MARKET ANALYSIS OF FRUIT AND FRUIT CANNEDS

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ABTRACT

Canned fruit industry was a period of recession due to funding poor and inadequate management, but shows substantial potential for development, thanks to natural and materials resources that can be recovered efficiently in production/processing and launch policies marketing to promote canned fruits Romanian market and economic space of the European Union.

Official data published by Eurostat in February 2015 shows that Romania ranks in the top eight member countries of the European Union, the value of agricultural production. Total production in 2014 was valued at 392.3 billion euros, while our country has produced worth 15.4 billion euros.

This paper addresses theoretical and comparative market developments canned fruits, relevant data of economic efficiency of production and marketing strategy role in this branch of commercial activity. It is also highlighted developments and prospect market canned fruits in Romania.

INTRODUCTION

Obtaining some food products from natural ingredients, superior in terms of quality, obtained through advanced technologies, innovative and establish their authenticity and traceability remains a topical issue for all manufacturers, both nationally and internationally level. In the case of foodstuffs fruit, quality characteristics are strongly influenced by the quality parameters and composition of raw materials and, not least, by the characteristics of processors and the types of technology used. Recent results of research in the processing industry and the utilization of fruit internationally level aimed at developing new products, with nutritional qualities superior, to keep the largest possible extent, chemical composition and biological principles raw material, obtained from ingredients exclusively natural, with productivity high, low power consumption as fuel, through the application of clean technologies and nondestructive.

Romania is a traditional agricultural country, benefiting from climatic and soil favorable conditions, as few countries in the world. Starting from this premise, our country has developed a century ago with a strong agriculture, able to ensure not only the consumption needs of the country's inhabitants, and to export surplus food result.

In 1990-1999, the industrial production of canned fruits decreased dramatically. If in 1990 the production was 124 thousand tons, in 1998 the production value fell to 40 thousand tons worrying, namely a rate of 32.3% of 1990 production.

For canned fruits, utilization of production capacity in 1999 was only 14.5%. In the 1993-1999 period there was a decrease in consumption of fruits per capita, this decrease mainly due to the shrinking purchasing power of the population. Estimated demand for 2010 is approximately 1206 077 tonnes of fruit, but 779 292 tonnes (respetively 748 357 thousands $) are purchased from commercial population, the rest coming from its own resources. Estimated demand above is calculated for the following product categories:

fresh fruit, jams, jellies, marmalades, pasta and fruit purees, fruit compotes, dried fruits, fruit juices.

In the context of political and social upheavals in Romania after 1989 and the transition to a Romanian economy market economy, and the food was produced numerous mutations notable economic effects (1).

Food quality was affected by the reduction quality of raw materials, processing of operations post-processing and consumer behavior (3).

Studies in Europe have shown that that the introduction of quality management systems the production and distribution chain agrifood costs can be reduced from 3% to 60% (6).

Orientation the producers of quality at the organizational level increased in recent years. However, the number of producers who opted for the deployment of quality management (ISO 9000) is still reduced (2).

The early years after political and social changes the 1989 have had an impact strong economic culminating in significant decreases activity in one of the most developed sectors in the food industry. Cans and jars with fruit compotes and jams, all domestic production mean, slowly but surely disappeared from store shelves. Furthermore, what was sold imported, Romanian producers are declining popularity among merchants and buyers (4).

Lately, the situation has changed, so massive investments in the field have increased production capacity, especially the quality of the products. In 2010, the processing of these products was represented by an employers' association consisting of 26 members, and processing capacity stood at EUR 300 thousand tons of raw materials. In the period 2008-2010 have invested over 100 million euros in infrastructure, equipment and technology. An important support for the development of this industry came from the state, in the period 2007-2009, when they granted subsidies for raw materials for processing, which stimulated production of vegetables and fruits. In general, prefer raw material processing plants in the country, the reasons are related to the need for freshness and quality of merchandise but domestic production. But these incentives, canned fruits sector still does not work in the best performing qualitative and quantitative parameters. If in 1990 they used a million tons of vegetables and fruits for industrialization Romanian, today only 100 thousand tons processed reach.

Market segments. Consumer segments

The EU population is still growing, though slowly, at 0.4% per year in 2008 (Eurostat 2009). Projections are that the population will continue to grow until about 2025 but there are large differences amongst EU countries. Population growth is high in Spain and Ireland, but very low in Germany and the Scandinavian countries. The population is also decreasing in some of the new member countries of the EU. The growth in the market for canned fruit and vegetables will not depend on the number of consumers but on other demographic factors (5).

Consumption patterns for canned fruit and vegetables vary strongly across the EU. In many older EU countries, the food market is nearly saturated and competition is very strong. Total consumption of canned fruit and vegetables will therefore not grow much and consumers may shift to other products, such as fresh fruit and vegetables. In the new EU countries, however, sales of canned fruit and vegetables show higher growth rates (5).

MATERIALS AND METHODS

In order to analyse the evolution of friut production, the following indicators have been used: the surface and fruit total production, annual average consumption, fruit and fruit products, per capita during the period 2007-2014.

They were taken, used, analyzed and processed data and information statistical on the dynamic evolution of production and consumption of fruit and canned fruit.

RESULTS AND DISCUSSIONS

In the place of Romania in the European market of fruit, according to statistics provided by the United Nations Food and Agriculture (FAO), compared with European countries, in terms of area cultivated in 2010, Romania ranked 7 to fruit (accounting for 4.4% of the European total), after: Spain, Italy, France, Russia, Poland and Portugal.

In terms of production, in 2010 Romania was placed 8th in fruit (representing 3.2% of the European total) after Italy, Spain, France, Greece, Poland, Russia and Germany.

Table 1

The evolution of the surface and fruit production in the period 2007 – 2010

Specification	UM	2007	2008	2009	2010
Surface	thousand ha	206,0	207,0	205,0	198,6
Total production	thousand tons	1085,8	1179,2	1323	1419,6

Source: INS- Anuarul Statistic al României, 2007- 2013

The fruits minimum recorded in 2007 (1085.8 thousands tons), total production in 2011reached 1324.9 thousands tons, which meant an increase of 22.0%.

Table 2

The evolution of the surface and fruit production in the period 2011 – 2014

Specification	UM	2011	2012*	2013	2014*
Surface	thousand ha	155,6	142,2	144,0	145,4
Total production	thousand tons	1476,3	1128,5	1300,0	1115,2

Source: INS- Anuarul Statistic al României, 2007- 2013

* Date operative MADR

Table 3

The evolution of the surface and fruit productions the main tree species in the period 2007 – 2010

Culture	Specification	UM	2007	2008	2009	2010
Apple	Surface	thousand ha	61,3	57,9	56,4	56,0
	Total production	thousand tons	475,4	459,0	517,5	552,9
Plum	Surface	thousand ha	83,8	80,8	65,8	69.0
	Total production	thousand tons	372,6	475,3	533,7	624,9
Other tree species	Surface	thousand ha	60,9	68,3	82,8	73,6
	Total production	thousand tons	237,8	244,9	271,8	241,8

Source: INS- Anuarul Statistic al României, 2007- 2013

Table 4

The evolution of the surface and fruit productions the main tree species in the period 2011- 2014

Culture	Specification	UM	2011	2012*	2013	2014*
Apple	Surface	thousand ha	56,0	55,4	56,9	57,5
	Total production	thousand tons	600,9	462,9	493,4	535,1
Plum	Surface	thousand ha	78,0	68,5	68,0	70,7
	Total production	thousand tons	550,2	424,1	512,5	404,3
Other tree species	Surface	thousand ha	21,6	18,3	19,1	17,2
	Total production	thousand tons	325,2	241,5	294,1	175,8

Source: INS- Anuarul Statistic al României, 2007- 2013
* Date operative MADR

In terms of household consumption, food needs of the population depends not only on food availability but also the existence of solvent demand of the population.

Table 5

Annual average consumption, fruit and fruit products, per capita

Specification	UM	2007	2008	2009	2010	2011	2012	2013
Fruits and canned fruits	kg	69.9	69.8	65.7	67.0	74.7	71.1	73.7

Source: Anuarul Statistic al României, 2013,2014 tab.4.25

CONCLUSIONS

The producers are the main market players fruit and vegetables whose role consists in concentrating supply and adapting it market demand, acting on behalf of the interests of members. Manufacturers may, with community financial support and based on well-defined strategies and objectives, to engage in quality production - organic production of environmental protection, marketing activities, promotion and product innovation activities prevention and crisis management.

Although product offering is diverse, value-added products is small, especially because:

- lack of marketing knowledge involving preparation methods production to marketing (sorting, classification) and presentation (packaging and labeling) to ensure product safety and attractiveness to the consumer;
- lack of production planning system and adapt it to market requirements.

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