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THE OFFER OF MAIN PRODUCTS OF ANIMAL ORIGIN ON THE BIHOR COUNTY AND ORADEA CITY MARKET

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Abstract

The offer of the agrarian food products appears on the market directly or indirectly through the intermediaries.

On the market we meet this offer with its twocomponents, meaning the active offer, which represents the total of the agrarian food products of the dealing companies or of the producers or deliverers in a certain period of time and the passive offer which represents the stocks existent in the commercial net.

Key word: offer, animal origin products, meat

INTRODUCTION

The agrarian food products present a series of features issued by the particularities of the production:

- *It is an offer which also includes the perisable products (some products can only be preserved for a few days others only for a few hours);*
- *This is not a stable offer and little flexible, whose level varies from one year to another, as the production differs according to the fed animal.*

According to the market consumption need, the offer can be:

a) the actual offer contains the total of the agri products delivered or which can be delivered by the producers or distributors.

b) The potential offer reffers to the possibilityof increasing and diversifying products, of adapting the products to the consumer's demands.There is a large offer of agrarian products, each product having its place within the agrarian market.

The structure of the agrarian food products includes a lot of products like:

- *Vegetal origin products*
- *Animal origin products*
- *Fresh products*
- *Industrially processed products*
- *Half-finished products.*

MATERIAM AND METHODS

The weight of these categories in the structure of the offer evolve from oone stage to another, and as a consequence of the process of integration between agriculture and the food industry, offering the consumer processed agrarian food products. Thus the structure of the agrarian food products will be in a continuous and permanent change in order to be able to satisfy the consumption needs of all categories of consumers, including the ones with small income.

The study of the offer has in view to establish the dimensionsowned by its components if a certain structural criteria is in view:

- *Material content*
- *Commodity features*
- *The targeted market*
- *The beneficiary consumers of the offer*
- *The features of the demand manifestation form (everyday, periodic, rare commodities, problem causing or non problem causing commodities, brand commodities and anonimous commodities).*

Studying the dynamics of the agrarian food products' offer we see that the parameters are the following: quantity, quality, range of goods, and index of products' renewing.

From a nourishing point of view, the meat is a very valuable food, due to the presence of carbon and other sources of energy: glycogen, lactic acid resulted from the glycolysis, nitrogen (assimilable proteins), mineral salts, vitamins (67% free water content in beef and veal meat), (71% in chicken or fowl meat), so it ensures a great condition for the growth of mocro organisms, especially for the putrefaction bacteria.

After 1989, the total meat production meant for the Romanian consumption, decreased.

Thus, in comparison with the year 1990, when the internal production was of 2,42 million tons, at the end of 2004 the decrease was dramatical (- 973 million tons = a decrease of 40,2%).

The biggest decrease was in fowl and pork meat. In comparison an increase was seen for the beef and veal meat.

The total meat offer had a different evolution in Romania, in what time and diversity was concerned.(table 1).

Table 1

The evolution of the total meat production in Romania between the years 2003 and 2005 and predictions for the year 2007 and further.(calculated in thousands of tons).

Specification	2003	2004	2005	% unlike 2003	Predictions for 2007
Total meat out of which	872	868	870	99,8	896
- beef meat	153	135	134	87,6	135
- pork meat	440	437	438	99,5	448
- fowl meat	279	296	298	106,8	313

As it can be noticed, in the last three years, a slight increase can be seen in what the fowl meat is concerned, in comparison with the other species where the offer was decreasing. *The consumption of the agrarian food products* represents a clear way to satisfy the consumption needs. But this does not always happen as between the needs and consumption there is an obvious disparity. The consumption of agrarian food products can have the following sources of supply:

- *The market (commodity consumption)*
- *Individual household (direct consumption of products)*
- *Other siources.*

In our country, the size of the direct agrarian food consumption is significant, due to the great number of rural population (45%), and to the effects of the Law nr. 18/1991 – the Land Fund law, through which a great deal of the urban population was put in possession of agricultural lands.In Bihor county and Oradea town, the evolution of the beef, fowl and pork meat offer is the same as the evolution of the national offer for the same products. Hence, with the excetion of cattle, the number of the animals in Bihor county has seen an increase. (table 2).

Table 2

The evolution of animal number in Bihor county between the years 2000 – 2005 calculated in thousands of heads

Specification	2000	2004	2005	% unlike 2000
Cattle	106,8	112,4	93,2	87,3
Swine	205,7	331,3	221,2	107,5
Fowl	2003	2791	2285	114,1

The production of meat from the animals which were sacrificed between the years 2004 – 2005 was the following.(table 3)

Table 3

Total meat production realized in Bihor county between 2004 and 2005.

Specification	U.M.	2004	2005	%
Total meat, out of which	tone	37.899	51.403	135,7
Cattle meat	Tons	5.895	12.222	207,3
Swine meat	Tons	19.080	26.165	137,1
Fowl meat	Tons	12.924	13.016	100,7

Source: The Statistical Year Book of the Bihor county 2005, 2006.

For the year 2005, the structure of the numbers of animals according to the provenience sphere is presented in the following table:

Table 4

The stock existent number of animals in Bihor county on the 31st of December 2005 – calculated in thousands of heads.

Specification	Total of sectors	Out of which:				
		Estate sector	Private sector			
		Total	Total	Unit with industrial flow	Private companies and associations	Family farms
Cattle	93,24	0,15	93,09	-	3,25	89,84
Swine	221,23	1,17	220,07	19,67	12,56	187,85
Fowl	2285	0,003	2282	118	175	1989

It can be observed that the private sector is more developed than the estate sector.

- *As cattle is concerned, the state owns 0,16 % unlike 99,84 % owned by the private sector – the state sector almost does not exist.*
- *As swine is concerned – the state owns 0,53 % unlike 99,47 % owned by the private sector.*
- *As fowl is concerned - the state owns only 0,13 % unlike 99,87% owned by the private sector.*

As it can be noticed the private sector dominated the market during the years 1990 and 2005, unlike the state sector which almost disappeared.
It is interesting to follow the structure of the private sector which has been dominated by family farms (peasant households). The presence of such farms in countries like Holland, Denmark, Germany is low.(countries members of the European Union). In what bihor county is concerned regarding the family farms we find a total of 96,35 % production of cattle, 84,91 % production of swine and 87,05 % production of fowl. So the family farms represent the main source of meat supply for the processing units.

Starting with The 1st of January 2005 up to 31st of December 2005 the obtaining and capitalization of the animal production has been the following: (table 5).

Table 5

The structure and destination of the meat production in Bihor county for the year 2005.

Specification	U/M Measurement units	Total of sectors	Estate sector				
			Total	Capitalizedon the market	Out of which:		
					Directly	Industrial flow units	
Total of meat	Tons of live animals	51.403	381	381	188	193	
Cattle meat	Heads	31.999	114	114	46	68	
	Live tons	12.222	44	44	18	26	
Swine meat	Heads	235.665	2.655	2.655	1.275	1.380	
	Live tons	26.165	295	295	142	153	
Fowl meat	Thousands of heads	5.659	21	21	14	7	
	Live tons	13.016	42	42	28	14	
Specification	U/M Units of measurement	Private Sector					
		Total	Family consumption	Capitalized on the market	Out of which:		
					Directly	Industrial flow units	
Total of meat	Live tons	51.022	13.012	38.010	22.001	16.009	
Cattle meat	heads	31.885	9.940	21.945	12.165	9.780	
	Live tons	12.178	3.529	8.649	4.854	3.795	
Swine meat	heads	233.010	44.330	188.680	108.445	80.235	
	Live tons	25.870	4.842	21.028	12.363	8.665	
Fowl meat	Thousands of heads	5.638	1.785	3.853	1.985	1.868	
	Live tons	12.974	4.641	8.333	4.784	3.549	

As it can be seen from the data in the table above, the private sector offers the majority of production, unlike the state sector.

We can also observe the meat quantity destined for family consumption (direct consumption), which represents 25,3 % of the total capitalized production of the three ranges of meat.

The main meat producers/suppliers for the market of Bihor county and for Oradea town are the following:

A. **For cattle meat:**

- AGROIND DOI LTD. LIVADA
- PROMESSE LTD SALONTA
- AGRO-CONSTRUCT LTD. AVRAM IANCU
- FELIX ASSOCIATION SÂNTANDREI
- Family farms and associations.

B. For swine meat:

- NUTRIENTUL LTD. PALOTA
- Family farms and associations.

C. For fowl meat:

- AVICOLA LTD. ORADEA
- AVICOLA LTD. BRAŞOV
- ONCOS LTD. CLUJ-NAPOCA
- AGRICOLA INTERNAȚIONAL LTD. BACĂU
- TRNSAVIA LTD.
- Familz farms and associations.

D. Authorized slaughterhouses – according to the Law 123/1995 for the use of slaughter houses:

- DARA LTD. TULCA
- PRODALIMENT LTD. SALONTA
- TAVI BOGDAN LTD. MIHAI BRAVU
- NUTRIENTUL LTD. PALOTA

E. Licensed economical agents – according to the Law 123/1995 which have the right to produce meat products (they get the carcasses from the slaughter houses, from internal or external producers):

- FLORIAN IMPEX LTD. ORADEA
- COMINCA LTD. ORADEA
- PROMESSE LTD. SALONTA
- FLORELIA IMPEX LTD. ORADEA
- METRO AND SELGROS CASH AND CARRY HYPERMARKETS.

The difference between the meat production and the consumption is to be found in the meat import within the Bihor county and Oradea town.

CONCLUSIONS

The individual meat consumption has reduced from 49,5 kg in 1994 to 46,4 kg. in 2005, representing, for example 60 % of France's consumption, 48% of the U.S.A's consumption and 68% of Hungary's consumption.

The strategy to increase meat sales on the national market and in Bihor and Oradea market respectively is closely related to prices practiced and to the slow increase of the population's income.

For the general success of the Romania economical reform it is absolutely necessary to reconsider the role of the agriculture in the strategy of the transition towards a market economy. The agriculture should be given the role of the most important strategic sector.

In a competitive market, when choosing the channels for the agrarian food products we have to take into account the possibilities to organize the distribution which also imply knowing the integration process.

A direct marketing strategy should be adopted which should be based on the quality of the human resources: solvable and penetrating market associates; representatives for different market segments, with strong feasible contracts; flexible forms of ruling and associating with third specialized parteners in order to promote the products; high quality products, with low or moderate price, etc.

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