

FORESIGHT EXERCISE

RESULT

In the final stage of the project we provided an analysis of the current concrete of traditional Romanian food in general, and to be expected prospects for development by the application of policies and further, involving a larger number of decision makers .

In the activities in this stage , we organized debates, discussions within workshops or seminars with representatives of producers , trade associations and researchers on the conditions and situation specific traditional products of our country. On these occasions I intend to get as much information from participants regarding domestic production of traditional foods , socio -economic , legislative, market and marketing these products, etc. .

The information obtained was processed and then used to organize a Foresight exercise, led by an expert in this technique , which consists in the elaboration of a medium and long- term vision , the systematic collection of intelligence future participatory process that aims to achieve the decisions now and mobilize action for the future.

I Resource foresight analysis for :

- Knowledge of future trends and factors influencing production and consumption of traditional products ;

- To try to interpret and design basics to solutions

will be found along the way ;

- To enhance the communication between different communities of the participants .

For these data and information obtained directly from as many of those involved in the production, marketing , marketing and support traditional Romanian food , to provide sufficient data and concepts , we selected for this exercise Foresight two techniques , namely SWOT analysis and Tool's roadmap .

One . SWOT Analysis - Report

Traditional foods are a special category of products, besides the intrinsic value of preserving and continuing every regional and national habits in the current market must respond to consumer demands manifested especially regarding food safety and nutritional value . Increased production of such products , in these circumstances , it becomes a problem for producers , especially small ones , can not solve it only in-depth knowledge of all data.

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Unlike other assessment methods , which place emphasis on the result in this case traditional food or the environment in which the manufacturer , up to the sales market , SWOT analysis is based on compiling a list of pluses and minuses in all spheres of activity , which avoids emotional reactions influence on thought . This list of topics (previously set) is generally subject to presentation to the roundtable sessions and meetings so that issues to be discussed , understood, annotated and ultimately be granted a final format to facilitate making decisions . Thus, the SWOT analysis on traditional Romanian food , tried to identify and define those pluses and minuses present (strengths , weaknesses) and prospective (opportunities and threats) to exploit the positive trends emerged , redirecting if the negative / unwanted key stakeholders and establish ways in which they could work for a development project strategy . Decisions about this development should take the form of programs, which in turn make use of mechanisms, measures and actions of the concepts capable of achieving economic development.

Participants in the exercise organized by the project coordinator foresight exhibited their opinions, ideas , gave explanations on the cast, they have supported arguments and ideas presented by colleagues commented present. Dialogues were constructive , each participant learning new things from others.

Following discussions held during dynamic meetings were identified and classified strengths , weaknesses , and opportunities and threats from the general context and national , from sourcing of raw materials , process technology , to the point of sale .

The table " Foresight Exercise - SWOT analysis " attached , we presented a synthesis of analizelelor made by participants in the exercise , noting that the ideas were listed in the summary in descending order of the number of references from the respondents .

1.1 . Strengths . Concluding the discussion we can say that Romania , which is a medium-sized state in the EU , perhaps the highest proportion in rural areas , about half the population has enormous human resources . Hilly and mountainous areas , non-co , best kept bending the traditional commercial tangent even in the harshest periods so that in many areas what it claims is even traditional traditional recipes of an age exceeding one century, just checked the success of maintaining their heritage . Oportuniățile limited areas mentioned above and still obligă forced those people to ensure their living somehow , so that the production sale started long before the emergence Order MARD , and the latter has generated an explosion of applications for certification just because products already existed .

Raw materials , mostly local , are plentiful and therefore cheap, which creates competitive advantage of low cost , domestic producers have a strong sense of respect for the "old" inherited from ancestors ; recipes grandparents were always in good hands and preserved in the most natural authenticity .

1.2. Weaknesses . Decades of forced collectivisation , prevents a producer association groups within which might Nast specializations and operations phases , increasing production efficiency and overall competitiveness .

On the other hand, there is the danger of excessive proliferation of recipes and products , each wanting to be the owner , as they be born , for example , dozens of certificates of bacon and sausages even in areas restrânse but not such a diversity justifies the . It is also not uncommon commodity substitutions expensive, but difficult to prove in the absence of proper controls , the inherent alteration autenticităţii , and the calităţii .

Regarding hygiene, safety of traditional products , they are rarely a strong point , manufacturers often neglect basic rules , defending health risks to consumers, and may have a negative effect on the perception of the whole class. Nutritivă value must , as with all foods , judged as a whole and not individual diet - bacon , for example, can be delicious and quite easy to manufacture , but excessive consumption will not benefit .

1.3. Opportunities. Common Agricultural Policy CAP 2014 - 2020 and put a greater emphasis on supporting the small family , so there is substantial European funds to assist the commercial development of this segment. Interest politicians (even beyond electoral gains) to be committed traditions and national heritage lead to legislative facilities , market and even in financial terms. Modernization of agriculture will increase the resources of raw materials , reducing their costs , and in addition will attract young workforce .

Not least favorable perception of consumers to these products as healthy , tasty led to the regular holding of specialized fairs dedicated to local or cities. By default these factors lead to the development of tourism in these areas and will mări The number of consumers, including to foreign tourists . This ensures a balanced regional development , using - are programs allocated special funding for this purpose , as your tool for SMEs proposed under Horizon 2020.

1.4. Threats . These can be divided into two broad categories, namely isolated threats in certain situations and areas, and global threats on the general socio-economic context . The first category includes , for example , easiness of selling, which often leads to lowering rigor , namely qualitative variations . Toward authenticity or care products , which should be primarily producers , and be based on respect for the consumer.

In the second category are lax legislation - which can be harmful to the ease of granting the certificate , the lack of checks and surveillance - although traditional products are subject to general safety standards and labeling, no ANSVSA nor ANPC or MARD network have not due care and compulsory, at least in terms of population, with the necessary health-related risks . This includes and "war unnecessarily large industry " is not enough room in the market for traditional food , as for the " conventional " serves equally well each segment to which it is addressed .

Two . Roadmap - Report

Concept. " Roadmap " map is a powerful tool to manage the unexpected . This tool exists because the business landscape always appear new elements that radically changes the configuration "business plan" to the strategy conception and setting goals . The term is known by managers and specialists in strategy, because it is a tool for tracking targets in the ideas stage to stage results. For a common vision , objectives , whether short, medium or long , associated technical solutions , specific technology , enabling their translation into reality. Make a roadmap has three major uses : helps establish a consensus among a set of needs and solutions that lead to these needs , provides a mechanism for forecasting the development and provides a framework for planning and coordination of the development plan .

The topic discussed was " How do you see the development of the traditional products 2020 time horizon in terms of social, technological , economic , environmental , political and in terms of value added and ethical values ? " Which have been completed and several ideas orientation fields , namely :

Social : social involvement , importance to society - health, employment and income; importance at individual quality of life .

Technology : if you need to increase the production capacity , technological improvements , other possible influences and changes at the level of the mode of production , food security , nutritional importance , the distribution and sale , etc. .

Economy: if you require changes in the economic environment but due to the development of the field , and if the lead to economic growth, areas that may have a greater involvement , niche products , the use of European protection schemes and their economic importance - ex . export ;

Environment: environmental impact in every field of view - the supply of raw materials, processing , distribution and marketing.

Political : if you need to boost the scope of tax incentives (both domestic and export) , the quality of legislation , along with tourism promotion ideas , stimulating entry into the European protection schemes , etc. .

Value added and ethical values : authenticity , quality, compliance certificates , use of quality certification schemes for qualification (eg. . "No contaminants " or "0 " waste or environmental protection) etc. .

Conclusions roadmapping

2.1.Social . When 50 % of the population lives in rural areas , it is superfluous to stronger social importance of the agri-food sector . Agriculture and processing is the main opportunity for rural and even in our aging and depopulation of villages are slightly below average , they are sounding the alarm that warns of the need to support domain - pillar of the community . In this context, traditional products are an important part of increasing peasant income , on the one hand , and a source of nutritious foods that contribute to a balanced diet , healthy population.

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2.2 . Technology . Regarding the need to increase production capacity : the capacity market is , the main outlet for " the traditional " adjacent to cities , is tourism. The crisis of the latter primarily involves infrastructure (especially roads) to facilitate access of tourists (including foreigners) in areas of interest . When a child achieve this , market forces will adjust production capacity , while eliminating gradually fakes that (yet) inhabit this area. Traditional products are subject (in addition to the urban market , how - said) tour , coming to consumers in the production and not vice versa . It is an illusion , in general, to think , at least for now , the export in question, as in other EU countries , traditional products are usually the preserve of small production , artisanal , which inevitably has logistical means to engage export seriously . Although there are exceptions that reinforce the rule , but in this case we speak of a mixture of industrial production in the traditional way . A small company with 10-20 employees , can hardly produce for export and its practice is too expensive at this scale .

2.3. Economic . It is a relationship biunivocă between the sector and the overall economy. Its development requires increasing piață as limiting to the present is determined by the precarious state of the economy, unemployment and low purchasing power . Vice versa , increasing the standard of living will increase consumption , causing a corresponding increase traditional products sector . Higher incomes attracted so life will improve both the producers and production sophistication seen in this case so that innovations that enhance safety without altering the authenticity and the rigor and broadening its product range . Old administrative regions , are of major importance in this context , heath, for example, where farms were great boyars or state and cooperative agricultural laborers made the peasants more less tied to old products , outstanding . Instead, the hills and mountains have to offer a real gastronomic heritage and special.

2.4 . Ages. This relationship is one in which , rather than in others , a balance must prevail . Rural depopulation , abandonment of agricultural production can be , apparently , a boon for the asphyxiation of fertilizers , pesticides and waste in general, but this is a luxury not afford it anyone, much less us, Romanians , given how many live in rural areas. As a result , food production must increase, being with tourism, the main asset of the country. But this growth must take into account the environment , given the limited resources including water, soil , and even air. Once we show that we are able to achieve and maintain a healthy environment in cities , we must focus our attention on rural alike . If a small abattoir slaughtering a few animals per day / week , or a manufactured process low amount of raw material, does not mean that pollute less (proportionally) and does not consume energy and other resources. Therefore , environmental regulations have gradually implemented in the village world , if we want to enjoy the area in the long term , both productive and entertaining .

2.5. Politics . Tax incentives are an important lever used in any state that wants to stimulate a sector considers that possess real competitive advantages. So these facilities must create production quality that is appreciated by the market and generate wealth in turn the chain , including the state that granted , it is a kind of welfare. There have been cases where some grants were given only political reasons for electoral capital in these rural areas , and other facilities that use other than the person entitled .

Other facilities have , in turn, double-edged , for example, ANSVSA too generously given such facilities in the food safety - is normally not claim , as in industry, stânei of the mountain where they

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make cheese plants stainless steel and tiled floors , but great benefits recipients were shepherds , but sausage factories and dairy should , after a transitional period , to fully respect the European standards of hygiene. This implies that throughout the industry , a major investment effort , concerned that the factories were exempted under these facilities relatively easy obtaining certificates for products

traditional and continuing to operate in the same precarious . In summary, all kind of facilities to be economically justified , properly applied and to consider , in addition to the health and interests of consumers, fair competition . Otherwise, their effect is highly detrimental , not so much national budget for social and economic environment as a whole.

2.6. Value and ethical values . The main quality of traditional products (with subsistence producers) is capitalizing on local raw materials adding value and therefore revenue measures. Simple recipes generally based on a few processed ingredients sometimes as simple , quality products are appreciated by consumers and paid the consequence-free . Like any human activity generating income , this segment requires control , or quickly loses any value . Authenticity is , at least theoretically , better preserved by the new order MARD . If you are serious county departments such regulations , certifications must be based on an authentic traditional recipe , rigorously examining the evidence that authenticity and on-site verification of compliance with what is stated in the application for certification . But more important than this is still verifying compliance with the recipe and how to manufacture and compliance with safety standards and labeling in this manner will be filtered more than 4000 entities to date .

Manufacturers themselves and word harder in preserving the authenticity and veracity of traditional foods , because their interest is primarily to develop the sector , favoring the fair . Therefore , the gradual adoption of mechanisms [auto] similar to European control is a goal that should help county departments , informing and educating producers on the outlook extremely positive and the rigors of the law and the market.

Certification by private bodies , neutral and recognized , the next step is the most reliable , although it has some costs that volume by a group of producers can absorb , making them negligible compared to earnings and financial picture .

Regarding the messages to be sent by the process to ensure the authenticity , the first channel is advertising label. It must be fair and not misleading and fully inform the content . As the latter is generally limited to a few ingredients , a straightforward reading of the label "clean" will take many consumers. Another solution would be to abandon mutual attacks between industrial - conventional on the one hand , and crafts - traditional , on the other hand .

General conclusions .

Valuable results of these analyzes made in the exercise of foresight will be used to :

- Informing the decision makers and those who make strategy, policy development on key issues raised for a better approach and support traditional food production , especially in the MARD ;

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- In the further actions after the final handover of the project , namely the operational phase of the results , the findings will form the basis of subsequent deposits for projects nationwide ;
- Comparison with similar data analysis and existing consortium partners for any European parteneiate .

Attachments

Foresight exercise - SWOT analysis

Foresight exercise - roadmap

SWOT Analysis - questionnaires

Roadmap - questionnaires

Google Translate for Business:Translator ToolkitWebsite TranslatorGlobal Market Finder