Romanian traditional products between local and global

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SUMMARY

Opening domestic and international markets, in order to prevent unfair competition and economic development in rural areas, to attract youth in this area, to increase employment of workers in this field, Romania must use local traditional products as a tool to achieve these goals. Because of Romania’s diverse landscape that includes all its forms: mountains, hills, plains, meadows and so on, there really much difference Cultural and present a wide range of traditional products. To preserve this heritage should be as local traditional products to be registered with protected designations of origin, geographical indications and traditional specialties guaranteed to increase consumer confidence and become known on the market. The purpose of this study is to evaluate and highlight the practices of registration of geographical indications of local traditional food in Romania and their importance in creating differences in market.

Keywords: traditional food, Geographical Indication, rural development.

INTRODUCTION

Traditional products plays an important role in local identity, consumer behavior, transfer of cultural heritage for future generations, and inter-action this heritage with the world. In many countries, the promotion and protection of traditional products is directed through quality policy, agricultural and special policies. Traditional products are protected by legislation.

Due to the effects they have traditional products must be examined from the perspective of producers, consumers and the market. Also, besides being elements to be protected have become important tools in marketing. In fact, given the cost that it involves developing new products to market, traditional foods form a potential regarding product diversification. In addition, in many countries, demand for traditional foods
is growing and use this trend can benefit in particular small and medium units.

Today, traditional products reflect a country's resources and may contribute to differences marketplace profile (Davis, 2005; Holt et al., 2003).

Benefits a food production sector and selling traditional local products are: community development, access to fresh produce and ownership of the manufacturer of the product / process. Thus, the concept of local food, comprising the three dimensions of sustainability: environment, economy and society. Local food has developed because of the food crisis existing in the livestock sector (due to mad cow disease crisis, bird flu, swine, etc.) and resulted in increased local sales. Such as agricultural products producers are likely to have local stable and local clients with access to urban markets (Holt et al., 2003). The local markets can benefit mainly small producers selling fresh produce (milk, eggs, meat and vegetables), in relatively small quantities. However, although in practice local markets in Romania, there are a number of obstacles marketing for local sale of milk and traditional dairy products due to the need for a cold chain supply and compliance working conditions in terms of hygiene and safety food (Mevhibe and Erdogan 2010; Niclae, 2012; Parasecoli, 2005).

The concept of a consumer perspective local traditional products folklores approach has rekindled interest, especially in Romania (customs and traditions winter wedding rituals, traditions and customs specific Easter and so on). To some extent, anthropology has become an umbrella for science geo-demographic, so allow us to discern these theoretical perspectives in anthropological approach:
- sociology rural - rural communities and traditional agricultural systems in place;
- geography economic - power in the supply chain;
- durability - Ecology and health;
- marketing - Labeling and branding;
- research consumers - demand for quality, ethics and authenticity;
- Folklore - Traditional recipes and eating habits (Mevhibe and Erdogan 2010).

**Material and Methods**

In EU production of high quality food is very important. Particular attention is paid to the protection and promotion of regional and traditional products. EU rules that protect these products have been in place since 1992, when CAP was established. France was an initiator of legislative actions regarding food quality, based on its own law of 1930,
which concerned first wines protection (paradoxically, in modern European law, the wines are subject to other regulations).

Local traditional products are goods produced only in parts of the EU, and names and their production technology is protected by law. These local traditional foods provides a deep relationship between a product and the geographical area where it comes from, which means a geographically defined area, with its geological, climatic and agro-technical. These products join the area's natural and human characteristics (Zabinska 2010, Alexander, 2011). The protection and promotion of regional and traditional products is one of the most important factors that influence the sustainable development of rural areas and the development of the common agricultural policy assumptions.

**The protection of local traditional products aims to:**
1. Improve quality and food safety,
2. Provides consumers reliable information about the origin of products,
3. Diversification agricultural production
4. Development rural areas by introducing new jobs, tourism development, and economic growth of the area.

From a study by *Foundation for Local Food Initiatives* it follows that for socio-economic development of the local market traditional products, every 50 RON spent in a local food business, profit is added to the local economy resulting from a 55% of traditional product sales conducted by local shops existing markets [Holt, 2005].

In the EU package was initiated by a series of regulations which are based on agricultural quality policy as follows:

- Council Regulation (EEC) No 2081/92 on the protection of geographical indications (PGI) and designations of origin (PDO) on agricultural products and foodstuffs.

Since 1993 Member States there is a common European register that there may be local traditional products in the EU. In the EU, there are three categories of names:

- protected designation of origin - PDO
- Indication geographical - IGP
- Specialty TSG - STG
RESULTS AND DISCUSSIONS

The registration of GI products aims to protect the quality of the product concerned to ensure standardized production, and to ensure that traditional product manufacturers in that region benefit from PGI protection for this product. In addition, as PGI cannot be used on products that do not meet the necessary conditions, consumer deception is prevented, making it possible to protect consumers (EC Regulation No. 510/2006).

Traditional food not only has positive effects on rural economies, but also is considered an effective tool in preventing unfair competition and brand creation. Name of GI brand is different but complement each other. Since only protects property rights, trade marks, geographical indications allow all producers of a product in a given geographical area have the right to produce. While a brand can be produced in any locality, products with a geographical indication must be related to their geographical origin. Many countries recognize geographic identity as an interpretation of local agro-ecological characteristics and culture (Giovannucci, 2005).

Table 1 Conditions that must be met by a traditional product to receive state designation of origin or geographical indication

<table>
<thead>
<tr>
<th>Origin Designation of Origin</th>
<th>Origin geographical indication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product originating in a region, specific place, a country with well-defined geographical borders.</td>
<td>Product originating in a region, specific place, a country with well-defined geographical borders.</td>
</tr>
<tr>
<td>Quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors.</td>
<td>The product possesses a specific quality, reputation or other characteristics attributable to that geographical area.</td>
</tr>
<tr>
<td>All stages of production, processing and preparation of the product, taking place within the defined geographical area.</td>
<td>The least one of the stages of production, processing or preparation of the product take place in the defined geographical area.</td>
</tr>
</tbody>
</table>

Source: EC Regulation No. 510/2006

Since joining the European Union in 2007, Romania has tried to introduce local traditional Romanian products on the European market. This is directly associated with the Romanian agriculture - traditional agricultural production, natural countryside, a large biological diversity and cultural richness, high quality food production.

But fragmentation considerable farms and low efficiency of labor and employment in agriculture too has some significant difficulties. Therefore, geographical designations protection systems for agricultural products and food are an excellent form of promote products not only itself but also the areas in which they are derived. However, the EU entry six years ago,
Romania registered as PGI namely 1 item *Topoloveni plum jam*, Recorded in April 2011.

Although the European level are recognized and recorded only a local traditional product indication, the national Ministry of Agriculture and Rural Development (MARD) has a list of certified traditional products which recognizes traditionalism a product through its registration in accordance with the provisions of Order MAFRD no. 690/2004 approving the rules on the conditions and criteria for certifying traditional products since 2004.

To appear in the register of attestation of traditional products, the product must be manufactured from traditional materials to present a traditional composition or a mode of production and / or processing reflecting a traditional type of production and / or processing. Registration is not allowed of for a product that of whose traditionalism is due of:

- geographical origin;
- apply of technological innovation
- To be registered, traditional product must:
  - to be traditional itself, or
  - to express traditionality

These products can use it national logo to identify market supply of agricultural products or geographical indications or designations of origin that have acquired national protection and ensure that products bearing this logo meet the following conditions:

- are produced in Romania and are sold in accordance with the marketing of agricultural products or foodstuffs which have gained national protection;
- certified by an approved private inspection and certification of MARD;
- National territory is protected under this order.

Once registered geographical indication or designation of origin at Community, national logo will be used in conjunction with the Community logo, which will be binding

National logo for informational purposes, advertising awareness serves to supply agricultural products or geographical indications or designations of origin in Romania. National logos enroll / apply product labels and / or packaging of agricultural products or foodstuffs with national protected geographical indications or designations of origin national, as appropriate. Along with the product name will be mentioned document "National Protected Name".

Right to use the national logo on product labels and packaging of agricultural products or foodstuffs national geographical indication or designation of origin national producers or processors you have, which
comply with the specifications and are subject to inspection and certification body approved private inspection and certification of MARD.

These regulations contribute to the diversification of agricultural production, which is also an objective of rural development policy. They bring benefits to farmers and to maintain the rural population.

Table 2. Number of traditional products certified by MARD 2005-2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>313</td>
</tr>
<tr>
<td>2006</td>
<td>640</td>
</tr>
<tr>
<td>2007</td>
<td>791</td>
</tr>
<tr>
<td>2008</td>
<td>339</td>
</tr>
<tr>
<td>2009</td>
<td>392</td>
</tr>
<tr>
<td>2010</td>
<td>288</td>
</tr>
<tr>
<td>2011</td>
<td>1,041</td>
</tr>
<tr>
<td>Total</td>
<td>3,804</td>
</tr>
</tbody>
</table>


In the period 2005-2011 were recorded MARD 3804 recognized traditional products nationwide. Most recordings were made in 2011 in a total of 1041 that due to increasing consumer preference for traditional products made from organic materials after traditional methods. Was more important for manufacturers to certify their product to MARD and the product are allowed to the name of traditional product than to come to market with a new product that was more expensive in financial terms.

An increase in observed over the years in the number of products that are at the stage of application of geographical identity protection, so that by 2008 they were in a smaller number but exploded in 2011. The same is expected for 2012.

The milk and dairy products hold the largest share, 37.4%, followed by meat and meat products 32.6%, bakery products 16.8%, food beverages 6.9%, products obtained from fruits and vegetables 3.6%. Other products have a lower weight and specific geographical areas.

Table 3. Distribution of Romanian traditional products certified by MARD Geographical Identity during 2005-2011

<table>
<thead>
<tr>
<th>County / product</th>
<th>Milk and milk products</th>
<th>Meat and meat products</th>
<th>Bread</th>
<th>Alcoholic and non-alcoholic beverages</th>
<th>Fruits and vegetables</th>
<th>Honey</th>
<th>Fish and fish products</th>
<th>Other</th>
<th>All products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total traditional products</td>
<td>1,423</td>
<td>1,240</td>
<td>639</td>
<td>262</td>
<td>137</td>
<td>17</td>
<td>21</td>
<td>65</td>
<td>3,804</td>
</tr>
<tr>
<td>Share,%</td>
<td>37.4</td>
<td>32.6</td>
<td>16.8</td>
<td>6.9</td>
<td>3.6</td>
<td>0.45</td>
<td>0.55</td>
<td>1.7</td>
<td>100</td>
</tr>
</tbody>
</table>

Among the traditional products registered for geographical identity recognition there are dairy products (cheese, dairy sour etc.), meat products (cooked dried preserved by smoking, sausages, pastrami, paste, etc.), bakery products (bread, potatoes, bread the hearth, sheet cakes Dobos, sour cake etc.), beverages (brandy, horinca soup, beers, Dirt, etc.), processed fruits and vegetables (vegetable stew pickles, etc.). Given the diversity traditional food products in Romania, it seems that Romania has not yet used all its potential and still has more to show Europe and the world.

Romania must make a visible effort to promote their products and register at the European level to make known, to not lose the right to use the name and promote potential areas in the country.

**CONCLUSIONS**

Local traditional products shows inestimable value, being an element of cultural heritage and their protection is very important.

Protection of local traditional products contribute to rural development by introducing new jobs, tourism development and economic growth of the area and their recognition at national and European level is a factor that certify quality and compliance with hygiene and food safety, are also credible information provided to consumers about the origin of products and their production conditions.

Unfortunately acceptance procedure local traditional products at European level are not very fluent, recording many bureaucratic obstacles especially at the national level.

Gratifying is the fact that more and more groups of local producers certify their traditional products, over 3800 products within 6 years and continues to grow, which shows that interest in these products has increased, and this is reflected in the development rural area economy and improve living standards of people in these places.

**ACKNOWLEDGEMENTS**

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