

Crețu, Diana

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STUDY ON FRUIT MARKET IN ROMANIA IN 2014-2018

DIANA CREȚU¹

Abstract: *The paper presents the fruits market in 2014-2018 in Romania, highlighting aspects such as fruit specifics, production, price dynamics, annual average consumption, internal and external trade. Fruits have a special role in maintaining physiological balance, due to the high content of minerals and vitamins. The research method used in the study is the statistical processing and economic analysis of the existing data for 2014-2018 on specialized sites such as the National Institute of Statistic (NIS)s, Eurostat, FAO, the Ministry of Agriculture and Rural Development(MARD), as well as other specialized materials.*

Keywords: *fruit market, consumption, price dynamics*

JEL Classification: *Q11;Q13;L11*

INTRODUCTION

Romania is a country with an agricultural tradition, a country that benefits from climatic conditions and soil as few countries have in the world, on this background, developing centuries ago a strong agriculture, able to provide not only the consumption needs of the inhabitants of the country, as well as to export the surplus of resulting food. In the present paper I proposed to analyze, as the title says, a study on the fruit market for a period of 5 years, namely 2014-2018, analyzing some specific features of the fruit sector and the vegetables, fruit / tree production, price dynamics (pears, apricots, cherries, plums), average annual consumption, import and export.

The fruit market is of major importance for both agriculture and human health, with a high content of minerals and vitamins. In this article I will present some specificities specific to the fruit sector, namely that fruits as opposed to vegetables are seasonal products, the offer being completed in the off-season by imports from Turkey, Greece, Spain, Italy etc.

The fruits are perishable products, their storage assuming the existence of special microclimate conditions. Fruit consumption is flexible, due to the local conditions that allow the cultivation of highly diversified species, local traditions, the position of producers as compared to the consumption centers, etc. The fruits are grown in all households and provide a high level of self-consumption.

MATERIAL AND METHODS

The research method used in the study is statistical processing and economic analysis of data. In the present paper, the fruit market was analyzed during 2014-2018, highlighting the particularities of this sector, productions, price dynamics, consumption, but also the respective import, exporting through specialized sites, namely National Institute of Statistics (NIS) and Ministry of Agriculture and Rural Development (MARD) but also books, magazines, scientific papers.

RESULTS AND DISCUSSIONS

As I said in the introduction I will also mention some specific features of the fruit and vegetable sector, namely that vegetables and fruits play a special role in maintaining the physiological balance due to the high content of minerals and vitamins.

Fruits as opposed to vegetables are seasonal products, the offer being completed in the off-season by imports from Turkey, Greece, Spain, Italy etc; Fruits and vegetables are perishable products, their storage assuming the existence of special microclimate conditions. Vegetables and

¹ ASC CRETU DIANA USAMV Bucharest, e-mail:cretu.diana@iceadr.ro

fruits are obtained in all regions of the country, in a great assortment diversity

The consumption of fruits and vegetables is flexible, due to the local conditions that allow the cultivation of highly diversified species, the local traditions, the position of the producers vis-à-vis the consumption centers, etc.

Fruits and vegetables are grown in all households and provide a high level of self-consumption. On the vegetable and fruit sector, European producers are grouped into producer organizations, thus strengthening their market position and integrating more advantageously into the product industry with the processing industry and trade.

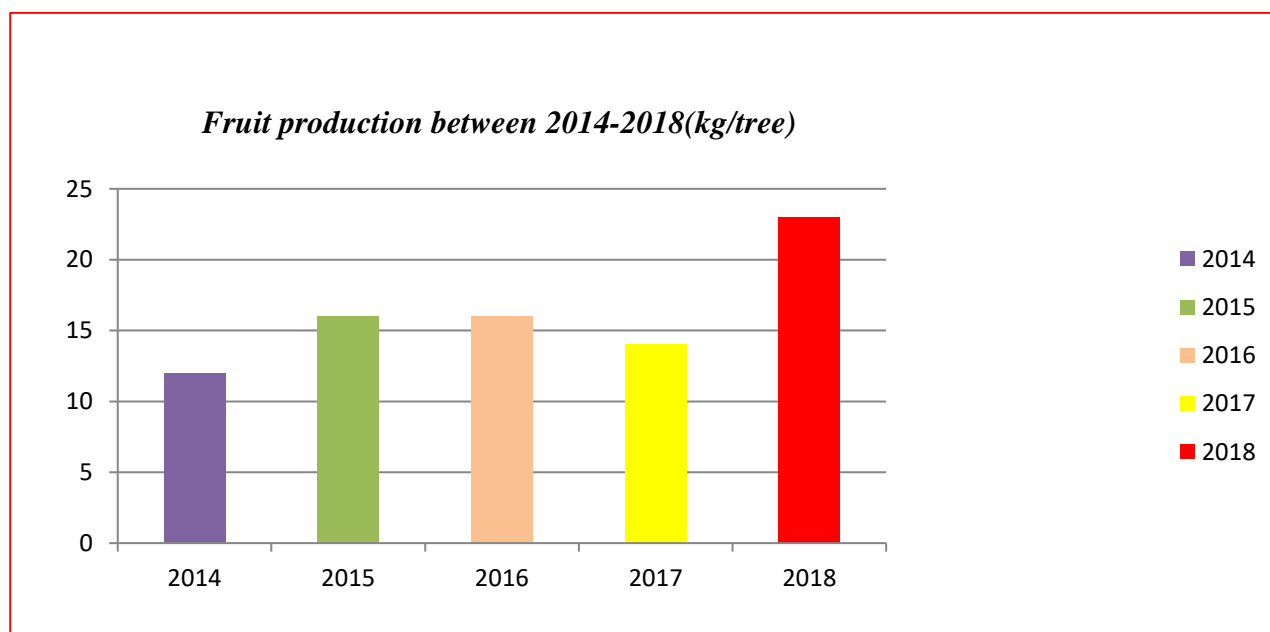
In Romania according to the NIS data (table 1) regarding the average fruit production per tree in the period 2014-2018 we observe that it increased in 2018 compared to 2014, namely in 2014 we had a production of 12 kg / tree and in 2018 we have a production of 23 kg / tree.

Table 1. Fruit production registered in Romania between 2014-2018 (kg/tree)

Period	2014	2015	2016	2017	2018
<i>Fruit production</i>	12	16	16	14	23

Source:NIS

Fig. no.1 Fruit production between 2014-2018



Source:NIS

As for the dynamics of fruit prices, I chose to analyze four of the most important fruits, namely pears, apricots, cherries and plums. Analyzing the data provided by the National Institute of Statistics (NIS) we observe the following:

The highest pear price was recorded in 2017 with a value of 5.21 lei / kg and the lowest value was in 2015 with a value of 4.53 lei / kg.

In apricots the highest price was registered in 2018 with a value of 5.10 lei / kg and the lowest value was registered in 2017, namely 4 lei / kg.

Regarding the price of cherries, the highest value was registered in 2017 with a value of 7.40 lei / kg and the lowest price is in 2015 with a value of 6.26 lei / kg.

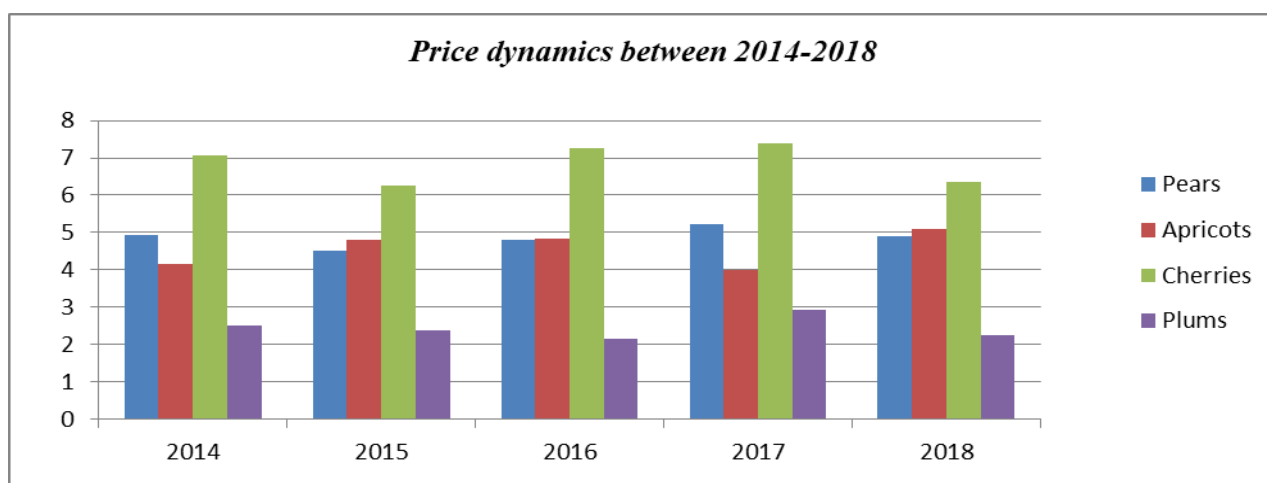
At plums the highest price was registered in 2017 with a value of 2.93 lei / kg and the lowest price has a value of 2.15 lei / kg.

Table no. 2 Price dynamics recorded in Romania in period 2014-2018 (RON/kg)

THE NOMENCLATURE OF AGRICULTURAL PRODUCTS	UNIT	PERIOD				
		2014	2015	2016	2017	2018
<i>Pears</i>	Ron / kg	4.92	4.53	4.79	5.21	4.91
<i>Apricots</i>	Ron / kg	4.15	4.81	4.83	4	5.1
<i>Cherries</i>	Ron / kg	7.06	6.26	7.26	7.4	6.37
<i>Plums</i>	Ron / kg	2.5	2.37	2.15	2.93	2.27

Source:NIS

Fig. no.2 Price dynamics between 2014-2018 (pears, apricots, cherries, plums)



Source:NIS

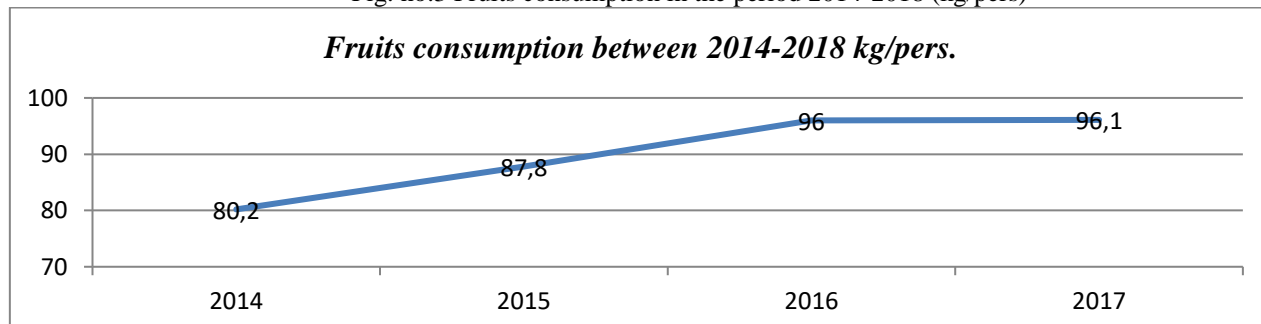
Regarding the fruit consumption between 2014-2017 we observe from the statistical data provided by the NIS that in 2017 compared to 2014 the fruit consumption has increased considerably, namely in 2017 we have a consumption of 96.1 kg / consumer and in 2014 there has been a consumption of 80.2 kg / consumer which we can deduct from the fact that the consumer is heading towards a healthy lifestyle.

Table no. 3 Fruits consumption in Romania between 2014-2018 (kg/pers.)

THE MAIN FOODS AND BEVERAGES	UNIT	PERIOD			
		2014	2015	2016	2017
<i>Fruits and fruit products in fresh fruit equivalent</i>	kg/consumer	80.2	87.8	96	96.1

Source:NIS

Fig. no.3 Fruits consumption in the period 2014-2018 (kg/pers.)



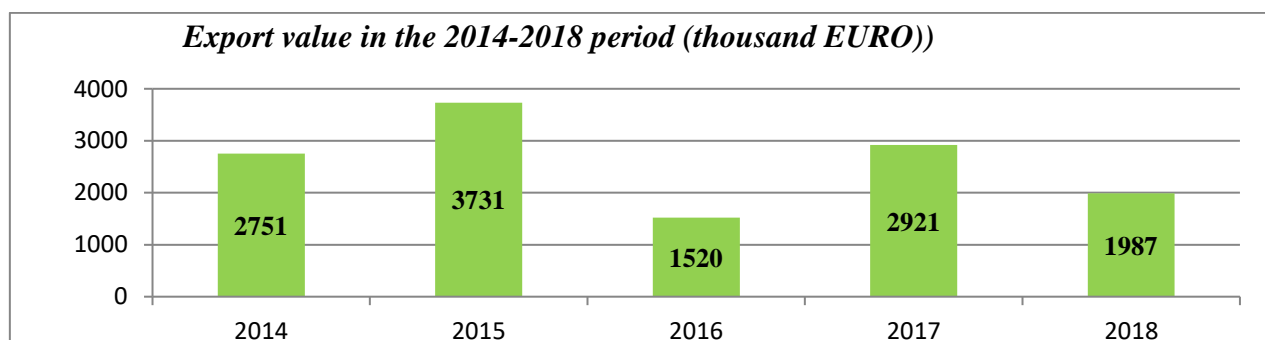
Source:NIS

Table no.4 Export value during 2014-2018(thousands of euros)

EXPORT VALUE BY GROUPS OF GOODS FROM THE COMBINED NOMENCLATOR						
GROUPS ACCORDING TO THE COMBINED NOMENCLATURE	MU (MONETARY UNITS)	PERIOD				
		2014	2015	2016	2017	2018
Apples, pears and cloves, fresh	THOUSAND EURO	2751	3731	1520	2921	1987
Apricots, cherries, cherries, peaches (including peaches and nectarines), plums and pigeons	THOUSAND EURO	1850	2198	1260	1752	1048

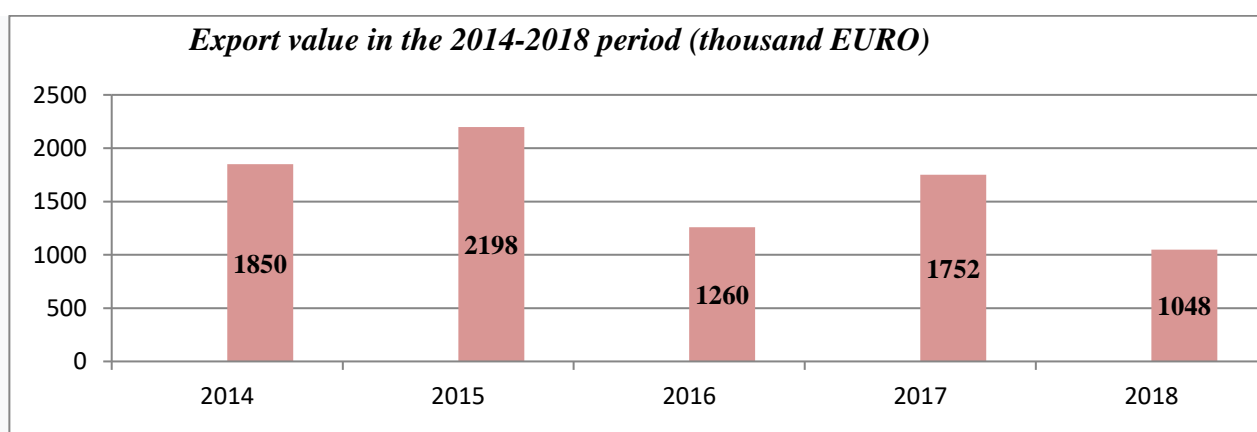
Source:NIS

Fig no.4 The value of the export (apples, pears, fresh quince) in the period 2014-2018



Source:NIS

Fig. no.5 The value of the export (apricots, cherries, cherries, peaches without fluff, nectarines, plums and blackthorn) during 2014-2018



Source:NIS

If we analyze the value of the export regarding the statistical data registered by the NIS during the period 2014-2018 we observe (chart no.4) that in 2018 compared to 2015 the export decreased considerably, namely in the year we have a value of 1987 thousand euros and in 2015 we have a value of 3731 thousand euros the highest value of the analyzed period.

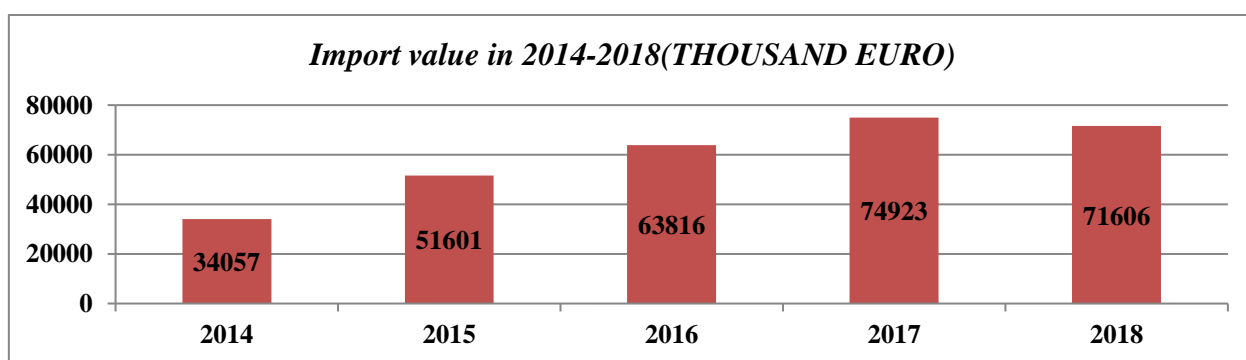
In fig. no.5, the value of the export in the period 2014-2018 is decreasing, namely in 2018 we have a value of 1048 thousand euros in 2015 we have a value of 2158 thousand euros being the highest value of the analyzed period.

Table no. 5 The value of the import for the period 2014-2018 (thousands of euros).

VALUE OF IMPORT BY GROUPS OF GOODS FROM THE COMBINED NOMENCLATOR						
GROUPS ACCORDING TO THE COMBINED NOMENCLATURE	MU (MONETARY UNITS)	PERIOD				
		2014	2015	2016	2017	2018
Apples, pears and cloves, fresh	THOUSAND EURO	34057	51601	63816	74923	71606
Apricots, cherries, cherries, peaches (including peaches and nectarines), plums and pigeons	THOUSAND EURO	20482	32494	39264	49443	45636

Source:NIS

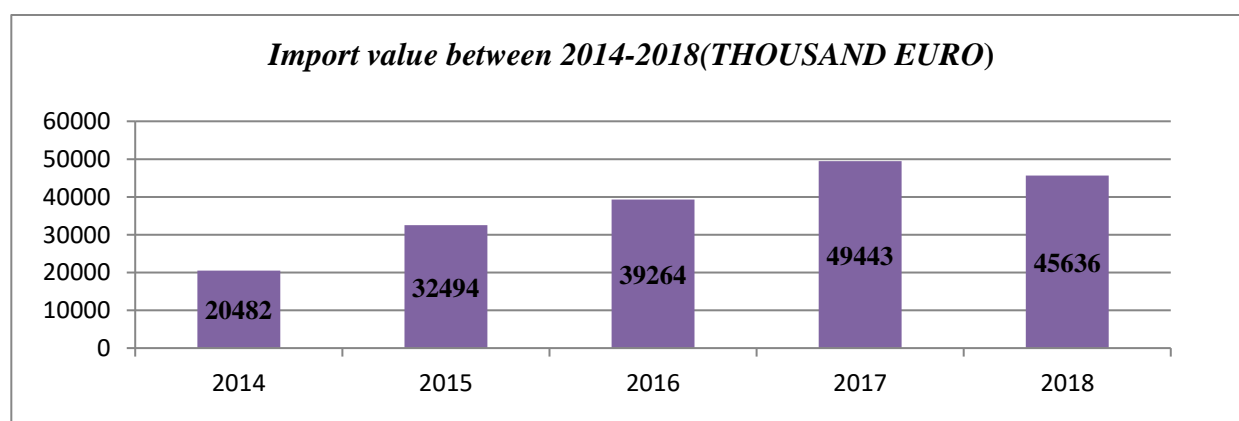
Figure no.6 Import value (apples, pears, fresh quince) between 2014-2018



Source:NIS

From the statistical data recorded by INS (Fig. no. 6) it is noted that the highest import was registered in 2017 with a value of 74923 thousand euros and the smallest value was in 2014 with a value of 34057 thousand euros.

Figure no.7 Import value (apricots, cherries,sour cherries, nectarine, plums, blackthorn) between 2014-2018



Source:NIS

In figure no.7 the highest value of the import was registered in 2017 with a value of 49443 thousand euros and the smallest value was in 2014 with 20482 thousand euros.

CONCLUSIONS

The fruit market is one of the most important sectors of the world economy. It has always been an area of interest for the health of the population.

Fruits are important foods in the daily diet, which is why the consumption of fruits is constantly increasing according to the statistical data registered on NIS. If in 2014 we had an consumption of 80.2 kg / consumer in 2017 we have a consumption of 96.1 kg / consumer which shows that we are on the right path to a healthy life.

Regarding the price of the analyzed fruits, the highest price for pears was registered in 2017 with a value of 5.21 lei / kg and the lowest value was in 2015 with a value of 4.53 lei.

For apricots, the highest price was registered in 2018 with a value of 5.10 lei / kg and the lowest value was registered in 2017, namely 4 lei / kg.

For cherries the highest value was registered in 2017 with a value of 7.40 lei / kg and the lowest price is in 2015 with a value of 6.26 lei / kg, and at plums the highest price is registered in 2017 with a value of 2.93 lei / kg and the lowest price has a value of 2.27 lei / kg.

In Romania, according to the NIS data on the average fruit production per tree in the period 2014-2018, we note that it increased in 2018 compared to 2014, namely in 2014 we have a production of 12 kg / tree and in 2018 we have a production of 23 kg / tree.

From the statistical data recorded by the NIS regarding the value of the import (apples, pears, fresh kernels) in 2014-2018 the highest value was registered in 2017 with a value of 74923 thousand euros and the lowest value was in the year 2014 with a value of 34057 thousand euros.

Regarding the value of the import to (apricots, cherries, cherries, peaches without fluff, nectarines, plums and pigeons) during 2014-2018 the highest value was registered in 2017 with a value of 49443 thousand euros and the lowest value was in 2014 with 20482 thousand euros.

The value of the export to (apples, pears, fresh kernels) regarding the statistical data registered by the NIS during the period 2014-2018 we observe that in 2018 compared to 2015 the export decreased considerably, ie in the year we have a value of 1987 thousand euros and in 2015 we have a value of 3731 thousand euros the highest value of the analyzed period.

For apricots, cherries, cherries, peaches without fluff, nectarines, plums and pigeons the value of the export during 2014-2018 is decreasing, namely in 2018 we have a value of 1048 thousand euros in 2015 we have a value of 2158 thousand euros being higher value in the analyzed period.

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