

## STUDY REGARDING THE EVOLUTION OF MEAT AND MEAT PRODUCTS CONSUMPTION IN OUR COUNTRY

MARIN DIANA\*<sup>1</sup>, PETROMAN CORNELIA<sup>1</sup>, CIOLAC RAMONA<sup>1</sup>, IOSIM IASMINA<sup>1</sup>,  
VADUVA LOREDANA<sup>1</sup>, DINCU ANA MARIANA<sup>1</sup>

<sup>1</sup>University of Life Sciences “King Mihai I” from Timisoara,  
Faculty of Management and Rural Tourism, Timisoara, Romania

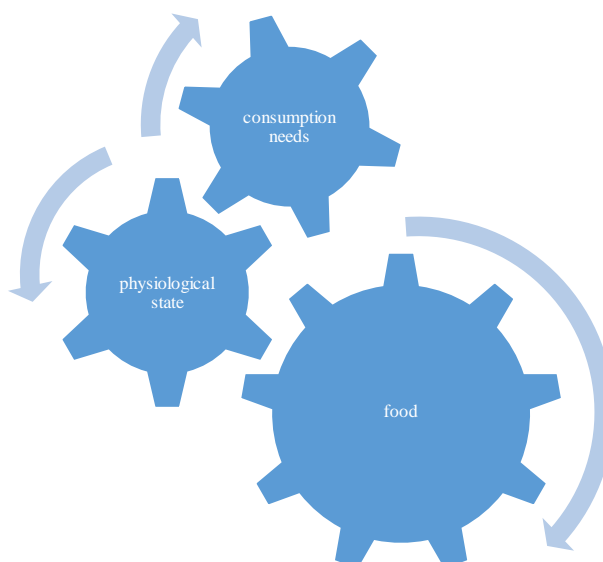
\*Corresponding author’s e-mail: dianamarin@usvt.ro

**Abstract:** The consumption of meat and meat products in our country is achieved by purchasing them from agro-food markets, hypermarkets and specialized stores, but also from the households' own resources, consumption of products from own resources, self-consumption, includes human consumption and fodder products agri-food, to which non-food products are also added. Household resources are made up of: agricultural production, stocks of previous periods, products processed in the household, products received as gifts or for work. It can be noted a considerable increase in meat consumption in our country, a fact due to the development of the food industry and the increase in imports of this group of agri-food products until 2018, starting from the second part of 2019, the meat market in our country was on an upward trend primarily due to the increase in the recovery price.

**Key words:** meat, Romania, consumption

### INTRODUCTION

Since ancient times, studies have been developed that show the close relationship that has been created between the following elements:



**Figure 1. The link between nutrition-needs-physiological state**

Source: Own data

- food;
- physiological state;
- consumption needs.

The problem of consumption norms mainly focuses on the evaluation and measurement of consumption needs, starting from the fact that in the field of energy and protein needs, there is a critical threshold of maintenance expenses, which represents the maximum limit for a normal food ration [3,7,10].

Specialists appreciate that the share in terms of energy and protein needs of different foods for a balanced food ration differs on nine geographical areas, according to the

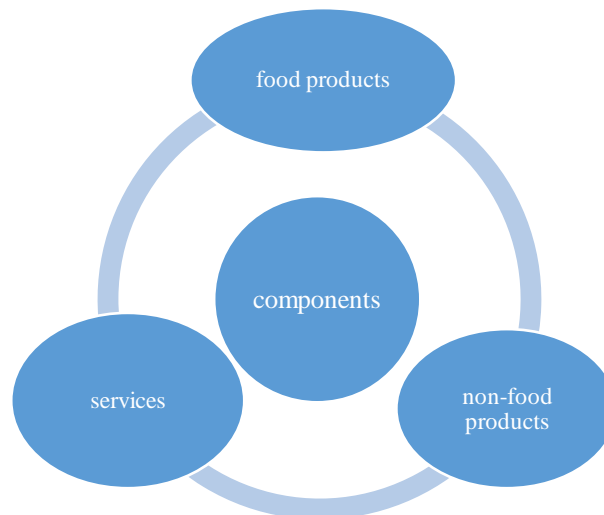
dominant share of different food groups, this share being directly linked to the level of economic development, regional conditions and the consumption tradition of the population from these territories [2,6, 12].

The consumption basket represents a notion that designates the structure and components of the consumption of an average-sized family over a determined period of time, usually a month [8,14]. The structure of the consumption basket includes both food and non-food products and services. It represents the amount of expenditure required by an average-sized family to purchase current consumer goods and services over a certain period of time [5,11].

The consumption basket can constitute an important statistical landmark in the calculation of the living cost or the evolution index of prices and tariffs for products and services for population consumption [1,4,9].

The structure and components of the minimum monthly consumption basket includes:

- food products – meat and meat products, food fats, milk and dairy products, eggs, sugar and sugar products, cereal products, potatoes, vegetables and canned vegetables, fruit and canned fruit, other products;
- non-food products – clothing, knitwear, footwear, books and school supplies, medicines, hygiene items, other products;
- Services – water, sewage, sanitation, electricity, thermal energy, natural gas, telephone, medical services, taxes and fees.



**Figure 2. Components of the monthly consumption basket**

*Source: Processing different authors [3,9]*

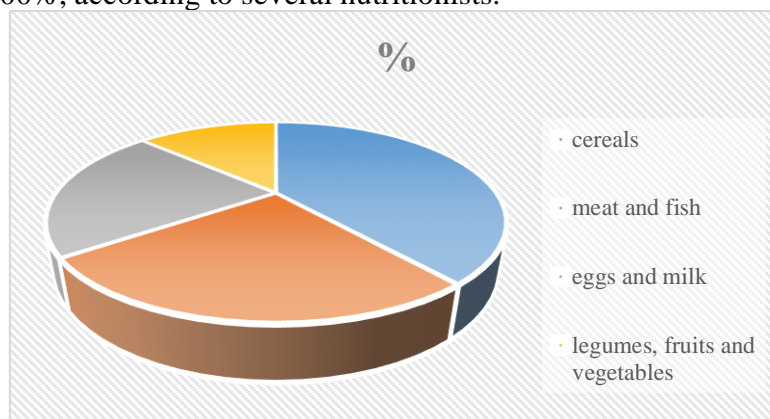
## MATERIALS AND METHODS

For the achievement of this scientific work, studies were undertaken in the specialized literature and in the statistical data publishing media in order to determine the evolution of the meat and meat products consumption at national level.

## RESEARCH RESULTS

In our country, food rations provide the necessary calories in the following order: cereals in a proportion of 39%, fats and sugar in proportion of 13%, meat and fish in a proportion of 11%, eggs and milk in a proportion of 10%, fruits and vegetables 4%, legumes 3%. The protein requirement can be ensured as follows (figure 3): cereals - 39.00%, meat

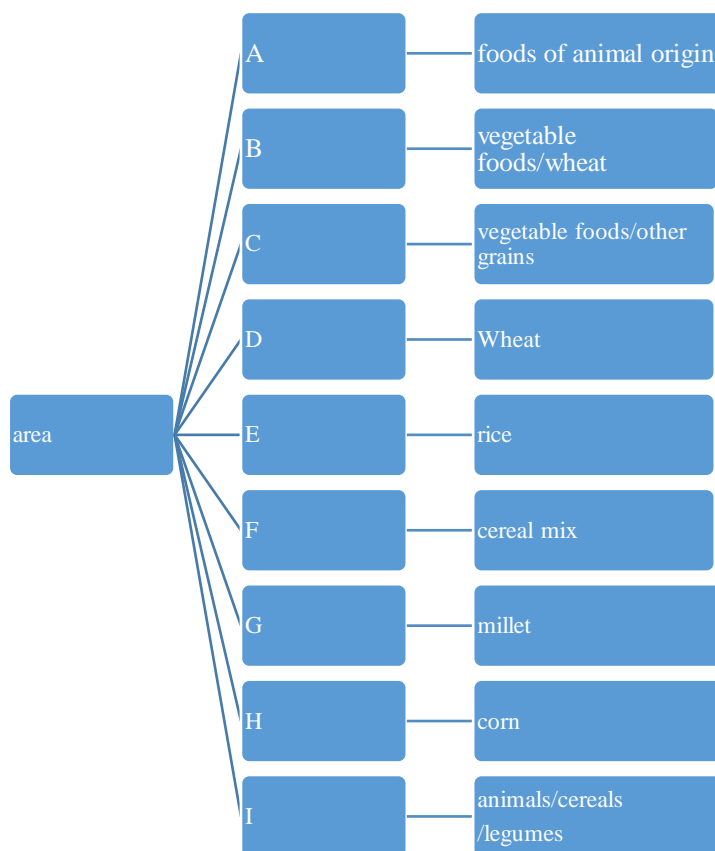
and fish - 26.00%, eggs and milk - 22.00%, legumes, fruits and vegetables, in the same proportion - 4.00%, according to several nutritionists.



**Figure 3. Ensuring protein requirements**

*Source: Processing different authors [9,15]*

Depending on the food groups, the geographical areas are presented as follows (figure 3):



**Figure 4. Geographical areas depending on the food groups**

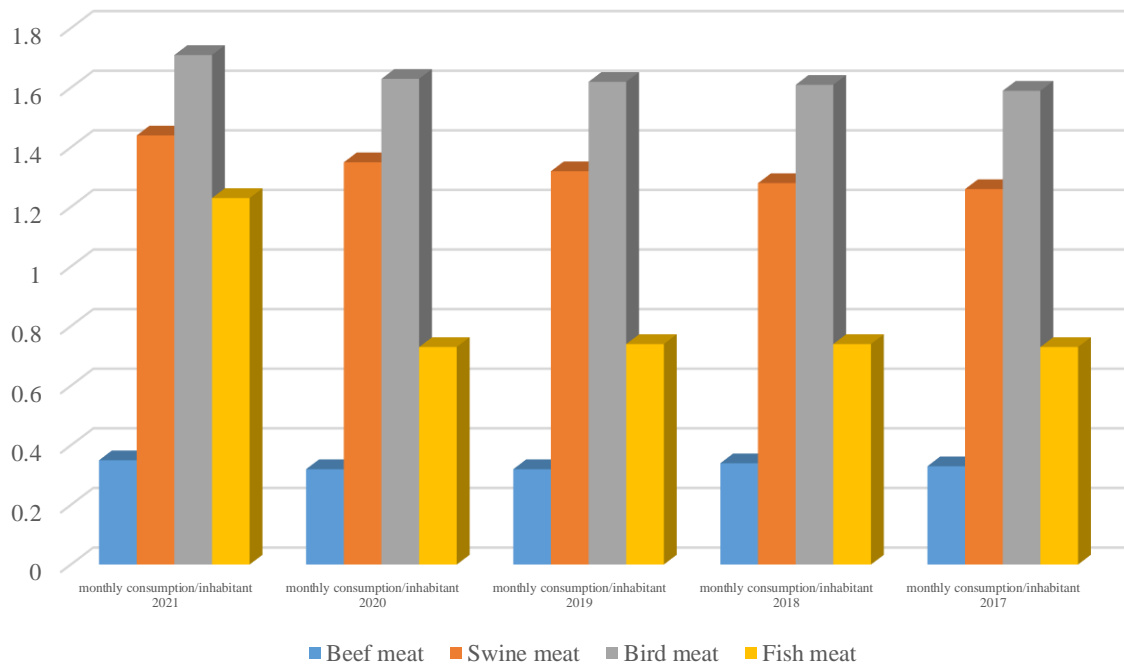
*Source: Processing different authors [9,15]*

The points of view expressed regarding the basics of a rational diet are nuanced, which in our opinion is natural, because the issue of human health is particularly complex, and there are still unexplained areas.

In the current economic model of households from Romania, the consumption of food from own production and the one received from the extended family is one of the ways

to cover food consumption needs. For meat and meat preparations, compared to other agri-food products, the phenomenon of self-consumption is much more extensive, especially in the case of the population settled in rural areas. Meat products with a lower degree of processing have a greater share in self-consumption, compared to those that require a higher degree of processing.

Analysing the evolution of meat and meat products consumption at national level in recent years, an increasing trend can be observed, which is supported by the increase in the population's income, even if the swine market shows signs of decline in the last year. Poultry meat remains in the top of Romanian consumers' preferences with a monthly average in 2021 of 1.71 kg/inhabitant, on the 2nd place being situated the meat from the swine species.



**Figure 5. Meat consumption on species**

Source: [www.roaliment.ro](http://www.roaliment.ro)

We notice a considerable increase in meat consumption in the period 2017-2021, which is mainly due to the development of the food industry and the increase in imports of this group of agri-food products.

The decrease in the production of the meat industry, together with the reduction of the income of the population, led, even in the conditions of some increases in imports of meat products, to significant changes in the level of consumption per inhabitant of most foods from this category.

The productions made in recent years in relation to domestic consumption, excluding self-consumption, did not satisfy domestic demand for poultry and pork, consumption exceeding domestic production. Pork and poultry production was affected by higher producer prices than market prices.

The uncertainty degree in the development of agri-food markets will obviously mark the biggest restructuring of food production. Competition and specialization rules will replace the national production rule and stimulate imports or exports depending on production prices and market competitiveness of firms.

Due to the increase in the incomes of the Romanian population, the food consumption interest for meat and meat products has also increased, generating an increase in consumption. Using high-performance production technologies, good farm management,

having resources in Romania, a balanced consumption of meat and meat products can be ensured even in conditions of economic crisis.

### CONCLUSION

The consumption basket can constitute an important statistical landmark in living cost calculation or of the evolution index of prices and tariffs for products and services for population consumption.

The productions achieved in recent years in relation to domestic consumption, excluding self-consumption, did not satisfy domestic demand for poultry and pork, consumption exceeding domestic production. Pork and poultry production was affected by higher production prices than market prices.

Agri-food consumption from Romania tends to approach to the one from developed countries, as a result of income increase. Using high-performance production technologies, good farm management, having resources in Romania, a balanced consumption of meat and meat products can be ensured even in conditions of economic crisis.

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