AGRICULTURE PRODUCERS INTEREST FOR INFORMATION IN TIMIS COUNTY

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SUMMARY

Modern marketing does not refer only to creating good products and establishing attractive prices to make them affordable for consumers. Any company must develop optimum communication means both with its current customers and the potential ones, even in agriculture. Internet technologies save time both for the employees of a business and its beneficiaries when they need to find a piece of information. E-mail provides the news agencies with the possibility to send information on weather for a certain period, the price and amounts of food products sold in certain commodities exchanges, data about certain technological equipment producers etc. Thanks to the Internet connection, every employee or beneficiary can access the website with the latest information about the business or fields that are connected with its activities.

The presented data were taken by questioning a number of 110 producers from Timis County. The analysis of the results obtained from data processing has revealed a worrying lack on information and interest in modern communication technologies.

The data processing has revealed the following: a high share of land plots of over 5 hectare, total and owned. As regards the land taken on lease, the 3-hectare plots have the highest share; most of the subjects interviewed did not give approximate answers regarding the fowls and animals in their household. The highest values were recorded for swine and poultry; as regards the building used for farming purposes, a little over 40% of people have storing facilities, 35% have stables and 5% have greenhouses. A large number of producers do not have any storing facilities; according to the crop study, 42 people grow maize, 37 grow wheat, 35 cultivate vegetables and 29 cultivate potatoes. Twenty-twenty-five percent of the crops are for household consumption; the last part of the analysis concerned the desire of those interviewed to learn various kinds of information. The results were disappointing: only 17 people (15%) out of 93 were interested in new information.

The 17 people requested information in the following areas: product market – 26%; animals – 26%; land – 9%; fertilisers – 17%; seeds – 22%.

The analysis of the data given in the questionnaires has revealed that most of the interviewed subjects are not interested in exchanging information with the help of communication technologies. Their lack of interest is caused by their poor knowledge in the IT field and their small income. In this situation, buying a computer and having an Internet (even dial-up) connection does not prove to be a profitable business. Furthermore, the few people who showed some interest in new information did not know what exactly to ask for or only needed general information about a certain area.

REFERENCES