

STRATEGY DEVELOPMENT OF VEGETABLE PRODUCTION IN ORADEA'S SURROUNDING AREA IN 2012

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Abstract

Romania's position after joining the EU is quite low compared with the oldest, but with some new members. The fact that the index value of agricultural production in Romania has varied from a minimum of 84.4% in 1992 and a maximum of 118.1% in 2005 compared with 1989, is the result not only of the negative effects of property reform, the slow reorganization of the exploitation and return the Romanian agriculture to the subsistence, but also of exclusion of national scientific research contribution to accelerating reorganization and sector change, after 1989.

Consumers are more concerned about ecological problem and durable development of society as a whole, the desire to meet the needs of present without compromising long-term welfare of society. In this context, agro-alimentary marketing becomes for more and more companies, a societal marketing, a marketing that purpose the satisfaction in the best conditions of present and future needs of society.

For the case study from Oradea's surrounding area, we foresight the situation of agricultural production in 2012, i.e. we make a medium term forecast.

The development of some viable rural areas and durable communities must be integrated with a broader vision of regional development.

Investment in agriculture increased from year to year, but are still quite small to cover entirely the funds needs. It is considered very low the amount allocated to investment in agriculture, due to policies adopted for other branches of economy of Bihor County.

Key words: regional development, agricultural credit, commercial exploitations

INTRODUCTION

Bihor County agriculture and especially of Oradea's surrounding area, is still in a state of decline due to excessive fragmentation of property, weak equipment machinery and installations, precarious situation of rural infrastructure, reduced use of chemical fertilizers or natural and pesticides, dramatically reducing of irrigated areas, soil degradation, chronic deficiency of financial resources, lack of a functional system of agricultural credit.

The strategic objective of agriculture of Oradea's surrounding area is the durable development of the field crop sector by supporting the achievement of competitive commercial exploitations.

In Oradea's surrounding area opportunities for developing agriculture exist, especially ecological crops, due to the fact that were not used chemical fertilizers and market demand of these products is relatively high compared to the offer.

An opportunity in this area is the development of agrotourism and rural tourism, because of the existence of thermal water in the area.

This strategy for agricultural development in Oradea's surrounding area has gradual application, some measures should be met by 2010, others until the end of the period.

MATERIAL AND METHODS

Random statistical survey is selective and based on aleatory sampling.

The units of observation of statistical research on vegetable production of Oradea's surrounding area were agricultural exploitations with legal personality.

The main variables studied for Oradea's surrounding area were:

- *the areas cultivated with the main vegetable cultivation;*

- *the production realized at the main vegetable cultivations;*

Type of sample is that stratified by localities, the legal status of farm, size of agricultural area used.

Marketing research was realized in the area investigated, both in Oradea and in the communes belonging to Oradea's surrounding area.

Research by direct methods facilitates the acquaintance of new dimensions, particularly of qualitative nature, of the phenomena analyzed, contributing to a better foundation of marketing decisions.

RESULTS AND DISCUSSION

Climatic conditions in the Oradea's surrounding area caused over time the directing of zonal agriculture to certain vegetable crops: wheat, maize, sunflower, sugar beet, potatoes, vegetables and fruits.

In the structure of agricultural area in Oradea's surrounding area, arable land owns 60,9%(tab.1).

The structure of agricultural production at the end of 2006 was as follows: from the grain cereals, wheat and maize have a ponderosity of 88% (38.2% wheat and 49.8% maize) etc. (tab 2).

In addition to cereal grain crop, Oradea's surrounding area is a region of tradition and in the culture of vegetables too (*with a market very close - Oradea*). Thus, can be identified several vegetable basins, such as: *Oradea - Bors - Cetariu (390 ha)* and *Sântandrei (30 ha)*.

Table 1

The structure of agricultural surface of Oradea's surrounding area at 31.12.2006

Category of utility	%
Land, whereby:	100,0
Arable land	60,9
Natural pasture	27,6
Natural meadows	8,8
Orchards and fruit-growing nurseries	1,8
Vineyard and vine nurseries	0,8

Source: Statistics Data of National Statistics Institute - Department of Bihor in 2007

Table 2

Vegetable agricultural production of Oradea's surrounding area, in 2006

Specification	Total production-tons	Average production (kg / ha)
Cereals for grain	189.788	-
Wheat	72.448	3.356
Rye	1.190	2.978
Barley and two-rowed barley	14.348	2.853
Oat	7.182	1.565
Grain maize	94.620	4.658
Vegetables for grains	84	-
Potatoes	40.144	13.634
Sugar beet	12.258	31.058
Sunflower	12.455	1.654
Soya bean	640	1.873
Tobacco	50	1.988
Vegetables	24.112	-

Source: Statistics Data of National Statistics Institute - Department of Bihor in 2007

At grapes and fruits, the production is realized almost entirely by the private sector(tab.3).

Table 3

Total production of grapes and fruits in Oradea's surrounding area in 2006

Specification	Total production-tons	Whereby: private propriety
Grapes - vines	3.456	3.456
Fruits	14.522	14.518

Source: Statistics Data of National Statistics Institute - Department of Bihor in 2007

The vine is grown mainly in vineyards from Cetariu (hybrids) and Biharia (wine grapes - varieties Fetească royal, Italian Riesling, Muscat Ottonel, Muscat Hamburg, etc.).

Fruit tree culture is another important activity that take place in Oradea's surrounding area.

Apple is specific to the orchards in Oradea, Paleu and Biharia, pear in Oradea and Paleu orchards, plums in Oradea and Cetariu, apricots and peaches in those from Oradea and Paleu, cherry and sour cherry in orchards from Oradea in Biharia and nuts in Oradea.

Vegetable production of Oradea's surrounding area represents 55% of total agricultural production. Annual variations of agricultural vegetable production is due, primarily to the weather conditions, at which the Romanian farmer is quite vulnerable. Due to climatic factors, especially prolonged drought in 2006, average productions per hectare were extremely small, a phenomenon which was repeated in 2007, affecting the same culture.

The design of some strategic options for developing agriculture in Oradea's surrounding area pursue the following objectives:

V1 – intensification of production by conventional technologies

V2 – promotion of ecological crop

As for cultivated areas, these will fall into two categories, by the technologies to be applied:

V1 – conventional technologies;

V2 – ecological technologies.

Compared to the existing situation (V0), besides the differentiation of areas on technology, it will underlie also the average productions per hectare, which will mark a differentiated increase (30-40%) compared to the existing situation in the case of V0 version. Taking into account all these aspects, projected variations are presented in *table 4*.

From the analysis of the two strategic designed variants we observe a change in crop structure, in which ecological technologies are applied to 12.2% of arable land under cultivation, while the share occupied by different cultures changed significantly.

Thus, at the "wheat and rye", sunflower, sugar beet, vegetables and potatoes, the ponderosity occupied in the new version will be superior to V0, while at the maize grain this will be reduced from 58.8% (V0), to 51.3% (average V1 + V2).

Also, productions obtained in all crops will be higher, with bonuses that fall between the limits of 159.6% at sugar beet and 14.7% at maize grain.

Tabel 4

Variant of development of vegetable production in Oradea's surrounding area in 2012

V ₀					
Under area					Total production - tone
Culture name	ha		%		
Total arable land cultivated, of which:	27010		100,0		-
wheat and rye	4741		17,7		16204
grain maize	15900		58,8		42207
sunflower	3636		13,5		5262
sugar-beet	195		0,7		3410
Total-vegetables	644		2,4		7446
Total-potatoes	1864		6,9		7560
V ₁ – conventional technologies			V ₂ – ecological technologies		
Area		Total production - tone	Area		Total production - tone
ha	%		ha	%	
23720	100,0	-	3290	100,0	-
5160	21,8	22807	1040	31,6	7303
12800	54,0	46080	1050	31,9	2342
3380	14,2	6844	510	15,5	663
300	1,3	7650	80	2,4	1204
580	2,4	11368	190	5,8	1862
1500	6,3	9900	420	12,8	1856

CONCLUSIONS

Compared to the existing situation (V₀), besides the differentiation of areas on technology, it will underlie also the average productions per hectare, which will mark a differentiated increase (30-40%) compared to the existing situation in the case of V₀ version.

From the analysis of the two strategic designed variants we observe a change in crop structure, in which ecological technologies are applied to 12.2% of arable land under cultivation, while the share occupied by different cultures changed significantly. For example, at the "wheat and rye", sunflower, sugar beet, vegetables and potatoes, the ponderosity occupied in the new version was superior to V₀, while at the maize grain this has reduced from 58.8% (V₀), to 51.3% (average V₁ + V₂).

Productions obtained in all crops will be higher, with bonuses that fall between the limits of 159.6% (*at sugar beet*) and 14.7% (*at maize grain*).

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