

ABSTRACT

Keywords: *agricultural policies, european funds, SWOT analysis, marketing mix, strategies development*

Romania's agricultural sector is facing many problems such as: *climate change in recent years, not using the full capacity of productive agricultural land, imbalances in the structure of farms, livestock sector decline, depopulation and aging, instability prices of raw materials and finished products, underdeveloped tertiary sector, poor infrastructure, agricultural gap between scientific research and the lack of knowledge transfer through farmers training etc.*

The doctoral thesis aims to projected and implement agricultural development strategies in Galați County, based on the National Strategic Plan 2007-2013, strategies with applicability at national level.

The research objectives were:

- ▣ *studies on the aspects that characterize the development of agriculture in Romania and other countries;*
- ▣ *analysis of the climatic conditions in Galați County;*
- ▣ *analysis of production and financial - economical results of Galați County agriculture during 2006-2010;*
- ▣ *identify measures and agricultural financing instruments, nationally and at Galați County level, in crop production, livestock and processing agricultural products;*
- ▣ *elaboration of development strategies in Galați County agriculture, at the 2015 horizon, through funding measures set out in the NPRD 2007-2013.*

For the **first part of the doctoral thesis (Chapter 1)**, were used as research methods: investigating statistical sources and gathering information from materials and public documents, such as: journal articles, papers, books, official documents etc.

Thus, studies have been conducted on aspects that characterize the development of agriculture in Romania and other countries. It was analyzed the negativ socio-economic aspects from Romania that limiting the agricultural development and different models of rural

development policies, such as: *the sectorial, multi-sectorial, territorial and local ones.*

Another classification, groups rural development models into: *the endogenous and exogenous model.*

The classical exogenous (from outside to inside) puts in the center, the industrialization development, being the key principles of scale economy and concentration, countryside being just for providing food to cities that becoming larger.

The endogenous model (from inside to outside) is based on the fact that, using a specific area resources is the key to sustainable development.

National strategies for agricultural development and food security must take into account a number of issues, such as: *food security, sustainable agriculture, rural orientation as a whole, addressing the causes of food insecurity, addressing the urban dimension of food insecurity, addressing cross sectorial and encourage the participation of all stakeholders in dialogue to develop national strategies.*

Has been identified in the first chapter of the doctoral thesis, the need to support **small farms** by the state, which represents major players in agriculture of Romania and Galați County, and the development of agricultural consultancy system, which will help farmers to develop competitive farms.

Very important are currently **local rural development networks**, national or international that offers: *fast access to information and advice, employment opportunities in various ways, face to face or online, partnerships promoting, developing of creative methods to solve local problems and needs, more power to negotiate and identify sources of funding for various projects.*

Forms of support offered through the Ministry of Agriculture and Rural Development for farmers, are: *the single area payment; complementary national direct payments in the vegetable sector, subsidizing excise duty on diesel used in agriculture; support for agricultural production insurance system, specific support for improve product quality in organic agricultural sector, financial support for producer groups in the fruit and vegetable sector; restructuring support for wine sector.*

In the **livestock sector** there are several forms of financial support as follows: *complementary national direct payments for cattle, sheep and goats; National Beekeeping Programme for 2011-2013; state aid for improving animal breeds; community support for milk producers and meat in disadvantaged areas; aid for collecting dead animals and also poultry and pigs welfare state aid.*

Within the **EAFRD program**, farmers can obtain european funds for: semi-

subzintence farms; young farmers establishment; vegetal and livestock farm modernization, processing of agricultural products etc.

To manage risks that may occur in a production cycle, some strategies can be adopted, which include:

- 📌 *reducing the probability of negative result occurrence by choosing the most appropriate technologies (cultivation of drought tolerant hybrids, investment in irrigation infrastructure);*

- 📌 *measures of risk mitigation (crop diversification, use of hedging strategies, futures, options, vertical integration, ensuring production);*

- 📌 *adaptation measures of risk, which means addressing financial approach (savings, loans).*

Public investment in agriculture achieved through government programs such as agricultural research and infrastructure, should be based on three benefits to society, that can sustain agricultural productivity growth: *economic growth and poverty reduction, food security and environmental sustainability.*

In the Netherlands, promoting innovation in agriculture is done through **agroparcs**, where agriculture is grouped with other activities and income stability is achieved through **risk management strategies**, which are of particular importance.

In Canada, agricultural policy aims at achieving a profitable and innovative agriculture, agri-food and agri-industry, which take advantage of opportunities and address the needs of contributing to health and welfare.

In the U.S.A., the basic principles of agricultural policy are: *maintaining a safety net for farmers and farmers, boosting competitiveness through research and better access to new technologies, support new generations of farmers, strengthening the link between farmers and consumers.*

In the next decade is projected a **global economic growth** at an average rate of 3.3 % annually, a relatively weak long-term growth in developed countries and stronger growth in developing countries. Economic growth in the E.U. will be limited by the instability on financial markets and adjustments in the euro area.

For the researches in **the second part of the doctoral thesis**, it was used several research methods, like: *statistical analysis, technical - economical analysis, diagnostic analysis, cost and price analysis in agriculture and their influence factors, marketing mix, SWOT analysis and case studies* on the companies S.C. AGROMECA ŞENDRENI S.A. and

S.C. FERMSUIN S.R.L., Liești, Galați County. These methods were presented in **Chapter 2 - Locatinon of the researches and research methodology.**

There were analyzed in **Chapter 3** the pedo-climatic conditions of Galați County (*air temperature, frost, humidity, cloud cover and duration of sunshine, rainfall, hydrological and hydrographic network, the main soil types*), and the production and economical- financial results in Galați County agriculture during 2006-2010, on the following subsections: *the land by use and property; structure of arable land on the main crop groups and cultures, yield per hectare and the total production of the main culture; destination of plant production; the main livestock species; the average production per animal feed and total production; destination of livestock production; unit costs and selling prices for the main agricultural products (plant and animal) and return for main agricultural products.*

Gross profit rate was negative in 2007 and 2009 for agricultural products due to adverse climatic conditions recorded in these years.

Of vegetal crops, corn have the highest gross profit rate in average of 45.09 % and also the winegrapes (35.83 %). The lower gross profit rates were achieved in wheat (5,02 %) and sunflower (16.11 %).

In the **livestock sector**, the highest gross profit rate was recorded in pork meat, 18.29 %.

Chapter 4 presents measures of agricultural financing in line with the National Strategic Plan 2007-2013, nationally and in Galați County.

The highest values of the payments were made on measures: **322** - *"Village renewal and development, improving basic services for the economy and rural population and enhancement of rural heritage"* **121** - *"Modernization of agricultural holdings"*, **123** - *"Adding value to agricultural and forestry products "* and **312** - *" Support for the creation and development of micro-enterprises "*.

In Galați County, most projects were submitted on measures **112**: Setting up of young farmers, **141**: Supporting semi-subsistence farms and **312**: Support for the creation and development of micro-enterprises, measures with small value of projects, which demonstrates the need for financial support of small businesses through state agricultural policy.

Case studies from the companies S.C. AGROMECA ȘENDRENI S.A. and S.C. FERMSUIN S.R.L., Liești, Galați County were performed in **Chapter 5**, identifying: *firms mission, strategic goals and fields of activity, from which, the current marketing situation analysis was performed and also SWOT analysis and developed marketing strategies, operational marketing plan, control and adaptation.*

Chapter 6 presents the **conclusions and recommendations** of the doctoral thesis,

insisting on simplifying the procedures for accessing european funds for small projects, actively involving the county agricultural chambers for advice farmers on farm development, improved distribution systems and marketing strategies etc.

In the doctoral thesis were cited 170 **bibliographic** sources, from Romania and other countries, on current agricultural policy and the state of agriculture organization in these areas.