Ecoeconomics Aspects of Processing and Marketing of Organic Milk

Obtained from Sheep

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SUMMARY

In recent years, increasing food supply on the market for food and agriculture led to radical changes in terms of eating habits of people in Romania but also worldwide. Eating rational, adequate both in terms of quantity and especially quality is a sine qua non of growth and development of a healthy body since childhood (Savu C., Georgescu N., 2004). Ingested foods are those that provide energy and protein substances necessary for proper growth and functioning of the human body.

The link between diet and health has been the subject of scientific research in this way lately is putting out the role of nutritional factors (Banu C., 2007) (deficiency, excess). In order to promote animal food to meet current requirements in terms of quality, price increasing accent put on a range of products in the field of bio products from clean, influences the synthesis of substances (food additives). To obtain such animal products manufacturers were concerned to ensure feed without the use of pesticides in green areas, without making the treatment of animals from which raw material is harvested, all based on the principles and Bio ecoeconomic today (Mitelut A., at all., 2007).

Organic products are rich in amino acids, vitamins, minerals, trace elements and involves a minimum of environmental pollution. In this category are written and bio products obtained from Sibiu Surroundings Valley farmers who began Hartibaci promote and sell "cheese Sibiu Surroundings", cheese, sheep cheese. These products are promoted and sold in fairs held outdoors from March to September in open-air museum "Sibiu Grove," in stores for organic products recently established in Sibiu, but also in all the fairs organized at national level (Bucharest, Iasi, Timisoara).

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REFERENCES