

POULTRY CONSUMPTION IN ROMANIA

ȘERBAN VICTORIA¹, PETROMAN CORNELIA¹,
PETROMAN I.¹, MARIN DIANA¹

¹USAMVB Timișoara, Faculty of Agricultural Management
email:vioserban20@yahoo.com

Abstract: Meat is a basic source of nutrients for the humans due to balanced composition of high biological value nutrients. Poultry has gained an important position among animal food due to its nutritive features and low production costs. Broiler chicken is a high quality diet meat characterised by finesse, succulence, tenderness, taste and flavour of preparations and low fat content. Poultry dominates population's consumption and it will continue to be a basic food.

Keywords: Romania, consumption, meat, poultry.

INTRODUCTION

Human existence could not be possible without consumption and each of us is both a group member and a consumer. In this capacity, we inter-relate with economic and social actors and show a particular type of behaviour. Consumption links not only producers and consumers, in particular, but also economic and social activities, in general [1,5,7,11,12]. From this perspective, *consumption is a true mirror of society's physiognomy since it shows social stratification and differentiation, contradictions, place and role of groups and socio-professional categories in a society.*

Consumption holds, within the economic mechanism, a central position in close relationship with production of goods and supply of services; it exerts an active, dynamic role, i.e. any economic and non-economic activity end with the consumption of its results. Otherwise, we would assist to inefficient activities that consume large material, technical, financial, human resources and useless expenses without meeting beneficiaries' needs. Consumption is both the triggering and enhancing element in production, as well as its regulating element since it generates both quantitative determination and the sense and intensity of the rates and cycles.

As a phenomenon and process, consumption will keep being of interest due to the complexity and dynamism that characterise it. Consumption is under the incidence of a set of objective and subjective influences that are renewed continuously, maybe more strongly and more unexpectedly than in other cases given that our universe of is never enough explored or known. Through consumption, they thus ensure the continuity and development of material and spiritual life of the population, the rhythmical development of social activities aiming at maintaining the biotic and abiotic features of the natural environment as a material and vital support of existence and of perpetuation of human society [2,4,8,9].

The Romanians are great meat lovers if we take into account that in 2013 each of us consumed on the average 56.3 kg of meat and meat products according to the data supplied by the National Institute of Statistics [3,6,10].

MATERIAL AND METHOD

To carry out this study, we used information regarding the dynamics of poultry numbers, of poultry production and consumption in literature, press releases, statistics and bulletins issued by the National Institute of Statistics.

RESULTS AND DISCUSSION

Table 1

Dynamics of poultry numbers and of poultry production during 2003-2013

Measure unit		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total no. of poultry	Thousands of heads	76,616	79,360	79,018	84,991	82,036	84,373	83,843	78,867	70,390	71,767	67,989
Total live poultry	Thousands of t	436	372	401	361	416	410	489	446	468	470	485
Mean weight at slaughter	kg/head	1.9	1.9	1.8	1.8	2.0	2.0	2.0	2	2.292	2.042	2.267

Source: Strategy for the development of agriculture medium- and long-term – 2012

We can see that during 2003-2013, the evolution of the numbers of poultry had an ascending trend until 2006, when there were 84,991,000 poultry, to decrease until 2013 when there were 68,989,000 poultry.

Table 2

Balance and consumption of poultry per inhabitant

Year	Total live poultry (t)	Carcass poultry (t)	Total poultry import (t)	from domestic consumption	Domestic consumption (t)	Import from domestic consumption (%)	Consumption/inhabitant (kg/head)
2004	372200	297760	130454	3808	424406	31	12.6
2008	410200	328160	116079	9646	434593	27	20.2
2009	489100	391280	132875	33172	490983	27	22.9
2010	489100	381120	96115	58690	418545	23	19.6
2011	510500	408400	94500	60100	442800	21	21.0
2012	540600	432400	93500	63500	462400	20	22.0
2013	565300	452240	93000	64600	480640	19	22.9
2020	610500	488400	80000	70500	497900	16	26.2

Source: Strategy for the development of agriculture medium- and long-term – 2012

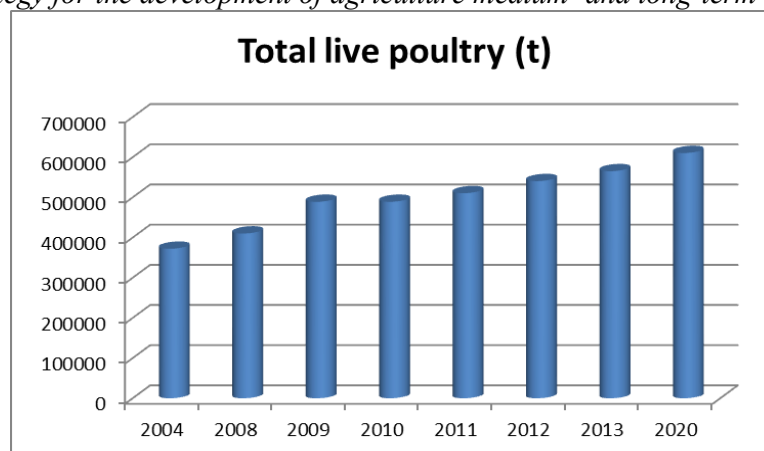


Figure 1. Evolution of live poultry production

As for the total live poultry production (t), during 2004-2013 the highest production was in 2013 (576,300 t) and expectations for 2020 reach 610,500 t.

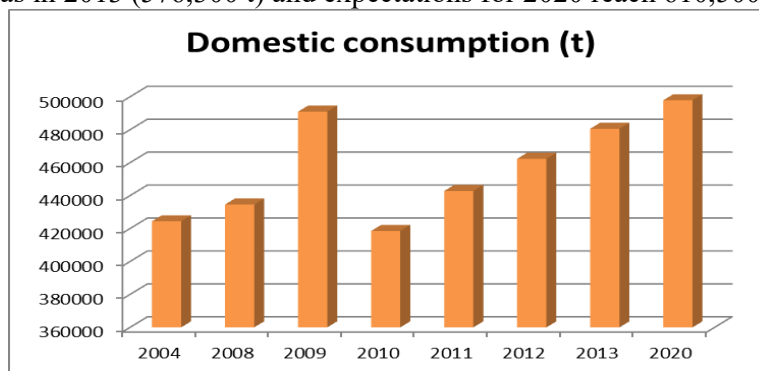


Figure 2. Domestic consumption of poultry

The highest domestic poultry consumption was in 2009, when it reached 490,983 t.

CONCLUSIONS

Poultry ranks second among meat lovers in Romania: in 2013, each Romanian ate on the average 22.9 kg of poultry, i.e. four times more than beef. This seems to change in the future because of the increasing rate of poultry consumption and of the global trends in the field. Pork still ranks first: each Romanian eats almost 30 kg of pork annually. Poultry consumption per inhabitant correlates directly with poultry production and with consumer's purchase power.

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