ANALYSES OF THE CHANNEL FOR GRAPES AND WINE CAPITALIZATION AND PRODUCTION IN ROMANIA

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SUMMARY

The production and the capitalization channel of the grapes and wine become efficient when it has an increased level of integration, eliminating as many links that increase the price artificially. The evolution and the integration of a European production and capitalization system, programmed and controlled, will eliminate this situation relatively favourable for the small producer who capitalizes directly the production of grapes or wine evading the control system and the taxes and the contributions owed for the merchandise circulation.

The technical and technological endowment is another major problem of the Romanian viticulture and wine-making. The viticulture has an old-fashioned endowment, morally and materially used, energy consuming and inefficient in the matter of costs and quality of the works. There are no specialized firms for the small producers that would perform services and the maintenance is based mainly on the manual work and the work of draft animals. We can find a situation relatively fortunate at the bigger farms where the majority succeeded to be endowed accomplishing an essential condition for the increasing of the economical efficiency by reducing the consumption of manual work. The wine-making represents a major problem for the small producer because of the necessary investments for a performing technological line that becomes efficient only from a total of 50 carriages, which needs a minimum area of 100 ha. Under these circumstances the small producers will resort to traditional wine-making which doesn’t capitalize the staples economically, nor as capability, nor as a matter of quality, and as a consequence the obtained wine is expensive and bad, not having a chance to be capitalized in an organized trade. The production and the capitalization channel of the grapes and wine become efficient when it has an increased level of integration eliminating as many links that increase the price artificially. The evolution and the integration of a European production and capitalization system programmed and controlled will eliminate this situation relatively favourable for the small producer who capitalizes directly the production of grapes or wine evading the control system and the taxes and the contributions owed for the merchandise circulation. The future solution in the case of the small producers is to be associated in a system that would assure the obtaining of grapes of great quality and their industrialization in modern unities with performing technologies obtaining wines with high quality that could compete on a more demanding and more divers market.

REFERENCES