

## **Localized Products. Present and Forecasted Realities in Romania**

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### **SUMMARY**

For understanding the European Union regulatory issues of the food quality policy there must be taken into consideration, in the same time, the Marketing standards EC 1234/2007, Animal welfare, Organic production, Product origin, Traditionality and Labeling/Advertising. If Product origin aims not only to inform consumers about products that have high quality characteristics due to their origin or processing procedure but, also, to allow food processing companies to promote highly quality agricultural products, the Traditionality aims to inform consumers about products that have highly quality characteristics due to their traditional manufacturing process and to allow food processing companies to promote this kind of products. Localized products are related mainly to Product origin which, are recognized, at EU's level as "Protected Designation of Origin" (meaning that the recognized products must be original from a specific geographical area; the characteristics and all steps of production of the product must be linked with the region, processing and preparation of the products are done in the region) and as "Protected Geographic Indication" (meaning that the recognized products must be originated in a specific geographical area; it must have the characteristics of the product linked with the region and at least one steps of production, processing and preparation of the products are done in the region). Beside the facts mentioned before they might have some characteristics of Traditionality, which means that the product is highly distinguished from similar products or foodstuffs in the same category and it is trade on the local, national or international markets for an extended period of time for at least 25 years that indicates propagation from generation to generation. At national level, at the moment, a SWOT analysis of localized products could have an optimistic view for the future if the opportunities will be correctly used. The Strengths includes the facts that there are, generally, natural products, with no preservatives added, they represents the authentic spirit, new sources of revenues and better exploit local resources. The Weaknesses of localized products are related to the small scale production, insufficient known by consumers, sometime production process not deals with EU legislation, there are insufficient funds for certification and a relative poor infrastructure. But those could be overpassed by a correct promotion of them at fairs and exhibition, seminars, workshops and by taking advantages by the increased interest at EU and national level, the increased interest of educated people and increased interests for rural tourism. Nevertheless, there are a large number of threats that could put in danger the future of localized products in Romania, such as the increasing level standardization and commercialization which will led to lose of authenticity as part of the process of adapting to tourist expectation, restrictive legislation, and the last but not the least, the increasing lack of interest of the young generation on localized products.

**Keywords:** SWOT, PDO, PGI, TSG