MARKET STUDY CONCERNING THE IMPLEMENTATION OF PRODUCTION INTEGRATION MANAGEMENT

Agatha POPESCU, Alexandra MATEI

University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania
59 Marasti Street, sector 1, Phone : +40 021 318 25 64/232, agatha_popescu@yahoo.com

Keywords: market study, sericiculturists, opinion, production integration management, implementation

SUMMARY

The paper presents specialists’ opinion upon the implementation of production integration management between mulberry tree culture, silk worm rearing and silk cocoon processing in order to increase efficiency and profitability in the family reproduction sericultural farms. A sample of zootechnicians (IP = interviewed persons), of which 96 % were between 20-30 years old, 56.66 % women and belonging to 20 counties were used for opinion testing. The answers to specific questionnaires were statistically processed according to marketing research methods.

A proportion 92 % of the IP appreciate that integration between mulberry tree culture, silk worm rearing and silk cocoon processing could contribute to the increase of productivity, production diversification and profitability. 88.33 % of the IP consider that sericulture could contribute to the increase of rural population’s income. A proportion of 53.33 % of IP consider that integrated sericulture has to be developed in commercial farms. 95 % of IP consider that every sericultural family farm must be endowed with at least 0.5 ha for mulberry tree culture, 150 s.m. rearing spaces, sericultural specific tools, water source and make use of family labor force for developing integrated activities. Analyzing the 36 variants of integrated farm management, 45 % of the IP appreciated 14 variants as the most profitable ones, based on the cumulated gross profit during the first 8 years of activity whose value varies between Euro 136,397 and 84,019. A proportion of 30.02 % IP consider that the highest cumulated profit, Euro 136,397 is assured by CDV3-VMV1 P5 variant, meaning: a) mulberry culture: 0.5 ha mulberry plantation + 0.2 ha seed plantation + 0.1 ha layer maker field + 0.2 ha sowing Field 1; b) silk worm rearing for producing 400 kg cocoons for achieving 1,000 egg boxes, 10 kg silk filament, 25 kg pupae; c) processing of 50 kg unreeling silk cocoons into handicrafts (sewed belts).

REFERENCES


464