

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Doctoral School ECONOMICS II



DOCTORAL THESIS

Presented and publicly defended by the author:

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Title of the PhD Thesis:

**SUPPLY CHAIN MODELS TO SUPPORT SMALL AND
MEDIUM-SIZED FARMERS**

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PhD Thesis Defense Committee:

Bucharest, 2026

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Council for Doctoral Studies

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ECONOMICS II

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ABSTRACT

In an agri-food system dominated by small and medium-sized farmers who have restrictive access to markets to sell their products, it is important to study the ways in which they can be helped in the process of valorizing production. The objectives of the research are to identify the main issues that small and medium-sized farmers encounter in the process of marketing their output, how and where they manage to valorize their goods, their willingness to form short chains, the final goal being to develop solutions for forming short supply chains.

The research results show that agricultural producers are willing to form short supply chains, which they consider functional. Taking into account the socio-economic context, agricultural policy measures, market trends and consumer behavior and the results of the survey on producers' perceptions of short supply chains, we consider that the main short supply chain models are online and social media sales, mobile markets in large cities, agri-food easy-boxes, deliveries for retailers' own brands, Local Producer Grocery, grocers, farm gate shops, agricultural cooperative stores, vegetables, fruits and milk processing plants. Through these short chains, agricultural producers will be connected to the market and will be able to sell their production.

Keywords: short food supply chain, agri-food chain, small and medium-sized producers, farmers' market.

INTRODUCTION

Chapter I – BIBLIOGRAPHICAL AND LEGISLATIVE INFERENCES REGARDING AGRI-FOOD SUPPLY CHAINS

1.1. Definition of the terms supply chain and small and medium agricultural producers	
1.1.1. Definition and classification of agricultural producers	5
1.1.2. Definition and characteristics of agri-food supply chains	12
1.1.3. Conceptual delimitations regarding supply chains and agri-food value chains	21
1.2. Definition of the concepts supply chain and small and medium agricultural producers in legislation	
1.2.1. Definition of agricultural producers in national and European legislation	23
1.2.2. Legislative benchmarks regarding the agri-food supply chain	26
1.3. Review of the specialized literature on supply chains supporting small and medium agricultural producers	
1.3.1. The role of agricultural producers within agri-food supply chains	29
1.3.2. The influence of short supply chains on economic performance in agri-food value chains	35
1.3.3. New trends in supply chain management. IT technologies in their management	41
1.4. Bibliometric study on supply chains and their effects on supporting small and medium agricultural producers	
1.4.1. Objectives of the bibliometric research	43
1.4.2. Methodology of the bibliometric research	44
1.4.3. Temporal, spatial, and structural results regarding scientific publications	45
1.4.4. Results regarding the co-occurrence of keywords	49

Chapter II – ANALYSIS OF THE ECONOMIC ACTIVITY OF SMALL AND MEDIUM AGRICULTURAL PRODUCERS

2.1. The place of agriculture in the national economy	
2.1.1. Analysis of gross domestic product, gross value added, employment in agriculture, and the balance of payments for agricultural trade	52
2.1.2. Analysis of the economic and financial activity of agricultural producers	58
2.2. Agricultural structures	70
2.2.1. Crop-based agricultural holdings	73
2.2.2. Livestock agricultural holdings	74
2.3. Structure of cultivated agricultural area	
2.3.1. Analysis of the area cultivated with cereals	83
2.3.2. Analysis of the area cultivated with oilseeds and legumes	84

2.3.3. Analysis of the area cultivated with vegetables	86
2.3.4. Analysis of the area occupied by vineyards and orchards	87
2.3.5. Analysis of the area cultivated with other agricultural crops	88
2.4. Livestock.....	89
2.5. Population employed in agriculture. Labor productivity	90
2.6. Agricultural financing and agricultural policy measures	92
2.7. Average and total agricultural production	
2.7.1. Production of crop products	96
2.7.2. Production of animal products	98
2.8. Conclusions regarding the economic activity of small and medium agricultural producers	99

Chapter III – MODELS OF GOOD PRACTICES REGARDING AGRI-FOOD SUPPLY CHAINS DESIGNED TO SUPPORT SMALL AND MEDIUM AGRICULTURAL PRODUCERS

3.1. Analysis of supply chains for supporting small and medium agricultural producers	
3.1.1. Description of short supply chains and community-supported agriculture in the European Union	102
3.1.2. Socio-economic characteristics of short supply chains in the European Union	104
3.1.3. The place and role of short supply chains in the economy	107
3.1.4. The sustainable dimension of short supply chains and community-supported agriculture	110
3.1.4.1. Economic impact	110
3.1.4.2. Social impact	111
3.1.4.3. Environmental impact	112
3.2. Models of good practices regarding agri-food supply chains in the European Union	
3.2.1. Premises for the creation of supply chains in the European Union	113
3.2.2. Supply chain models in some European Union countries	119
3.3. Good practices regarding the integration of small and medium agricultural producers into supply chains in Romania	
3.3.1. Cooperatives in food retail	124
3.3.2. Short Food Supply Chain Association	127
3.3.3. Local markets, fairs	127
3.3.4. European and national quality schemes – models of short chains for food products	129

Chapter IV – RESEARCH ON THE PERCEPTIONS OF SMALL AND MEDIUM FARMERS REGARDING THE FUNCTIONALITY OF SUPPLY CHAINS

4.1. Research objectives and hypotheses	133
4.2. Research methodology	137
4.2.1. Definition of the research problem.....	137
4.2.2. Research design. Research variables	137
4.2.3. Questionnaire design	138
4.2.4. Data collection. Sample size and structure	139
4.2.5. Data processing methodology	144
4.2.6. Preparation of the final report	145
4.3. Data analysis	
4.3.1. Primary data analysis	146
4.3.2. Secondary data analysis. Correlations between variables	151
4.4. Testing the research hypotheses	160
4.5. Research conclusions	161

Chapter V – SOLUTIONS FOR IMPROVING SUPPLY CHAINS TO SUPPORT SMALL AND MEDIUM AGRICULTURAL PRODUCERS

5.1. Current food consumption models that require improvements in supply chains	165
5.2. New farm models in the European Union – from multifunctionality to digitalization, circularity and sustainability	169
5.2.1. Factors determining the change in farm models	169
5.2.2. Characteristics of the farm of the future	171
5.3. Designing supply chains to support small and medium agricultural producers in Romania	172
5.3.1. Agricultural policy measures supporting the formation of new supply chains	172
5.3.2. The economic context of forming supply chains to support small and medium agricultural producers in Romania	175
5.3.3. Marketing tools necessary for promoting products obtained by small and medium agricultural producers	176
5.3.4. Examples of short supply chains	177
5.3.5. Estimation of the economic, social and environmental impact of the new supply chains supporting small and medium producers	183

CONCLUSIONS AND PROPOSALS	188
BIBLIOGRAPHY	194
ANNEXES	207
LIST OF ABBREVIATIONS AND ACRONYMS	222
LIST OF TABLES	223
LIST OF GRAPHS AND FIGURES	225
LIST OF ANNEXES	229