

## **ROMANIAN STUDENT'S OPINIONS ABOUT THE ECOLOGICAL FOOD CONSUMPTION**

**Badiu Simona Margareta, Sabina Funar, M.Sabau**

USAMV CLUJ-NAPOCA Str. Manastur Nr. 3-5, 400372

**Key words:** ecological agricultural products, students, consumers

### **SUMMARY**

In Romania there are more than 260 farms practicing the ecological agriculture. The total cultivated surface is about 74 thousands of hectares the prognosis for the 2006 years being about 120.000 hectares. The animal breeding sector is estimated to 7.000 bovines, 20.000 de ovine, and about 50.000 hens.

An ecological food product contains ingredients coming from ecological production and are obtained through eliminating pollutant technologies and in a non-polluted area. The ecological food products do not contain synthetic chemical inputs like being conservants, colorants, sweeteners, emulgators, etc

In view of research determinations, a study was initiated, intending to assess the consumers' awareness related to ecological products, and their opinions related to this subject. For this purpose 100 students members of University of Agriculture Sciences and Veterinary Medicine of Cluj Napoca were interviewed. The conclusions were drawn using the Excel computing programme.

Within the total of 100 questioned students 10% declared they "often" consume ecological products for the healthy reasons; 58% answered "sometimes" saying that the products are healthy (26%) but expensive (19%), and 10 % declare they are not consuming this products simply because they do not know the products.

Through the interviewed students only 49% can identify the ecological food products by recognizing the packing or item, and 19% after the special destined storing places.

46% of the students declare that they would buy such products if they would know better the content and production's process, and 48 % declared they would buy ecological products even in case that their price would be 40% bigger.

The main reason the students would buy such a product would be "for the health" (55%).

In the student's opinion, the consumption of the ecological food should be stimulated through consumers' information related to the advantages of this type of products (33%) and through more intense publicity (13%)

The greatest students' weight are "partially" fulfilled about the number of ecological products on the market (37%), their quality (41%) and about the taste. The weak point is the lack of trust that the products are indeed ecological.

The students are collecting information about the ecological products using the following sources: TV (13%), magazines (13%), friends (7%), stores (6%) and educational system (6%). The main impediments in purchasing an ecological product are higher prices and lack of knowledge about the products.