

Methods of Commercialization of Bee Products in the North-West Region of Romania

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SUMMARY

One of the objectives of the post-doctoral research project entitled “Technical and economic analysis of beekeeping in the North West Region of Romania for the ensurance of the sustainable development of the beekeeping chain” was the identification of the distribution channels of the bee products from the North-West Region as well as the main commercialization methods of these products (Pocol, 2010). A key feature of Romanian beekeeping is the great variety of the types of producers. The factors that influence the commercialization of the products are linked to the size of the beekeeping exploitation, the type of beekeeping practiced conventional/organic, varieties of honey as well as the product diversification, by obtaining pollen, propolis, royal jelly, beeswax and bee venom. Therefore, following the quantitative study conducted in early 2011, in the North West Region of Romania, on a sample of 290 subjects, the following methods of commercialization of bee products were identified: to intermediary enterprises, with prior agreement, to intermediary enterprises, without prior agreement, to various individuals/intermediaries, through direct sales in markets, through the Beekeepers’ Association (Apicola stores), export and other means of commercialization (friends, acquaintances). After analyzing the data collected, it can be stated that the largest amount of bee products obtained in the counties of Cluj, Bihor, Bistrita Nasaud, Satu Mare and Salaj is sold through direct sales in markets (30%) and to various individuals, intermediaries (27%). In this way, 14% of the beekeepers surveyed declared that they sell their bee products to intermediary enterprises without prior agreement. The lowest percentages recorded the sale through the Beekeepers’ Association (only 5%), followed by selling to intermediary enterprises with prior agreement (4%) and other methods of commercialization - friends, acquaintances - (2%). The lowest percentage is represented by those who commercialize honey through export (1%). The main conclusion that emerges from the interpretation of the data is the following: the beekeeping market is divided into two categories: the market of the enterprises that buy, the market called “wholesale” and the market of beekeepers who practice direct sale either in markets, or to different persons. Openness to external markets is still very limited.

Keywords: bee products, direct sell, intermediary enterprises, export

REFERENCES

1. Pocol, Cristina (2010). “Technical and economic analysis of beekeeping in the North West Region of Romania for the ensurance of the sustainable development of the beekeeping chain”, grant contract no. 149/2010.