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# SELLING WAYS OF LOCAL TRADITIONAL PRODUCTS AND THEIR INFLUENCE IN SUSTAINABLE RURAL DEVELOPMENT

DRAGOMIR NELA<sup>1</sup>, DRAGOMIR VILI<sup>2</sup>

## Abstract

*In Romania, some traditional foods present risk of disappearing due to altered lifestyle. In this paper we address the concept of sustainable which referring to time, a long time. Sustainable process must be converted to sustainable human development, oriented mainly towards quality of life and environment in special for obtain traditional products "local", by creating ethical relations between consumers and producers, in an era of globalization, industrialization and products standardized. The conservation and valorization of local/traditional products could increase the adoption of more sustainable agricultural systems together with the adoption of practices more restrictive regarding of environment and the natural habitats. So, biodiversity in the food systems is absolutely crucial for both a sustainable food production and food security. Diets based on different food species promote health by addressing the problem of micronutrient and vitamin deficiencies. Therefore, it seems that the transition towards sustainable forms of agriculture cannot be deferred further.*

**Key words:** *sustainable, local, trade, tradition*

## INTRODUCTION

In this paper we tackle the sustainable concept, referring to time, a long time. Sustainable process must be converted to sustainable human development, oriented mainly towards to quality of life and environment to "local" traditional products, which plays an important role in ethical relations establishment between consumers and producers, in an era of globalization, industrialization and standardized products [2, 3]. With the spread of globalization, local concept also revised and localization has become a slogan. Local products are very important for nature conservation and are an important element in the local economy. However, the concept of local, when is viewed as a counter to global initiatives may involve closing the geographically distances, they become "close" under new kinds of interconnected relationships between producers and consumers [12, 10, 5].

## MATERIALS AND METHODS

For a better analysis of the influence on traditional products obtaining on sustainable development of rural areas we have left from the targets set by the Brundtland report: ensuring economic growth with respect for natural resources conservation, eradication of poverty and ensuring people's needs, increase quality of life, conservation and enhancement of natural resources, monitoring of environmental economic development impact, restructuring of production technologies and the keeping under control of the risks, ensuring an integrated approach to decisions on economic growth, the environment and energy resources.

For this reason, a traditional local product is very important for nature conservation and sustainable development being that product which helps:

- Conservation of biodiversity, rural areas, habitats, rural landscapes and natural resource;
- Local economy development, supporting semi-subsistence farmers, by maintaining the agricultural activities in the system farm / household;
- Cultural heritage preservation and perpetuation of traditions in these rural areas.

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## RESULTS AND DISCUSSIONS

A negative characteristic of classic economic growth was massive exodus of population from rural to city, exodus that has had its logic, related to circumstances such as: accelerating industrialization and rural disadvantage in terms of public and private investment but also social, cultural, civic, where a force of feedback rejection and village equated with misery and ignorance.

To prevent this continues migration must take into account a number of measures that should be implemented as soon as possible, but not without regard to fighting the main reason which lead to this phenomenon.

We can not talk about economic development of rural areas without putting in the forefront the level of those area resources (livestock, processing, handicraft, tourism and so on). It must be studied this very well before making a sustainable development strategy. One of the major challenges of sustainable development is to find ways to encourage environmentally friendly economic activities and to discourage activities that cause damage to the environment (air, water and soil, subsoil respectively) [9].

In terms of local traditional products and their promotion and trading have been elaborated many an initiative thru which manufacturer is put into a relationship with consumer. Depending on the case, this relationship is more intimate and accurate, to impersonal.

Another concept, eco-economy becomes increasingly more important role in sustainable development, where more often is discussed the need to ensure equity between generations, but also within them. According to eco-economy paradigm, a sustainable economy respects the "offer" of ecosystems being dependent upon all its resources, such as fisheries, forest resources, pastures and meadows, arable land, etc. As long as demand does not exceed sustainable yields can be sustained accepted limits of natural systems. Economies based on wrong signals received from the markets on demand, will lead to irrational decisions increase the supply of products (mainly agricultural) decisions are "recipe" best for the destruction of natural systems [4].

The most practiced initiatives include: Fair Trade, Slow Food concept, commerce and community supported agriculture (CCSA), sustainable consumption and sustainable tourism.

Fair Trade is a type of trade that aims to propel small producers, disadvantaged or workers in disadvantages positions from rural areas by providing support and assistance, creating relationships with customers, and, if necessary, paying above-market prices. Shortening the distance between producers and consumers is one of the main strategies of the Fair Trade movement. There where is present the employer - employee relationship, fair trade movement aims to maintain the same standards of work, as is customary in ethical trade. There are often confusion between fair trade and ethical trade. This contributes to sustainable development by offering better trading conditions marginalized producers and workers. Through fair trade, producers have more control over his work and life [5].

Fair trade is a trading partnership, based on dialogue, transparency and respect that seek to protect the environment, biodiversity, and economic growth without harming the environment area (eco-economy).

Organizations that produce in this fair trade system maximizes the use of raw materials from sustainably managed sources, purchased locally whenever is possible. They use production technologies aimed at reducing energy consumption and where is possible the use of renewable energy technologies that minimize emissions of greenhouse gases, minimizing the environmental impact of waste products

Agricultural producers minimize their environmental impact by using organic pesticides or light pesticide whenever is possible [10].

Those who purchase and import Fair Trade products give priority to products made from raw materials from sustainably managed sources and have the lowest environmental impact possible.

All organizations are using recycled or easily biodegradable materials for packing and goods are dispatched by sea wherever is possible.

**SLOWFOOD campaign** is an international movement that advocates to food pleasure, but protects biodiversity, spread taste education, link "green" producers with consumers and believes that gastronomy intersects with policy, agriculture and ecology. Slow Food is an eco-gastronomy nonprofit organization that was founded as a response to fast-food, consumed in speed from contemporary life, the disappearance of local food traditions and people's declining interest in food.

The founder of manifesto Slow Food with other organizations that activate in the organic movement promotes and supports projects that protect agricultural biodiversity and gastronomic traditions respecting local cultural identity, respect for the earth, sustainable animal husbandry and health of end users [8].

A related movement with the concept of the Slow Food which defends fair trade is Terra Madre, a network of small-scale producers, scattered around the world that have as main objective to conserve biodiversity and support local community through labor relations, legal, simple dialogue between manufacturers. This initiative has a positive impact on promoting and marketing scale of Romanian traditional products, especially as Romania is one of the countries where this movement has been very active in recent years.

**Electronic trade** refers to specific business activities (transactions) in an integrated automated environment for the exchange of information using electronic (computer networking) [1].

The basic idea is that e-commerce can be achieved exchange of ideas, goods, knowledge in addition to simple sale / purchase of goods and services.

Electronic trade technologies can be used to run a business communication using the Internet, Intranet or other computer networks. In recent years the Internet has become increasingly used for e-commerce. The Internet has a global reach and is in excellent decentralized [1,7].

Electronic commerce has been a real springboard for small producers of traditional products from Maramures area, Sibiu, Bucovina, Danube Delta, because they have managed to sell a lot of products made in their own households and to promote tourist area of origin.

**Direct selling** is that business practice thru which products or services are sold opened directly to consumers outside the retail areas through direct sellers who offer products and services for sale. It is systems that interact with people and gain new knowledge and the obtained profit is direct proportionally with the effort. This system is practiced generally in fairs, markets, leaflets, exhibitions etc.

**Agriculture Supported by the Community (ASC)** is a socio-economic model of food production and distribution. The term comes from English more exactly Community-supported agriculture how is called in the USA and in Canada can be found under the name of Community Shared Agriculture. A A.S.C. is composed by a group of individuals who provide support to a firm (or a manufacturer), where clients and farmers share the risks and benefits of the entire process by which food is produced. This system consists of weekly delivery or personal lifting a basket of local traditional products, fruit and vegetables. Such customer groups and farmers can form cooperative partnerships to finance sustainable and organic agriculture.

It is an agricultural trading system that helps small farmers in rural areas who want to practice sustainable agriculture. They may enter into a direct partnership with many consumers who want to be sure that they consume agricultural products healthy and fresh. Thus, the farmer delivers consumer, by subscription, a weekly basket comprising the various crops. Consumers are required to pay the price basket negotiated agreement early and the farmer is not left with unsold merchandise. Through this system of commerce, neither side has not lost [3,6].

Although had successful in many countries, this system is at the beginning in Romania and have it exclusively only large restaurants and people with a budget higher than average and who want organic products obtained by traditional methods.

**Sustainable consumption:** refers to a fundamental change in consumer behavior by addressing a sustainable lifestyle, changing the way of thinking and acting. You must cultivate your family first consumption of local traditional events associated with social, cultural and religious community obtained. It is the only way of ensuring sustainable consumption [11].

Should not be overlooked contribution of local authorities which can achieve by geographic area or county level, maps of farms producing traditional products and authorized to sell local contacts and auto routes or railroads.

## CONCLUSIONS

In conclusion, to help an area to develop quickly we can use *local* or *traditional* word that brings to mind such *return among nature*, and this must been speculated and profited especially among traditional local producers. But to realize this so quickly is necessary the involvement of competent state bodies to provide advice to small producers of traditional products, and producer associations, companies on ways parents to make their products and their market, eco-economic development of the area and preserve agricultural and livestock biodiversity.

Marketing initiatives presented in this paper are a starting point for this target group. In Romania, it is known that the best catches are direct sales, e-commerce, fair trade and then fair trade and ASC. However should also focus on sustainable consumption to justify the investment in the area's economic rise and also sustainable tourism. Must at the county level, regional, geographically traditional products small producers to become more visible by making guides, maps with auto routes, train or tours that offer products to show local traditional specific area and contacts and events that occur during the year.

Traditional direct sales of these products in markets, exhibitions from big cities do not help small manufacturers of traditional producers and even the consumer will not always have "real" products because this counterfeit products on the market that sell eco logo or traditional.

We believe that Romanian producers are open to new ideas and be better informed and helped on their way to promote local products, the birthplace of economic development, to raise the standard of living in less favored areas of origin.

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