INTERNATIONAL TRADE ASPECTS WITH SUNFLOWER (2008 - 2010)

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ABSTRACT

Through data presented the study attempts to create an overview of the business operations conducted internationally, with sunflower seed.

The approach is based on the methodology used by FAO, taking the database of the organization, data for imports, exports - expressed both in quantity and value. On this basis, analyzes the overall global and continental level entities (Africa, America, Asia, Europe and Oceania), the structure and dynamics of the indicators mentioned above.

INTRODUCTION

Sunflower production are important industrial, fodder, agricultural technology and technological, export and source of profit. Parameters of profitability and economic efficiency in sunflower must be placed in direct relation with the average yield per hectare, production management and marketing costs.

Prospecting import-export foreign market for their agricultural products, and / or food must undergo several stages.

The first stage is the stage of documentation and information.

Information collected aims inter alia: economic potential, trends in production, investment and accumulation, agricultural development etc.

The second stage refers to the study of foreign market opportunities and analyzing key economic indicators.

The third stage envisages exploration (studying) the actual foreign market, in which five objectives can be distinguished: market and products; buyers and their attitude towards the product; production and competition; distribution channels and the marketing; advertising and publicity.

Stage four is intended to establish conclusions on foreign markets studied, showing an overall assessment of it.

Finally, the study concludes by external market decision-making stage, in which the main objective is fixed for export-import of goods and services and the concrete forms of organization of sales.

Briefly, the study of a particular segment of the domestic market can be achieved by preparing a monograph include: land and people; import and sale conditions; beneficiaries; competition; marketing channels; recovery network; advertising; conclusions.

A special interest presents data collected by some companies or agencies to delegates returned from abroad in connection with the action of prospecting foreign markets. This information can be received on the basis of questionnaires.

METHOD AND MATERIAL

For the study are used a system of indicators to highlight specific trade with sunflowers - imports, exports, trade balance.

The information refers to the time interval 2008-2010, in addition to it being used period average.

Average was determined according to the following relation for calculating:

$$M = \frac{X_1 + X_2 + \dots + X_n}{n}$$

In the case of composition of indicators has appealed to the following formula:

$$S = \frac{X_1, X_2, \dots \dots, X_n}{X_t} x100$$

RESULTS AND DISCUSSIONS

Further are presented the structure and evolution - in time - of imports and exports, worldwide, of sunflower, and their trade balance (period 2008-2010).

Table 1 presents the evolution and structure of imports worldwide. Not appear as operators in the world market imports, Europe, Oceania, or Romania.

Table 1.

Sunflower –
world Imports (2008–2010) [*]

Specification	2008		2009			2010			Average 2008 – 2010 [**]		
	T	Str. %	T	Str. %	2009 /2008	T	Str. %	2010 /2008	T	Str. %	Average /2008
AFRICA	271	15,6	251	11,4	92,6	251	10,5	92,6	257,7	12,2	95,1
AMERICA	-	-	-	-	-	5	0,2	100	1,6	0,1	33,3
ASIA	1467	84,4	1956	88,6	133,3	2141	89,3	145,9	1854,7	87,7	126,4
TOTAL	1738	100	2207	100	127,0	2397	100	137,9	2114	100	121,6

[*] http://faostat3.fao.org/download/T/TP/F
[**] own calculations

In terms of imports of sunflower seeds, global and continental levels, the situation is very simplified because data statistical reporting record these operations only for Africa and Asia, with the exception of 2010, when it appears as a operator and the American continent. Neither Romania does not appear as an operator on the world market imports.

For 2008 the global quantities imported have reached 1738 t value that was established percentage contributions of 84.4% for Asia - 1467 t and 15.6% for the African continent - 271 t.

In the case of 2009 there is significant amount of 251 t to 1956 t Africa and the Asian continent, which led to a global indicator of 2207 t.

For 2010, America imported 5 tons of sunflower, Africa 251 t and 2141 t Asia, amounts that caused a global indicator of 2397 t. The structure of the indicator include the percentage weights: 0.2% America, 10 5% African, 89.3% Asia.

Regarding the period average was observed a registration of total quantity imported of 2114 t, whose structure (Fig. 1) is as follows:

➢ 0,1% America (1,6 t);
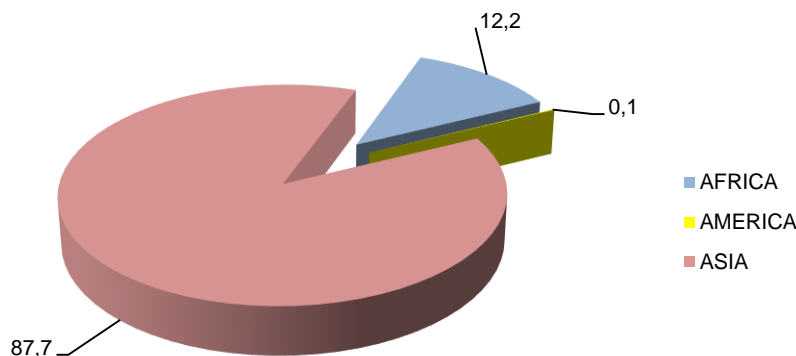➢ 12,2% Africa (257,7 t);
➢ 87,7% Asia (1854,7 t).

Fig.1. SUNFLOWER. The structure of quantitative world imports - period average (%)

If we analyze the evolution in time of the indicator (Fig. 2) can be seen the following comments:

- For African continent the indicator registered a downward trend - uniform (due to the situation in 2009 and 2010) besides the reporting base - 2008. Therefore for 2009 and 2010 indices with fixed base values were 92.6 %, and the median was lower by 4.9% compared to 2007;
- for the American continent may find that the average period represented only 33.3% of the term of comparison - 2010;
- at the level of Asian continent the indicator showed a continuous upward trend. In this regard it is noted exceeding of reference term: for period average 1.26 times, 1.33 times in 2009, 1.45 times for the year 2010;
- worldwide the indicator assumed dominant term evolution of structure, Asian continent. As a result discuss reporting overruns base: 21.6% in the period average, 27.0% for 2009, 37.9% in 2010.

Table 2 presents the quantitative exports of sunflower and food aid performed worldwide.

For 2008 the global quantities exported have reached 217 t, level established by actual contributions vary from 15 t to 154 t Asia - African continent. Due to this situation we discuss about variables continental weights in structure of indicator, as follows: 6.9% Asia, 7.8% Europe - 17 t, 14.3% of America - 31 t, 71.0% African.

For 2009 exported quantities ranged from 15-48 tones for Asia and Europe respectively, which led to a global indicator of 80 t. The structure consists includes weights of 18.7% for Asian continent, 21.3 % in the American continent (17 t) and 60.0% for Europe.
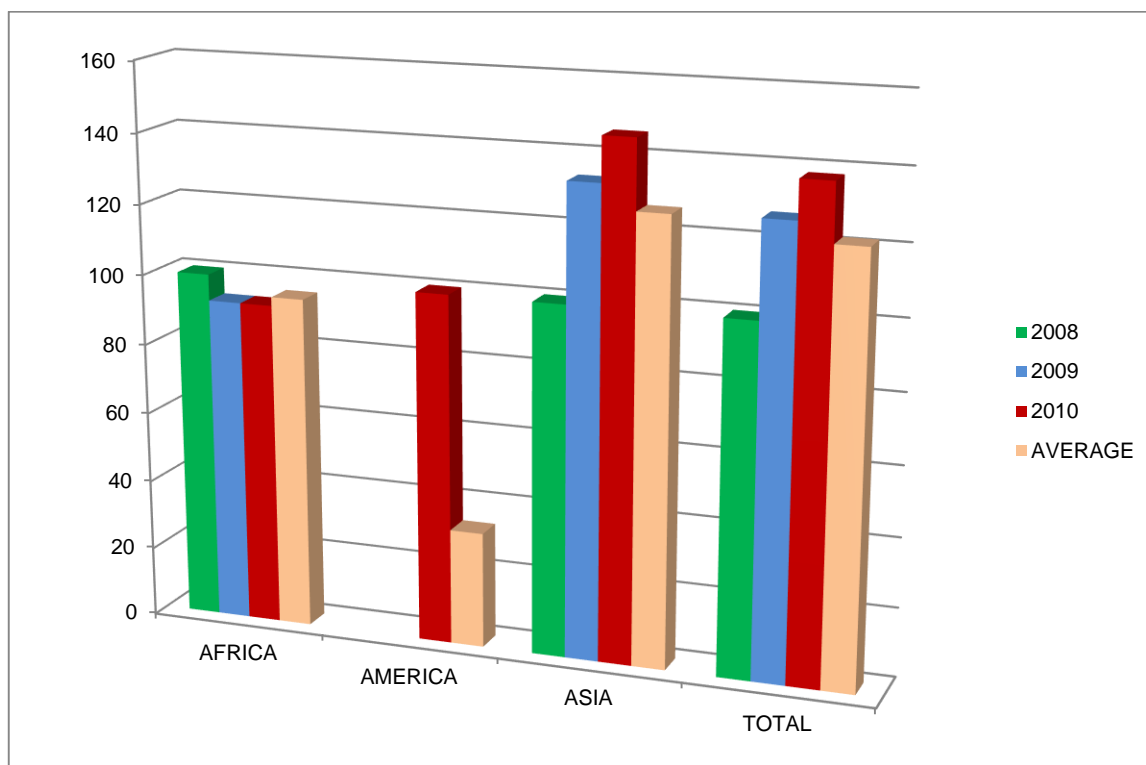
FIG. 2. SUNFLOWER. Dynamic of world quantitative imports (%)

Table 2 .

Sun flower –
World export (2008–2010) [*]

Specification	2008		2009			2010			Average 2008 – 2010[**]		
	T	Str. %	T	Str. %	2008 /2009	T	Str. %	2010 /2009	T	Str. %	Average /2009
AFRICA	154	71,0	-	-	-	20	9,2	13,0	58,0	33,8	37,7
AMERICA	31	14,3	17	21,3	54,8	-	-	-	16,0	9,3	51,6
ASIA	15	6,9	15	18,7	100,0	56	25,8	373,3	28,7	16,8	191,3
EUROPA	17	7,8	48	60,0	282,3	141	65,0	829,4	68,6	40,1	403,9
TOTAL	217	100	80	100	36,9	217	100	100,0	171,3	100	78,9

[*]http://faostat3.fao.org/download/T/TP/F
[**] own calculations

In case of 2010 total quantity exported was 217 t, this being based on continental levels: 20 t Africa, Asia 56 t, 141 t Europe. Following these quantities, the indicator structure known weights of 9.2% for Africa, 25.8% for 65.0% in Asia and Europe.

Determining the average period reached a global quantity exported of 171.3 t, which is based on the amount of continental contribution percentage (Fig. 3) by:

➤ 16,8% Asia (28,7 t);
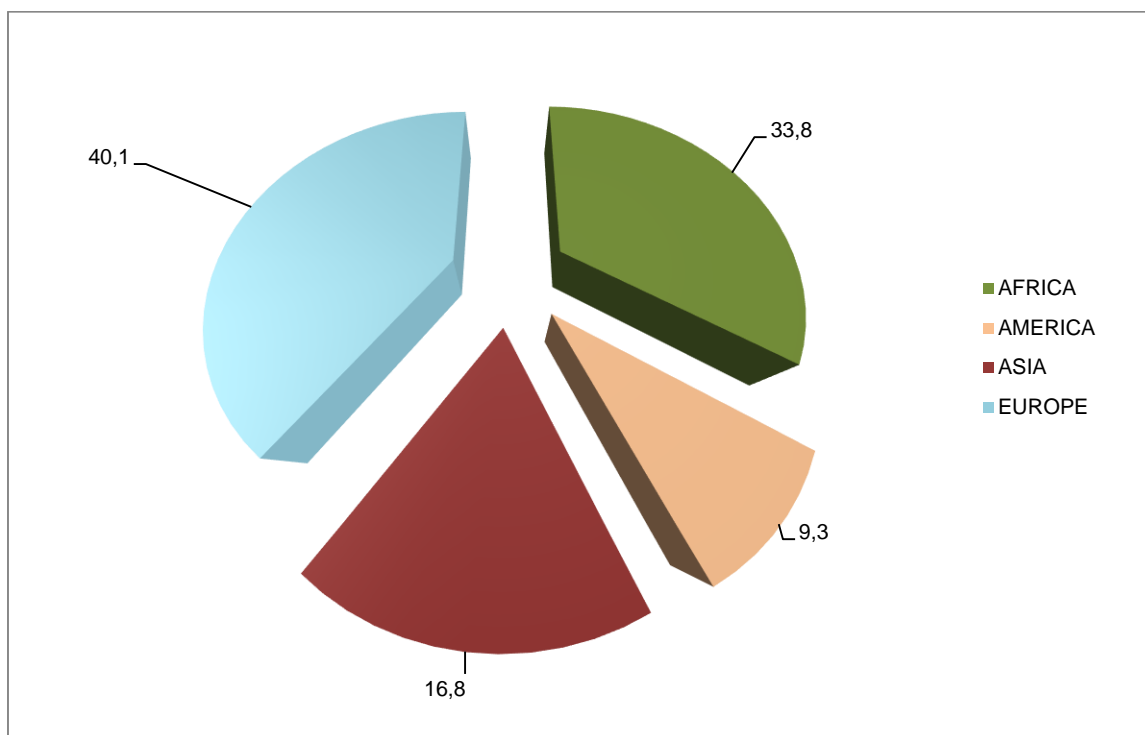➤ 33,8% Africa (58,0 t);
➤ 40,1% Europe (68,6 t).

**Fig. 3. SUNFLOWER. The structure of quantitative exports worldwide
– period average (%)**

Analyzing the evolution in time of quantities exported sunflower (Fig. 4) may make a number of considerations such as:

- for African continent the indicator was below the reporting term. So - in 2010 was achieved only 13.0% of it, and for average period was performed only 37.7% of that level;
- American continent indicator trend of evolution is one downward dynamics consisting only of indices below par.
- They were inferior to the base of comparison for period average with 48.4% and 45.2% beside 2009;
- Asia is characterized by a consistent growth of the indicator. In this sense are equal values for the indices reported in 2009 and 2010 above par values and for period average (exceeding by 7.10 and 3.03 times respectively of the specific level of 2008);
- Sunflower quantities exported by Europe have evolved strictly ascending. In these circumstances exceeding comparison value were 2.10 times in 2009, 3.47 times and 7.30 times the average period in 2010;
- worldwide the indicator evolved unevenly, with clear downward trend. Thus compared to the specific situation of 2007 decreased by 63.1% occurring in 2009 equal levels in 2010 and decreased by 21.1% for period average.
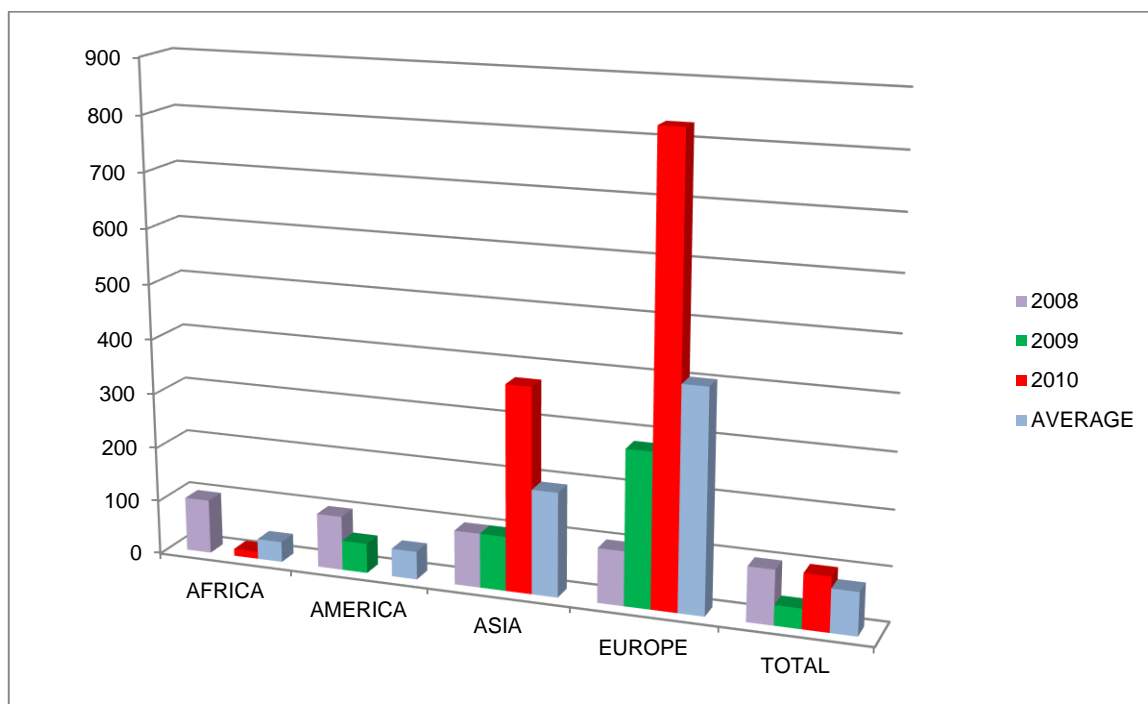
Fig. 4. SUNFLOWER. World quantitative dynamic export (%)

Table 3 shows the trade balance of world exchanges conducted for sunflowers.

Table 3.

Sunflower - The commercial balance of global trade
- Th. $ **(2008–2010)** [*]

Specification	2008			2009			2010			Average 2008 – 2010 [**]		
	export	import	± [**]	export	import	± [**]	export	import	± [**]	export	import	±
AFRICA	142	108	+34	-	90	-90	1	79	-78	47,7	92,3	-44,6
AMERICA	29	-	+29	21	-	+21	-	14	-14	16,6	4,7	+11,9
ASIA	102	771	-669	102	987	-885	725	889	-164	309,7	882,3	-572,6
EUROPE	10	-	+10	21	-	+21	73	-	+73	34,7	-	+34,7
TOTAL	283	879	-596	144	1077	-933	799	982	-183	408,7	979,3	-570,6

[*]http://faostat3.fao.org/download/T/TP/F
[**] own calculations

For 2008, global trade balance deficit has character -596 thousand $, caused by deficiency striking aspect of the Asian continent -669 thousand $. The remaining continents trade surpluses: Europe 10 thousand $, 29 thousand $ 34 thousand $ America and Africa.

Year 2009 has maintained its weak character on trade with sunflower (-933 thousand $). This time we have deficits for Asia and Africa (-885 -90 thousand $ respectively), while surpluses occur for the American continent and Europe (21 thousand $ each).

In 2010 the global situation remains unchanged, but reducing the deficit to only $ 183,000. This level was determined by specific deficits in America, Africa and Asia (14, 178 -164 000 $ respectively). Surplus balance appears only for Europe: 73 000 $.

Based on specific sequential values of 2008, 2009 and 2010 was determined average of period that maintains the weak global balance: -570.6 thousand $ (Fig. 5). Flawed situation of trade balance is determined by the following aspects:

> specific deficits in African and Asian continent (-44.6 and -572 thousand $);

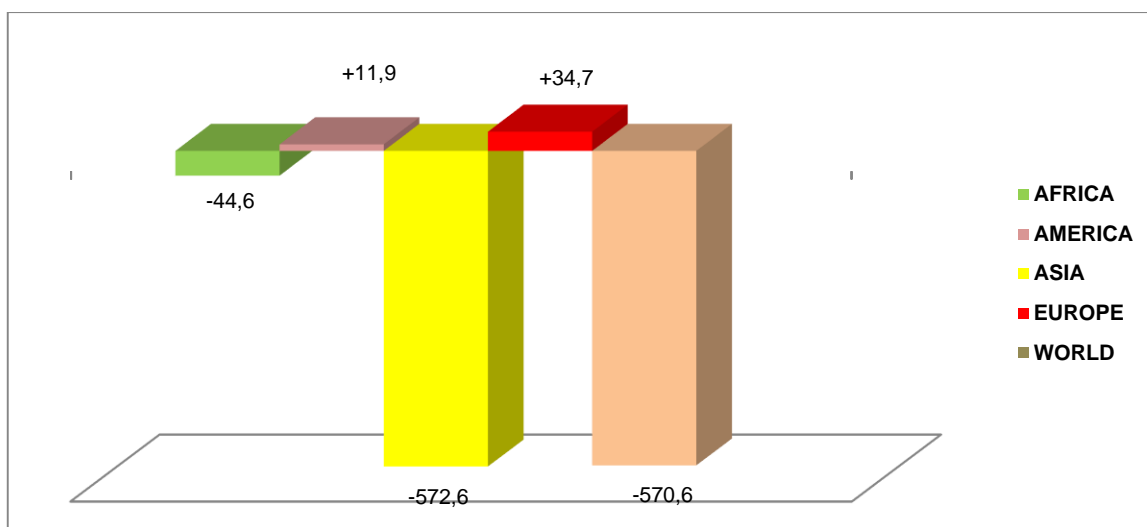➢ surpluses arising for America and the European continent (11.9 and 34,7 thousand $).

Fig. 5. SUNFLOWER. World commercial balance, period average (mil.$)

Figure 6 shows the annual change in global trade balance for sunflower.
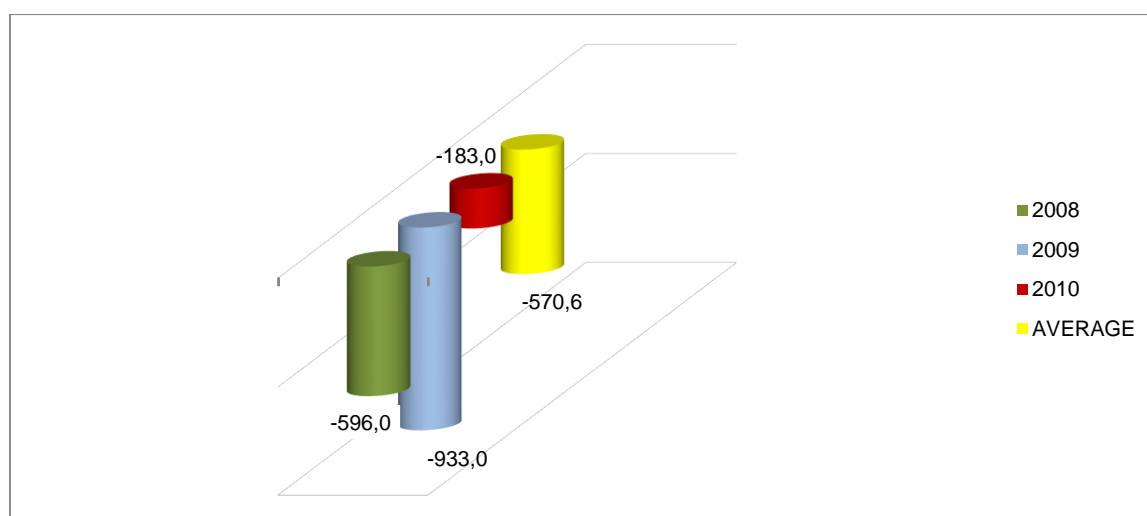

Fig. 6. SUNFLOWER. World commercial balance, annual evolution (mil.$)

CONCLUSIONS

Regarding the situation of imports:

✓ market players do not appear to operate in Europe, Oceania or Romania and America imports only achieved in 2010. As a result it can be shown that the area is a smaller market compared to other products;

✓ Asia dominates imports through a share of 87.7% (at volume) and 90.1% (in value terms);

✓ evolution of the quantities imported is strictly upward, while the expression value of the indicator trend is uneven.

If we analyze the situation of exports may be formulate a number of considerations such as:

- o at the level of market is a new operator compared to the import situation, Europe;
- o Africa and America do not realize exports in the years 2009 and 2010 respectively;
- o Within the global structure of exports in terms of quantity prevails Europe (40.1%) and Asia in terms of value (75.7%);
- o The percentage is high enough of the African continent at the level of quantities exported (33.8%) and low weights Europe and America in terms of value (8.5 and 4.1%);
- o Indicator evolved unevenly, in both cases (quantities and values) with beneficial trends in the second case;
- o The positive aspect is indicated, especially the situation of Europe - uptrend (in both cases), but also the specific situation of Asia (steady upward trend);
- o Negative issues occur to Africa and America where true indicator known "disasters", dropping than the comparison period during dynamic series (especially the African continent -99.3% in 2010, in terms of value).

In terms of trade balance following observations may be formulated:

- the strictly deficit balance is mostly determined by the specific situation of Asia (annual deficits of 669, 885 and 164 thousand $);
- It is worth noting that during the dynamic series Europe shows a strictly surplus (+10, +21 and 73 thousand $) and America including mostly surplus (only 2010 being deficient -14.0 thousand $).

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