Measures to improve managerial factors to improve pork marketing

We believe that for better capitalization, fattening farms must implement a unique marketing management, to better penetrate the market with different types of meat, carcass or cut:

- obtaining certified, safe meat;
- obtaining meat with specific farm names, brands, signs or symbols;
- combination of the above, associated with farm products or services, accommodation and meals on the farm, dinner on the farm, stay on the farm, for better distribution through farm tourism.

CONCLUSIONS

The meat, types of pork, offered by producers, processors, for good distribution, must have in modern marketing, a product manager, who has links, marked, with the symbol and with at least twelve factors with a major impact on the market, because new types, known brands, allow consumers to associate images, experiences and functionalities regarding a certain assortment. In a competitive market, meat becomes more uniform, as a way of display, for these reasons, the types, brands of farms, processors, must evolve to offer the most differentiated value, the success of the meat business, depending on the associations made in the minds of consumers.

For the meat offer distributed by producers/processors to be positively perceived by consumers as "high class and quality", it is necessary to improve the technical factors to stimulate business, improve marketing, the number and complexity of features that differentiate the type of meat from similar meat, the degree to which the design meets sanitary standards, sustainability and the appearance, color and presentation of the meat in the meat counter. For these reasons, due to the different behavioral aspects of consumers, it is recommended that meat producers, processors and distributors, in order to be able to capitalize more on the value of the meat, should work on perfecting the types of meat offered on the markets, under the protection of brand names, which become familiar and accepted by a large proportion of consumers, associated with experiences, feelings and images that make them eager to buy them.

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