Aspect Concerning the Quality of Milk as Raw Material in Romania

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Abstract: This paper aims to analyze the performance requirements of the Accesion Treaty of Romania to the EU, under Chapter 7 – Agriculture, milk and dairy sector, and an analysis of the Romanian dairy product quality before and after Romania joining EU. Quality expresses the essential qualities of a product that I make to distinguish themselves from similar products, which have the same destination, that utility. Quality is a determination of the product, an internal value, is born with it. Therefore to establish a measure of quality is made to measure the characteristics, which in part reflect some aspects of quality. Product quality is achieved through a cyclical process, the complex in which all activities from research firm and continuing through design, production preparation, availability of raw materials, actual production, process control, inspection, analysis, testing, samples, selling products and making service. Professional bodies and inter have a key role in monitoring the situation on the ground and the area in general, at a time, knowing its sitting at the policy making of milk and milk products. The agricultural sector in general and the growth of dairy cows in particular building is than the corresponding downstream industries.

Key words: milk quality, common market, harmonization of legislation, dairy market

INTRODUCTION

For dairy products, raw material supply must satisfy certain animal health standards. Still found a "traditionalism" in procuring raw materials from inappropriate places igen, directly from the peasants, which has repercussions on the final product. Romanian agriculture integration in the other EU countries requires more work, who will find success in cultivating a culture of quality, buying the necessary technology, qualified personnel, etc.

Obtaining a quality of milk is a long process that requires large investments in the firm. For example, a milk factory which started in 2001 a program of payment for milk by quality, in 2006 he came to collect only 30% milk according to European standards. This means that in three years will be to get from 20% (both milk quality we have, with indulgence) to 100% under the EU milk. Yet all these investments will overlap the next period necessary to meet environmental conditions.

MATERIALS AND METHODS

Application of the common market in our country concerning the quality required for admission to processing raw milk is regulated by OM 1106/2003 which provides three steps to achieve by 2010

To assure the quality of milk
• Step I 1 January 2005-31 Dec. 2006
  NTG <= 1,000,000
  NSC <= 600,000
- Application of self-control programs in the farm
- Monitoring the quality of milk
  - Phase II 1 January 2007 – 31 December 2008
    - NTG ≤ 500,000
    - NSC ≤ 400,000
- Application of self-control programs in the farm
  - Phase II 1 January 2009-31 Dec. 2010
    - NTG ≤ 100,000
    - NSC ≤ 400,000

In order to match the EU quality standards, a company must meet all EU criteria as raw material - milk - during throughout the production process to ensure that all materials are compliant, fully complies with legislation and to ensure that the finished products are safe for human consumption. This process starts from the farm to provide milk, which must also meet stringent quality standards and culminates with the finished products reach consumers (milk and milk products).

EU law provides for certain standards as regards the processing of milk as raw material, namely: reducing the total number of germs / ml milk raw material <100,000 and the number of somatic cells / ml milk raw material <400,000.

Total plate count indicates the degree of hygiene in obtaining milk. High number of somatic cells implies the existence of milk from animals sick with kidney cancer. The level of the two indicators reflect the result of microbial activity. Therefore, somatic cell counts and total number of germs that are found in milk such material qualifies as being or not with European and appropriate or not for the production of milk.

Compared with the data presented above, the problem starts at the country level from the high number of opportunistic pathogens per liter of milk. It is possible to master a raw material given the matter careful hygiene and quality.

An important chapter is the collection of raw milk, in the process of evaluating and processing units for developing restructuring programs – upgrading the units of category B and C. Thus, on completion of the requirements in each program units, the collection of raw milk will work in appropriate areas, hygiene, equipped with appropriate cooling facilities and facilities for primary analysis of milk (Merce, 2007).

Objectives were set for action program to improve quality and wholesomeness of raw milk in Romania are the following. These objectives were established in stages as follows:

The targets set for stage I program to improve quality and wholesomeness of raw milk are:

a) reduce the total number of germs / ml milk raw material <1000,000 and number of somatic cells / ml milk raw material <600,000;

b) self-application programs to every approved farms producing animals for milk, by all producers for raw milk quality;

c) permanent monitoring of quality and health parameters of raw milk for processing come from owners of animals producing milk and the raw material of milk processing units.

The targets set for phase II of the program to improve quality and wholesomeness of raw milk are:

a) reduce the total number of germs / ml milk raw material <500,000 and the number of somatic cells / ml milk raw material <400,000;

b) self-application programs at each holding of animals producing milk, by all producers to ensure quality and wholesomeness of raw milk;
The objectives set for phase III Program of Action to improve quality and wholesomeness of raw milk are: reducing the total number of germs / ml milk raw material <100,000 and the number of somatic cells / ml milk raw material <400,000 (Ordin nr. 1106/2003).

Accession requires outside transposition of EU legislation into Romanian legislation, infrastructure development and quality control of food safety, the default control laboratories that perform testing and evaluation of quality and health parameters, especially for highly perishable products such as milk and milk products.

Quality control of raw milk to collection provides:
- Primary analysis performed on the collection center
- If the staff is trained to carry out such analysis
- Type of analysis carried out in accredited laboratories (organoleptic, physico-chemical, microbiological)
- File with test reports that prove the quality
- File with notices received from veterinary restrictions on sick animals that were made taking antibiotics or other medicinal substances remaining

Harmonization of Romanian legislation in milk and milk products to European legislation is appropriate, the following main considerations:
- increase the health of dairy products and thus protected the population;
- Romanian dairy products more competitive, both domestic and foreign markets;
- stimulate milk producers’ price-quality system;
- improving the trade balance for milk and dairy products.

Harmonized legislation provides standards verify that the acceptance of raw milk to processing plants by separate tests on representative samples of raw milk collected from each farm.

Dairy market in Romania is still not 100% aligned to European standards of quality, because the process is complex and lengthy, requiring large investments from farmers and milk producers. Thus, to meet European quality standards, the company must meet certain strict conditions.

In Romania, milk and dairy industry is not fully comply with this standard. At this time allowed a total of up to 1,000,000 somatic cells, in contrast to European standards that support a total of 400,000!

To sell milk by date of January 1, 2010, Romanian farmers will be obliged to meet EU standards on quality. Standards refers to how clean is that milk and animal health product.

How much milk under EU rules currently produce? State institutions that we support around 60 percent. But a simple calculation shows that this value is the downright fantastic.

Thus, according to the National Institute of Statistics, in 2008 Romania has produced 1,122,700 tons raw milk, and subsidy of 0.3 lei given to 400,000 tones. The rule of three, we learn that milk which has been awarded first quality in 2008 is only 36% of all milk processed (Radis, 2009).

Due to legislative imperfections, first quality was obtained and the number increased by a single cow, helped of course by some process, which technical know very well that, these farmers can not get milk as.

RESULTS AND DISCUSSION

Consumer behavior is a component of the human and economic environment in general and can be defined as acts of decisions taken at the individual or group, directly
related to the acquisition and use of goods and services to meet current and future including
the decision processes that precede it and determine these acts.

Consumer purchase decision depends on:
- Degree of novelty of the product, or a previous purchase,
- Testing, product testing,
- Routine in buying a product.

Based on new consumer protection rules established within the EU as well as how it is
organized in terms of institutional protection in Europe and Romania could loosen these
significant issues related to consumer protection in Europe:
- Areas where the EU has strengthened consumer protection include misleading
advertising, security products, door to door sales, consumer credit from the public and part-
time employment contracts.
- EU policy objectives of consumer protection for the next five years include (Ghidul
consumatorului ANPC, 2009):
  • ensure that all products meet essential health and safety standards;
  • ensuring fair trade standards and consumer awareness of their rights;
  • ensuring that consumer views may influence policy in this area and assist them in
understanding the measures taken;
  • ensure that they have full confidence in products coming from any part of the
European Union.
- Consumers have five basic rights (Ghidul consumatorului, ANPC, 2009). They are:
  • the right to be protected against the risk of purchasing a product or to receive a
service that could endanger their life, health or safety, or affect their legitimate rights and
interests;
  • the right to be informed fully, fairly and accurately the essential characteristics of
products and services so that a decision taken in relation to them as well to meet their needs
and to be educated as consumers;
  • right of access to markets that provide a wide range of quality products and services;
  • the right to be compensated for damage caused by poor quality of products and
services, using for this purpose means provided by law;
  • the right to organize themselves into associations for consumer protection in order to
protect their interests.

Consumer Code has added two more rights for the economic interests of consumers
(Buletin informativ ANPC, 2009):
  1. right to refuse the conclusion of contacts that contain unfair terms in accordance
with law;
  2. right not to be restricted by an operator in obtaining a benefit which is due by law.

Protection is specific depending on the products to which we refer Cattle breeders who
until December 31, 2009 have not met all the technical conditions for processing of milk
under EU rules have the time to regulate this problem since two years of days.

In terms of milk quality in raw material, Romania obtained derogation until 31 December
2011, so it can continue to process non-compliant milk in catering units.

Reason for exemption is due to the large number of Romanian households have
between one and three cows and not provide the conditions of milk processing line with EU
requirements, the small number of dairy farms which meet the requirements, and systems
Traditional economic growth and exploitation of milk. However, we have registered progress
in this program increase the quality of milk, a process that will continue (ANSVSA, 2009)
Training and branch organization in Romania and especially in dairy cattle farming is hitting the road, a process that has delayed too long, imposing itself as a matter of urgent necessity calls for action on trade association training, including producers and processors of milk, but operators of related sectors (concentration factories, distributors of dairy farms forage crops, educational and research of milk).

One of these professional organizations is the Dairy Industry Association of Romanian Employers (April), one of the attribute is located and:
- collaboration support between members to solve problems of organization and in the interest of modernization, retrofitting and development of productive capacities;
- initiate actions to improve the conditions of milk collection to positively influence the quality of raw milk.

CONCLUSIONS

Romanian agriculture integration in the other EU countries requires more work, who will find success in cultivating a culture of quality, buying the necessary technology, qualified personnel etc.

In order to match the EU quality standards, a company must meet all EU criteria as raw material - milk - during throughout the production process to ensure that all materials are compliant, fully complies with legislation and to ensure that the finished products are safe for human consumption.

Dairy market in Romania is still not 100% aligned to European standards of quality, because the process is complex and lengthy, requiring large investments from farmers and milk producers.

You can continue to milk processing units catering to non-compliant because Romania obtained a waiver for two years from EU rules.

REFERENCES