WINE-GROWING PRODUCTS CHANNEL AND SWOT ANALYSES

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SUMMARY

The wine-growing and the wine-making channel represent the process of transformation of grapes into must and wine until it reaches the final consumer, with all the activities, endowments and institutions involved. The wine channel is one of the most complex agricultural and alimentary channels because one and the same unity can integrate all the activities: research, obtaining the growing material, wine-making, obtaining the wine, its stabilization and bottling and the distribution to the final consumer.

Measures and means of wine-growing connection regulation


Institutions for Certification and Control – The Central Lab for Seeds Quality.

The activity of the economical agents in the wine-growing and the wine-making channel is considered, generally, as efficient. Of course the negative influences of the macro-medium will have an imprint on this channel: the reduced dimensions of the exploitation, the old technologies, lack of information and of the access to different services. The main element of the strategy in the wine sector is the improvement of the image of the Romanian wines so that it would penetrate the extern markets successfully.

REFERENCES


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