

ASPECTS REGARDING THE LOCAL PRODUCERS AND THE NEED FOR CONSULTANCY

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Abstract: The local products are now an attention subject for many consumers. As the local producers are linked to a territory, our analysis went towards the producers from peri-urban area of Timi oara. Our aim was to underline if the producers depending on the activity they carry, express they need for consultancy in aspects related to production, selling or supporting financial they activity. In the case study were included only 5 villages from the area, from where were selected a number of local producers.

Key words: difficulties, support, activity, producers, Timi

INTRODUCTION

Today the local products are in the attention of the consumers more and more. Their attention is oriented towards the products, the places the products come from, the technologies used in the production activity [4].

The interest for local food is growing and consumers decide to buy local due to a variety of reasons, but mainly due to perceived nutritional superiority, health benefits, advantages for local economy and also helping protecting the environment [1,3].

Due to the importance the consumers give to local products, due to the support measure through the National Rural Development Program, the case study presented in this paper is oriented towards the local producers, the starting point in the short chains for this kind of products [5].

MATERIAL AND METHODS

In case study is based on questionnaires applied to local producers from 5 villages from Timi county, more precisely: Bucov ț, Recaș, S c laz, Remetea Mare, ag.

Those village are located in peri-urban area of Timi oara, in 20 km being the longest distance from the city till the village.

The producers must have been registered and they must have the authorization to sell their products. For each village were chosen 20 producers by applying the step selection from the total number of the producers. to the selected producers have been applied the questionnaire. The data obtained from the questionnaires have been processed and analyzed.

The questionnaire had two type of questions: questions have fixed answers, more precisely multiple choice answer, and the respondents have to mark the suitable answer for them and questions with open answer.

The questionnaires were applied in period January-March 2017.

RESEARCH RESULTS

While gathering the data, the intention was to talk with the person registered as producer, but there must be made the specification that as the agricultural production activity required a lot of work, usually it is made by families' members and each person from the family has its role very well defined.

At the beginning of the questionnaires, the focus was on establishing the main products category and so the first question with fixed answer was the main products category. There were eight predefined categories: animals/milk, birds/eggs, fruits, vegetables, cereals, fish, others, a mix of them.

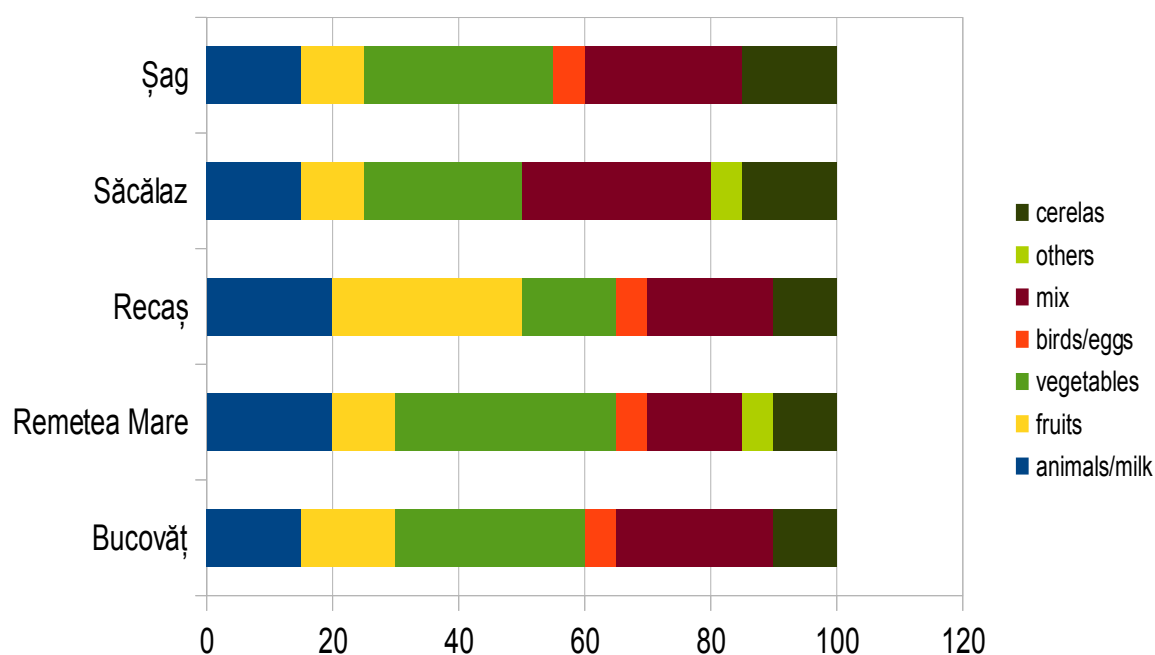


Figure 1 – Category of products from selected producers (%)

The labour force was also an aspect considered important in the production activity, so the interest was to see if the labour force is assured only by producers' family members or the activity they develop needs a more labour force.

As it can be seen in the figure 2, all the selected farmers used also labour from outside their household, expressed procentually from total amount of work needed.

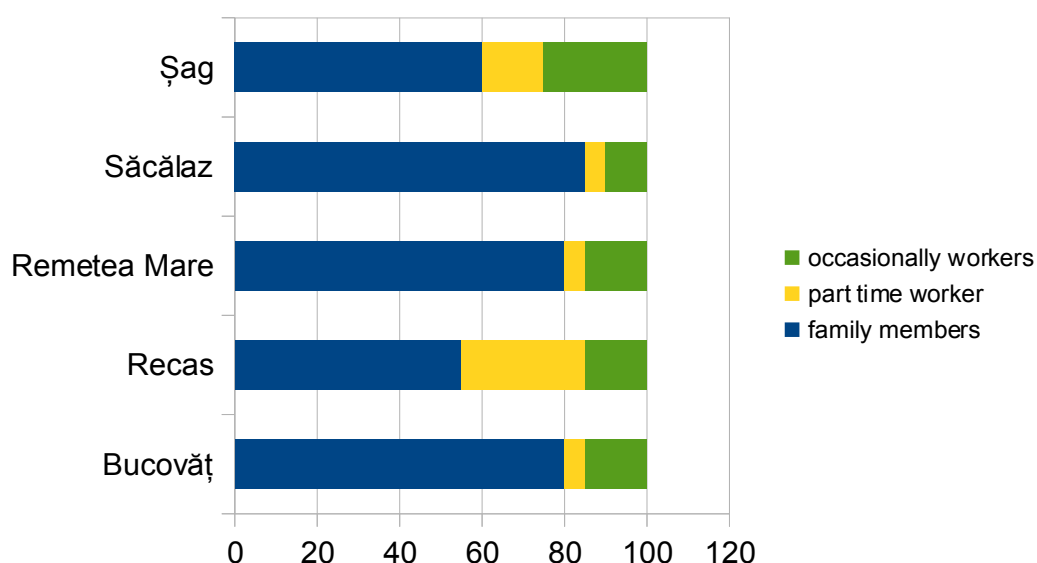


Figure 2 – Labour force structure (%)

Production represents only one part from the producer concerns. The major problem for them is represents by selling their products. On one hand, going to the markets implies costs related to transportation and the taxes for the stand in the market, the seller, so briefly selling on the markets is a costly activity in terms of time and money. On the other hand selling directly from the household usually is made towards middlemen that prefer a lower price so they can add some money to the final price.

There are only few the cases in which vending from the household are made directly to the consumer. In the table 1 is presented the structure of the selling from household, market (daily market), producers markets (only twice a month) and others. The mainly problem for the producer is selling the products and at local level there are no producers association in order to support and facilitate the access to super and hypermarkets.

Table 1.

Selling points, % from total

Specification	Bucovăț	Reca	Remetea Mare	Săcălaz	Şag
Household	15	10	10	15	20
Daily market	45	65	60	70	55
Producers market	35	25	25	15	25
Other	5	0	5	0	0

Source: questionnaires' data

Not all the production obtained was sold, there were different percentage from the total amount of production obtained that was mended to be sold no matter the channel. There must be mentioned that none of the producers sustained that he sell 100% of the production obtained, even if in total producers the category 81%-100% of production sold is very high, as it can be seen in Table 2.

Table 2.

Amount of products sold from total production

Specification	Bucov ță	Reca	Remetea Mare	S ăc ălaz	ag
0-20%	0	0	0	0	5
21-40%	0	5	10	0	5
41-60%	5	15	10	20	10
61-80%	15	15	70	35	55
81-100%	80	65	10	45	25

Source: questionnaires' data

The total income of the household was not one of concern in this case study, but the income was analyzed as structure. More precisely, the interest was if there the income in the household is generated only by agricultural activity, by agricultural activity and salaries from full time or part time activity undergone outside the household or by agricultural activity and additional sources, as children allowance etc., as presented in Figure 3.

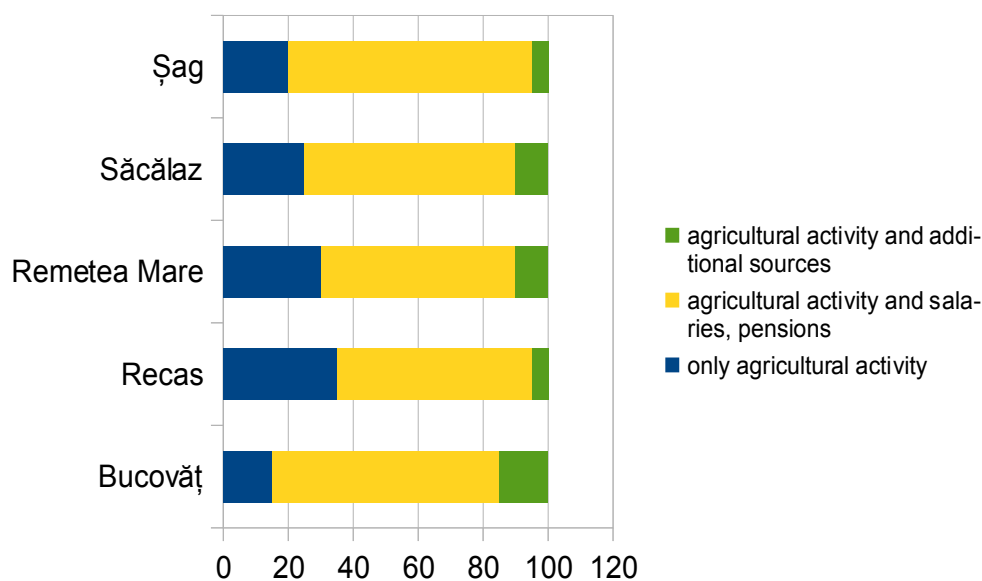


Figure 3 – Structure of income sources at household level

The major part of the local producers have years of experience in agricultural activity and their work is very well organized.

As they don't belong to an association, we tried to underline if there are some aspects in which they need help, they need consultancy. So, we try to separate the production activity, selling or if we can so, the marketing activity and the financial activity, where we refer to the will to access EU funds, as shown in Figure 4.

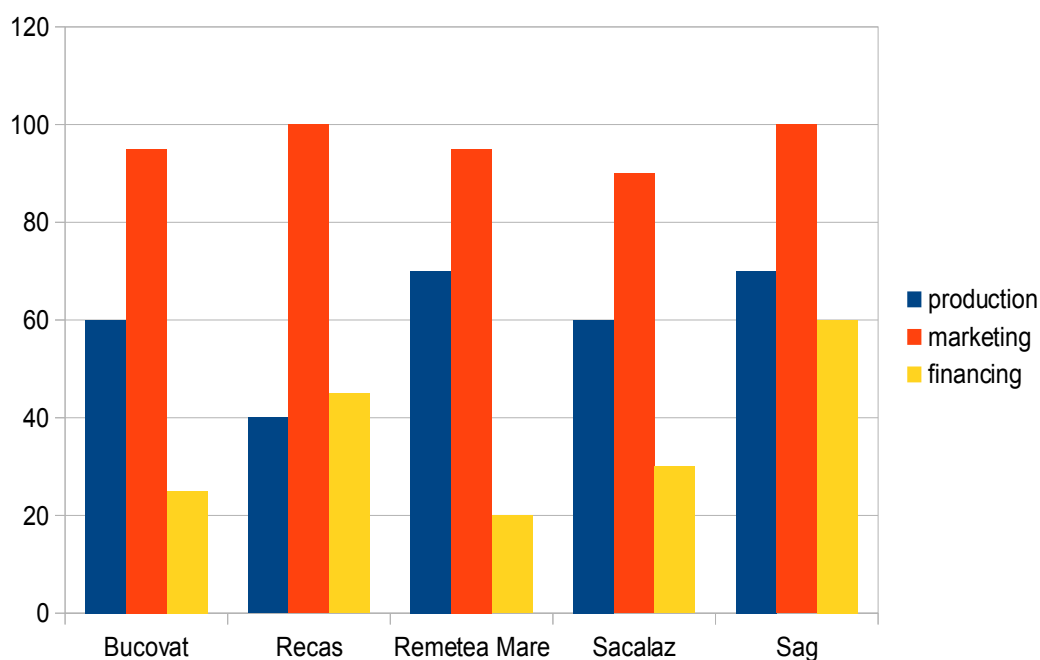


Figure 4 – The need for consultancy

The marketing aspects are the subject of local producers' concerns cause they waste time and money in order to be able to sell and if there would have been some food hubs of gross market were they could get the right price for their products it would have been easier for them. The newer forms of selling on internet as “vegetable box” or the “grandma’ basket” are not very spread for the moment.

CONCLUSIONS

The production activity specialization seems to be the results of the experienced gathered by the farmers in time but also it can be imposed the soil and weather conditions. The local producers that have more products category usually are small producers referring to surfaces and quantities obtained and they try to complete their income producing different type of products.

The labour force is assured by family members, but there are cases where labour force from outside the household is needed as in the case of grapes picking in Reca where is a tradition that people from outside the village to come help to pick the grapes.

The daily markets are the main selling points for the local producers, but not the most preferred to the time consume and transportation costs. The majority of the local producers which participated in this study expressed they need for consultancy in their activity.

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