

## Multifunctionality– Support for Rural Area Development

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**Abstract.** The approach to what exists in many countries, integrated in European structures, made necessary to establish a set of objectives for development multifunctional rural area in Romania. Starting from agriculture, the enhancing its functions can be made using through completion the production activities with the supply, processing, marketing or diversification or development of other activities (craft industry, tourism, rural tourism) to allow the creation of conditions for growth and combination income population.

The organisation of associations in marketing activities is, so, necessary for a normal functioning of it and is a modalities to increase of economic efficiency of agricultural exploitations and for their economic development. In the absense of these, the producers are forced to sell at very low prices to middlenman. It is a rellevant case of vegetables. There are many situations where some vegetables are taken by individual producers unauthorized trades operating at the disorganized, selling products at twice the price of purchase.

This paper aims at emphasizing the strengths of the multifunctional development process of the rural area, knowledge and recognition of integration action of activities from this space. Also, you will see positive impact on support rural area and achieving favorable framework of its economic and social development.

**Keywords:** multifunctionality, development, rural area, agricultural and nonagricultural activities, commercialization associations.

### INTRODUCTION

An important coordinated for European rural development is the multifunctionality. This principle, promoted and supported by rural policy, contribute to community revitalization and strengthening of rural areas. The multifunctionality refers to the fact that rural development can be achieved by enhancing the function of rural communities and creating economic and social infrastructure of modern.

The multifunctional development is an advantage for rural areas, especially where there are other opportunities for income insurance. These advantages are to provide an income marginally, by creating an infrastructure-the interdependence of agricultural exploitations and the upstream and downstream, which determine economic and social development of rural.

## MATERIALS AND METHODS

Studying the problem of multifunctional development of rural areas was based on availability regarding the natural and human resources existing and on the need of the put in value of their.

The analysis, scientific based, is the result of the conclusions obtained from statistical and own documentation, whose data and information allowed this study. What has been achieved could be a decision as support for multiple managers which acting in the production, processing and marketing agricultural products, and more, the combination of specific components with other Romanian countryside.

## RESULTS AND DISCUSSION

Multifunctional development phenomenon is determined that the issue of agriculture, of the rural area, is not limited to the agricultural production, but to the quality of products, supply markets and processing and marketing. In this respect, the guidelines of many European countries have focused on the complementarity of agricultural activities in order to support activities located upstream and downstream agriculture. In rural areas were organized, so SMEs that employed workforce in those areas. Under these conditions, have paved the way for employment of rural population, regarded as labor in agricultural activities throughout the period of obtaining products or services and non-agricultural activities, with full-time work (Dobre, 2003).

The principle of integration activities with the production and marketing was one of the pillars of sustainable rural development policies pursued. Stimulation of processing agricultural products in small and medium-sized or cooperative processing resulted in higher income for rural inhabitants (Istudor, 2006).

*Functions of the multifunctional development.*

*a. The efficient use of natural resources, local human and material.*

Obtaining goods and services requires resources of various kinds: natural, material, human and financial. Their involvement in the production process must be such as to exploit the full potential of which has superior economic organization or a rural area. (Dobre, 2003).

Efficient use of resources can be made in various conditions. Optimal solutions must take account of quantitative restrictions, quality and structure, based on knowledge resources and relations of dependency and conditioning of these.

*b. Conservation of agrobiodiversity.*

The achieving this aim function: recovery of traditional farming practices and varieties, local breeds, rehabilitation, conservation and natural capital components, including wildlife and ecological structures (semi) natural, semi-intensive farming practices and resizing intensive relative to productive capacity and support infrastructure biophysical natural capital, practicing of crops rotation.

*c. Economic integration of organizations in rural areas.*

This function is crucial for small farms, characterized by lower economic power (specific phenomenon Romanian units in rural areas) because they are not simply places of agricultural production, but social spaces that can not be seen in isolation. Strengthening their increasing size and improving the technical equipment, is a prerequisite for efficient business practice to impact on its stability in rural areas.

*Case study regarding creating a vegetable marketing associations*

Marketing association status

- it is an association with legal personality, with the object of activity:
- marketing of vegetables taken from producer members
- providing temporary storage, sorting, packaging and labeling, transportation of products;
- organization of business accounting members
- execution of investment works for their needs;
- providing expert guidance and vegetable producers.

Members are individuals (individual local producers) and legal persons (associations of producers of vegetables). Cooperative also includes specialists with higher education in horticulture and economic areas which have specific departments subordinate activities. Manufacturers, as associate members of the cooperative, participate in decisions, the General Assembly, in turn applying these decisions in production. Economic results of cooperative marketing are in table 1.

Tab. 1

The quantity of vegetable and the incomes

No	Product	Quantity (tone)	Price (lei/kg)	Total incomes (mii lei)	Incomes of association ( lei)
1	Tomatoes	300	2,0	60000	12000
2	Cabbages	360	1,0	36000	7200
3	Pepper	280	3,0	84000	16800
4	Cucumber	45	2,5	11250	2250
5	Green beans	48	4,0	19200	3840
6	Green peas	48	3,5	1056	211,2
7	Onion	140	1,5	16800	3360
9	Melons	25	0,7	1750	350
<b>11</b>	<b>Total</b>	<b>2221</b>	<b>-</b>	<b>220056</b>	<b>46511,2</b>

Source: authors

Production sold and the proceeds are estimates and refers to the first year of the cooperative. For the same time, cooperative marketing expenses out of vegetables and other activities specific costs (Tab.2).

Tab.2

- mii lei -

The incomes and expenditure of marketing association

Incomes		Expenditure	
1. Incomes from sale of vegetables	220056	1.Expenditure from transport and marketing of vegetables	206070
2. Incomes from sale of vegetable seeds	22000	2. Expenditure from purchase of vegetable seeds	21000
Total incomes	242056	Total expenditure	227070

Source: authors

Value of profits from services performed local vegetable producers is 14.086 million lei to be attached at the end, members of the cooperative according to production levels achieved and exploited by it.

## CONCLUSIONS

- Reform of property has produced substantial changes in agriculture, as they are powerful realities from which to start the development and implementation of policies towards this sector and, in general, the recovery to the development;

- There are a large number of farms, which led to fragmentation of land resources, which impede the phenomenon of several agricultural processes. Need to resort to ways, for example, extending lease leading to increased land used by some individual exploitations;
- To practice as required by European agriculture is necessary to identify actions to improve human capital, establishing youth in rural areas and increase capitalization exploitations;
- In view of market requirements, and as increasing numbers of commercial farms, it is necessary that the structure of production and other crops to grow, their products are inputs to some enterprises of processing industry.;

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