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# STUDY ON THE EVOLUTION OF FRUIT PRICES AT NATIONAL LEVEL IN THE PERIOD 2015-2019

CREȚU DIANA<sup>1</sup>

**Abstract:** *The scientific paper presents the evolution of national fruit prices in the period 2015-2019. Over time, fruit and vegetable prices have an increasing trend, and in this study I aimed to identify the factors that lead to this increase prices from one year to another. Regular consumption of fruits and vegetables has an important role in maintaining long-term health. Romanian fruits and vegetables even if they do not have a commercial appearance that meets consumer requirements have special nutritional qualities even if the price is higher than that of fruits imported from Greece, Italy, etc. The research method used in the study is statistical processing and economic analysis of existing data for the period 2015-2019 on specialized sites such as the National Institute of Statistics (INS), Eurostat, FAO, Ministry of Agriculture and Rural Development (MADR) but also other specialized materials.*

**Keywords:** *evolution, prices, grapes, plums, cherries*

**JEL Classification:** *Q11;Q13;L11.*

## INTRODUCTION

In this article I will analyze the evolution of fruit prices nationwide over a period of five years, namely 2015-2019 for melons and greens, apples, pears, peaches, apricots, cherries, sour cherries, plums, strawberries and grapes.

Depending on the income of consumers, the price can have a decisive influence on the price of the horticultural product. In this study I will talk about the two categories of consumers, namely consumers with a modest financial situation and consumers with a substantial income. In the first category of consumers with income modest, accept lower quality if they pay a lower price. This category of consumers are very sensitive to rising prices in the off-season and do not accept the purchase of fruit, even if they know the nutritional value, which is mainly due to the intake of vitamins and minerals.

Consumers with a higher budget who fall into the second category will never accept damaged fruit in exchange for a lower price but will focus on product quality regardless of the purchase price

Consuming fruits has many benefits for human health, reducing the risk of chronic diseases. Fruits provide vital nutrients to the body, helping us stay fit.

The price level is influenced by a multitude of factors, of which the ones related to consumer demand are predominant. Trends and delimitations can be mentioned for the prices of these products such as: the price level must cover production costs, due to the seasonal nature of production prices fluctuate from one month to another, the different price level which is influenced by the quality of vegetables, the degree of freshness, prices may differ depending on the destination (fresh or processed consumption, etc.) or the potential market for the products (domestic or export).

Vegetable growers and fruit growers are threatened by large hypermarkets but also by massive imports. On the one hand, large chain stores refuse to buy goods at a fair price, and on the other hand, imports compete with domestic production.

Approximately 50 - 60% of the Romanian production of fruits and vegetables is sold in peasant markets organized in urban centers and at the farm gate. Although prices are on the rise, even when farmers have entered into commercial contracts, the beneficiaries do not come to pick up the goods until the prices have fallen.

The emergence of large chain stores, the change of consumer preferences towards sorted, packaged and labeled products that respect the principles of quality and food safety continue to

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reduce the percentage of production sold at the farm gate in favor of organized markets. However, this percentage is also decreasing as a result of the intensification of trade through intermediaries.

Romanian fruits and vegetables, even if in all cases they do not have a commercial aspect that satisfies the consumer's requirements, have special nutritional qualities .

## MATERIAL AND METHOD

The research method used in the study is statistical processing and economic analysis of data. In this paper I will analyze the evolution of prices for melons and greens, apples, pears, peaches, apricots, cherries, sour cherries, plums, strawberries and table grapes in period 2015-2019 consulting materials in the agricultural field (books, magazines, scientific papers) as well as specialized sites (INS, MADR, EUROSTAT, FAOSTAT etc.)

## RESULTS AND DISCUSSIONS

As I said in the summary in this article, I set out to analyze the dynamics of fruit prices nationwide for the most consumed fruits, namely melons and greens, apples, pears, peaches, apricots, cherries, sour cherries, plums, strawberries and grapes.

In Romania according to the statistical data registered by INS (table 1) regarding the national price of melons and greens in the period 2015-2019.

For watermelon, we have an increase in 2019 compared to 2015 of approximately 0.50 lei / kg. In 2015, a price of 1.09 was registered and in 2019 the price reached 1.5 lei / kg.

For melons in 2015 a price of 2.15 lei was registered / and in 2019 a price of 2.53 was registered, an increase of 0.38 lei / kg.

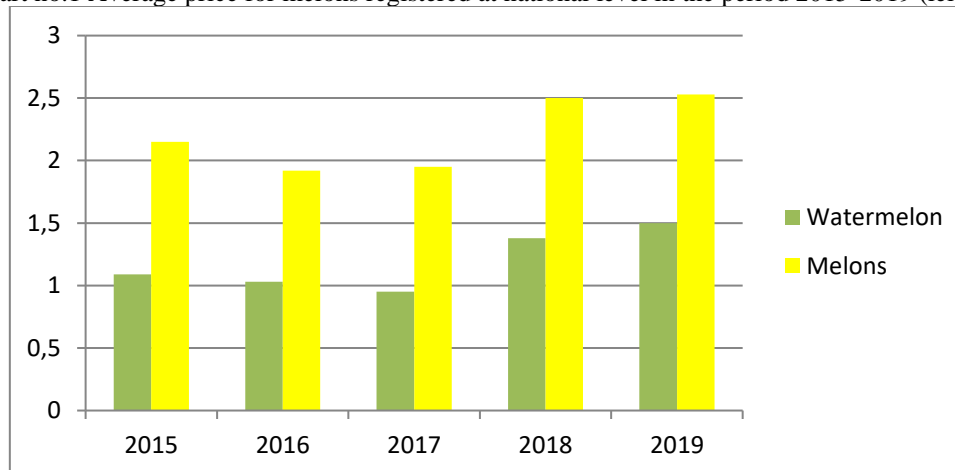
Regarding the evolution of apple prices (table 2) in 2015, a price of 2.75 lei / kg was registered, the price increasing in 2019 to 2.95 lei / kg, an increase of 0.20 lei / kg. Maximum value was reached in 2018, the price being 3.21 lei / kg.

Table no.1 The average price registered in Romania in the period 2015-2019 (lei / kg)

PERIOD	2015	2016	2017	2018	2019
<i>Watermelon</i>	1,09	1,03	0,95	1,38	1,5
<i>Melons</i>	2,15	1,92	1,95	2,5	2,53

Source:INS

Chart no.1 Average price for melons registered at national level in the period 2015-2019 (lei / kg)



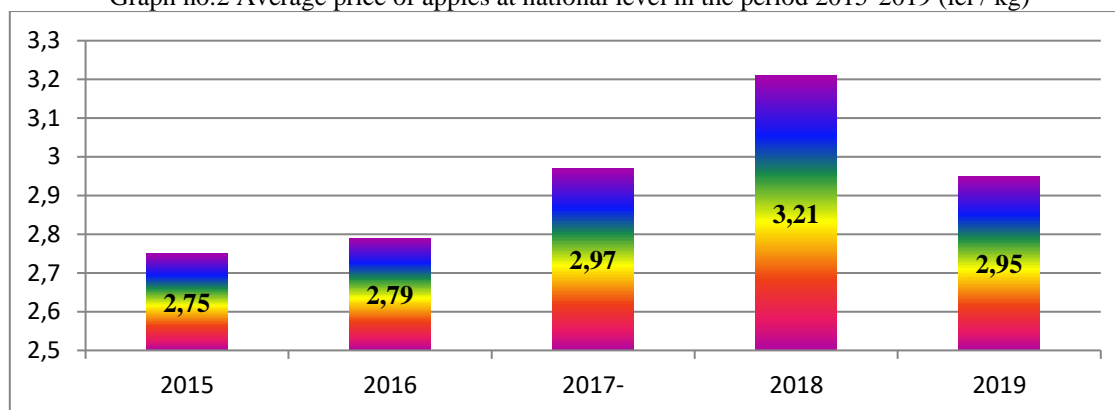
Source:INS

Table no. 2 The average price always at national level in the period 2015-2019

PERIOD	2015	2016	2017	2018	2019
<i>Apples</i>	2,75	2,79	2,97	3,21	2,95

Source:INS

Graph no.2 Average price of apples at national level in the period 2015-2019 (lei / kg)



Source:INS

Analyzing the data provided by the National Institute of Statistics (INS) we observe the following:

The highest price for pears was recorded in 2019 with a value of 5.76 lei / kg and the lowest value was in 2015 with a value of 4.55 lei / kg resulting in an increase of 1.21 lei / kg in 2019.

For peaches the maximum value was reached in 2019 with a price of 4.87 lei / kg and the lowest price was recorded in 2015 3.77 lei / kg resulting in a significant increase of 1.10 lei / kg.

The highest value recorded in the period 2015-2019 for houses was 5.58 lei / kg in 2018 and the lowest value was recorded in 2017 of 4.27 lei / kg.

The fruits with the highest growth in 2019 were cherries. If in 2015 a price of 6.65 was registered in 2019, the price increased by 4.54 lei / kg reaching a price of 11.19 lei / kg .

In 2019, the cherries registered a price of 8.33 lei / kg, an increase of 3.27 lei kg compared to 2015, where a price of 5.06 lei / kg was registered.

For plums, the price registered in 2015 was 2.54 lei / kg and in 2019 the price increased reaching 3.55 lei / kg, an increase of 1.01 lei / kg.

A significant increase was also for strawberries, the value registered in 2015 was 5.29 lei / kg and in 2019 the strawberries reached a value of 7.51 lei / kg.

The maximum value registered for grapes is found in 2019 with a price of 5.35 lei / kg and the minimum value was in 2015 registering a price of 4.44 lei / kg resulting in an increase of 0.91 lei / kg .

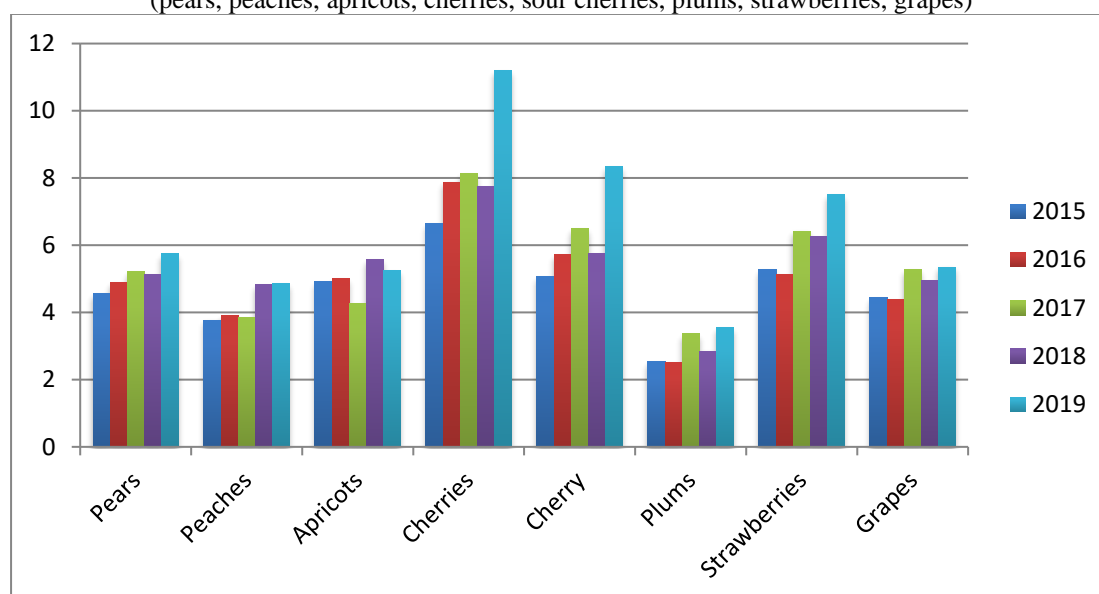
Possible causes that led to higher prices for most fruits in 2019 could be unfavorable weather conditions that led to low yields, production costs, the emergence of diseases and pests that affected crops, labor shortages, etc.

Table no.3 The evolution of prices registered in Romania during 2015-2019

Nomenclature of agricultural products purchased from agricultural producers	Unit	PERIOD				
		2015	2016	2017	2018	2019
Pears	lei/kg	4,55	4,88	5,21	5,13	5,76
Peaches	lei/kg	3,77	3,9	3,86	4,83	4,87
Apricots	lei/kg	4,92	5	4,27	5,58	5,24
Cherries	lei/kg	6,65	7,88	8,12	7,74	11,19
Cherry	lei/kg	5,06	5,71	6,5	5,74	8,33
Plums	lei/kg	2,54	2,52	3,36	2,85	3,55
Strawberries	lei/kg	5,29	5,13	6,42	6,25	7,51
Grapes	lei/kg	4,44	4,39	5,27	4,94	5,35

Source:INS

Chart no.3 Price dynamics in the period 2015-2019  
(pears, peaches, apricots, cherries, sour cherries, plums, strawberries, grapes)



Source:INS

## CONCLUSIONS

Romania's climate and soil offer favorable conditions for the cultivation of fruit trees and shrubs, species widespread, depending on their biological requirements, throughout the country, from the plains to altitudes of over 800-1000 m.

Fruits are an old staple food consumed by humans both as a daily food and as a medicine for curing many diseases. Both fruits and vegetables are of major importance for the health of the population so consumers are interested in the quality, origin, the price but also their nutritional value.

As I said in the article, price is a decisive factor in purchasing fruit, which is why we chose a wide range of fruits to observe the evolution of prices at national level but also the causes that led to significant increases in 2019.

According to the data registered by the National Institute of Statistics regarding the evolution of fruit prices over a period of 5 years, we notice that all the analyzed fruits were affected by increases in 2018 and 2019, respectively.

The most significant increase registered by the INS was in cherries an increase of 4.54 in 2019 compared to 2015 followed by cherries where an increase of 3.27 lei / kg was registered.

Possible causes that led to higher prices for most fruits in 2019 could be unfavorable weather conditions that led to low yields, production costs, the emergence of diseases and pests that affected crops, the large number of small farms, yields low per hectare, large areas of abandoned and / or built protected areas based on outdated techniques, labor shortage, etc.

At the same time, the production potential exists in Romania, being highlighted by a large assortment of species and varieties of fruits and vegetables, favorable pedo-climatic conditions for the cultivation of vegetables, fruit trees and shrubs but also the modernization of processing units and the increase of cultivated areas. with competitive varieties of vegetables and fruit trees.

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