



Marketingul produselor agroalimentare ecologice - condiții ce trebuie să îndeplinite de producător

Organic Products Marketing – Issues for the Farmers

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Cuprins:

1. Alegerea potrivita a organismului de inspectie si certificare.
2. Alegerea pietelor adecvate.
3. Parteneriate pe termen lung; incredere reciproca.
4. Managementul calitatii (cerinte interne/externe) si al riscului.

Summary:

1. Chosing the right inspection body.
2. Chosing the right market(s).
3. Long-term partnerships – building mutual trust.
4. Quality issues (internal / external) and risk management.



Eco Market Transilvania Ltd.

- **Activa din 2004 /**
Active since 2004 in Romania
- **Parteneriate cu procesatori si cumparatori din: / Partnerships with Processors and Whole-sellers from Austria, Germany, The Swiss, Denmark, Holland, Hungary.**
- **Contracte de productie, comert, proiecte pe produse speciale, de produs, import / Contracted crops, commerce services, special-product sales, import.**
- **Membru fondator al**
Founding member of **Bio ROMANIA**



Live
Life
Bio!



1. **Alegerea potrivita a organismului de inspectie si certificare:**

- Pozitia pe piata
- Raport cost / servicii
- Flexibilitate

1. **Chosing the right inspection body:**

- Brand value of body
- Cost / Services Benefit
- Flexibility

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2. Alegerea pietelor adecvate:

- Profiluri diferite in functie de tipul de produs
- Bonitate diferita
- Criterii de calitate diferite

2. Chosing the right market(s):

- Different profiles for the same product
- Different market value
- Different quality expectations



3. Parteneriate pe termen lung; incredere reciproca:

- **Contracte de productie**
- **Finantarea partiala de catre beneficiar**
- **Adaptarea la cerintele clientului**
- **Transparenta si seriozitate fata de client**

3. Long-term partnerships – building mutual trust.

- **Contracting crops**
- **In-advance payments**
- **Meeting customer demands**
- **Transparency and reliability for your customer**



4. Managementul calitatii (cerinte interne/externe) si al riscului:

- Constientizarea riscurilor si prevenirea acestora in ferma
- Standarde de calitate si indeplinirea acestora – comunicarea cu clientul
- Managementul fluxului de productie, depozitare, livrare: de pe camp in camion.

4. Quality issues (internal / external) and risk management:

- Understanding and preventing risk
- Fulfilling quality demands – communicate with your customer
- Managing production, storing and delivery flow: from field to truck.



Multumesc pentru atentie.

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As for butter versus margarine, I trust cows more than chemists. ~Joan Gussow