

Issues Relating to Agricultural Markets and Trade Fairs Held in Timisoara

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Abstract

Agricultural production has the following purposes-consumption, the supply of reserves (at household and national level), processing (via the traditional or industry), sales (on the market or through intermediaries) export. Mutations occurring in the Romanian rural market, trade in general, itself generated by commercial activity or customer. The paper examines issues related to trade issues held in the wholesale food markets and retail and inventory Timisoara main agricultural exhibitions held in Timisoara, Timis county and international participating farmers in the area. The paper covers issues related to the organization of trade in these markets - wholesale and retail, from a theoretical perspective and the effective deployment of sales in the markets Timis. Timisoara Municipality maintains a wholesale market and 10 retail food market with daily program in which sells various groups of traditional regional and international food. The fairs create the opportunity for farmers to be able to sell surplus agricultural products to and thus large revenues to ensure such restarting agricultural production process. The conclusions drawn from the analysis carried out, have highlighted many positive aspects to the unfolding of trade through markets, food fairs and exhibitions in Timis county, but also issues related to the organization of trade and urban areas as a whole.

Keywords: distribution channel, organization, producer, retail market, trade, wholesale market

1. Introduction

Harnessing agricultural production is stimulated by the following factors of production (level yields per hectare), market conditions (demand, supply, taxation), working – performance (technologies), business (stimulating), technical and material (efficient), integrated, interest income producer, modern management etc.

Farmers individually or currently has the following possibilities for agricultural production, the household final consumption, stock on the open market, through intermediaries or through cooperatives, shops, export directly or organized system, various partnerships.

Wholesale market is the main place where producers deliver the goods. In this framework

organized products are sorted, packed, received by wholesalers or retailers to be placed for sale to consumers by designing final marketing.

The system wholesale markets is based on classic marketing chain producer-gathering place wholesale market-wholesale trade, retail trade, consumer [1].

Retail Markets provides in them to market a variety of products to private farmers, small traders, companies

The development work we have sought to investigate ways of marketing mainly fruit and vegetables in the city of Timisoara, to create an image the size of the sale of these processes to inventory major fairs where farmers from the region participate, making himself known regionally, nationally and internationally.

The primary objective was to know the products better food at the county level.

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2. Materials and methods

Materials and methods-is to analyze the data provided by the General Administration of market-SC Markets SA Timisoara, and data of Chamber of Commerce, Industry and Agriculture- of Timis County- section Agriculture.

3. Results and discussion

Timisoara city maintains 10 retail markets with daily program where they sell fruits vegetables, meat and fish, milk and cheese, flowers.

Table 1. Retail agro-food markets in Timișoara city

market	Number of meals	daily occupancy %	private producers - no
Iosefin- modernized in 2013	400	60	50
700	432	50	40
Badea Cârțan- modernized in 2012	500	65	70
Dacia	206	55	30
Giroc	180	45	60
Doina	200	40	20
Lipovei I	150	45	30
Lipovei II	200	45	25
Soarelui	60	40	20
Piata Verde- Calea Aradului Street	40	40	15
Balcescu	-	-	-
Mehala	-	-	-

* Tools fishing and dog market, ** Clothing and self, Source-internal data-SC Piete SA-Timișoara [2]

Congestion in markets has led, on the one hand, realized disordered conditions of sale and on the other hand to complaints from producers that do not have access to the trading facilities. Under these conditions the city administration created the wholesale market, which provides much improved sales conditions, which correspond we consider customer expectation. Wholesale land totaling 2.56 hectares, is located at the NW of the city. Market stalls include 25 small boxes-21m² 25 medium boxes -30m², 24 large boxes- 60 m², 23 of which have ramps

downloaded trailers, 16 gazebos, two preso-containers for paper, cardboard and household waste, 10 toilets, 2 cold rooms, administrative building, two mechanical workshops, a restaurant. Degree of occupancy is 100%. Farmers in Timis county, established, organized and promoted promotional events that provide opportunities to exploit higher products produced in their farms. Each shared a weekly food market in different days of the week, considered traditional.

Table 2. Traditional and rural regional fairs held in Timis county

Settlement	period
Faget	Friday
Belint	the second Thursday of the month
Recas - balul strugurilor	October
- ciorchinele de aur	October
- targul saptamanal	Wednesday
Tormac	Thursday
Buzias	Wednesday
Periam	Friday
Ciacova	Friday
Gataia	Wednesday
Deta	Thursday

Source- Chamber of Commerce, Industry and Agriculture- Timis County- Section for Agriculture [3]

For Timisoara city and Timiș County, essential food, exhibitions and fairs organized annually-organized events exhibition sector in which the

organization is involved and other urban centers in the county.

The subject of the exhibitions organized for farmers and those in the food industry is a typical industry / field treated each event (eg, Fair-Autumn fruits for horticultural products, Flores, Sausage Festival, Beer Festival, Wine Festival, etc.)

International fairs present opportunities for farmers in the county, especially in terms of

technological and managerial offer recovery of food and livestock products, the possibility of developing partnerships and gaining experience. Usually these are specialized sectors have great ongoing theme, is held every year in countries close to the Timis county or neighboring territorial.

Table 3. Agro-food fairs and exhibitions – annual periodic

Fair / Exhibition	period
Banat's Festival - Great tasting sausage - Sannicolau Mare	february
Agricultural Fair – Faget	april
Sheep Expo	may
Banata's agroindustry- Timișoara	june
Future Energy Expo	june
Summer Festival -SânnicolauMare	julie
Beer Festival	august
Watermelon Festival – Gotlob	august
The exhibition of small animals and birds	september
Timisoara's Festival	september
Fruits of Autumn Festival	september
Wine Festival – WinWest	october
Country Fair – Jimbolia	october
Agricultural Fair – Ghiroda	november
Brandy Banat's Festival	november
Sousage Festival- Jimbolia	december

Source- Chamber of Commerce, Industry and Agriculture- Timis County- Section for Agriculture [3]

Table 4. Main international fairs and exhibitions involving farmers in Timis County

Fair	period
Fair for Agriculture, Hamburg, Germania	february
Fair from Orașazok- Ungaria	february
Expo Agromec- Salonic, Grecia	march
Fair farmers and livestock, Paris,Franța	may
Anual Fair Hodmezovasarey-Ungaria	august
Agricultural Exhibition Novisad, Serbia	october
Agricultural Fair – Bologna, Italia	october

Source- Chamber of Commerce, Industry and Agriculture- Timis County- Section for Agriculture [3]

Conclusion

-wholesale markets is a complex distribution institutional component, which enables creating a large meal of local origin and / or import - they are a vertical distribution system consists of the wholesale market producer actual own-buy canteens, restaurants, specialized retailers etc.

-retail market gives direct farmer-consumer,
-fairs and exhibitions in Timis County are annual or periodical may be general or sectoral fairs and international exhibitions, exercise functions of maximum penetration, with beneficial effects for participants-farmers, food professionals, managers, etc.,

- markets, food fairs and exhibitions are opportunities for farmers to sell their surplus agricultural products to ensure resources restart agricultural production process.

References

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