

# **ALTERNATIVE WAYS OF MARKETING AGRI-FOOD PRODUCTS FROM FAMILY FARMS. CASE STUDY.**

## **TABLE OF CONTENT**

### **LIST OF ABBREVIATIONS**

### **INTRODUCTION**

### **CHAPTER I. THEORETICAL APPROACHES REGARDING FAMILY FARMS**

1.1.BIBLIOMETRIC STUDY ON FAMILY AGRICULTURE

1.2.DEFINING THE TERM FAMILY FARM AND ITS ROLES

1.3.STUDY ON THE FAMILY FARM CONCEPT WORLDWIDE

1.4.THE IMPACT OF THE COVID-19 PANDEMIC ON THE FAMILY FARM

### **CHAPTER II. ANALYSIS OF AGRICULTURAL STRUCTURES IN THE EUROPEAN UNION AND ROMANIA**

2.1.MULTICRITERIAL ANALYSIS OF AGRICULTURAL FARMS IN THE EUROPEAN UNION

2.2.STRUCTURAL ANALYSIS REGARDING THE CLASSIFICATION OF AGRICULTURAL FARMINGS IN ROMANIA

2.2.1. Agricultural holdings without legal personality

2.2.2. Agricultural holdings with legal personality

### **CHAPTER III. ANALYSIS OF THE AGRICULTURAL POTENTIAL OF GIURGIU COUNTY**

3.1.ANALYSIS OF STATISTICAL DATA FROM THE AGRICULTURAL SECTOR AT THE LEVEL OF GIURGIU COUNTY

3.2.PAYMENT SCHEMES AND SUPPORT MEASURES IMPLEMENTED BY THE PAYMENTS AND INTERVENTION AGENCY FOR AGRICULTURE AND THE AGENCY FOR FINANCING RURAL INVESTMENTS AT GIURGIU COUNTY LEVEL

3.2.1. Direct payments through FEAGA

3.2.2. FEAGA market measures

3.2.3. Support measures financed from EAFRD

3.2.4. Other state aid

3.3.THE CENTRALIZED SITUATION OF THE BENEFICIARIES OF MINIMIS AID GRANTED TO AGRICULTURAL PRODUCERS IN GIURGIU COUNTY IN THE PERIOD 2017-2023

#### **CHAPTER IV. STUDY ON CONSUMERS' BUYING TENDENCIES OF AGRI-FOOD PRODUCTS FROM FAMILY FARMS IN GIURGIU COUNTY**

4.1.RESEARCH OBJECTIVES AND HYPOTHESES

4.2.RESEARCH METHODOLOGY

4.3.SAMPLE SIZE AND STRUCTURE

4.4.INTERPRETATION OF THE RESULTS

#### **CHAPTER V. STUDY ON THE PERCEPTIONS OF FAMILY FARMERS FROM GIURGIU COUNTY REGARDING THE MARKETING METHODS OF AGRICULTURAL PRODUCTS**

5.1.RESEARCH OBJECTIVES AND HYPOTHESES

5.2.RESEARCH METHODOLOGY

5.3.SAMPLE SIZE AND STRUCTURE

5.4.INTERPRETATION OF THE RESULTS

#### **CHAPTER VI. STRATEGIC DIRECTIONS FOR THE DEVELOPMENT OF FAMILY FARMS THROUGH ALTERNATIVE MODES OF MARKETING AGRICULTURAL PRODUCTS**

6.1. EXAMPLES OF GOOD PRACTICES IN THE MARKETING OF AGRI-FOOD PRODUCTS FROM FAMILY FARMS IN PORTUGAL

6.1.1. PROVE - Promote and Sell!

6.1.2. Pinhal Maior local action group

6.1.3. Fruta Feia cooperative

6.1.4. Associations for maintaining proximity agriculture

6.1.5. The lands of Cascais

6.2. EXAMPLES OF GOOD PRACTICES IN THE MARKETING OF AGRI-FOOD PRODUCTS FROM FAMILY FARMS IN ROMANIA

6.2.1. The Iarmaroc project in Bucharest

6.2.2. Colibași Bioprod Agricultural Cooperative

6.2.3. Carrefour Vărăști agricultural cooperative

6.2.4. Mega Image – Romanian tastes

6.2.5. Unirea Romanian Food Trade House

## **6.3. ALTERNATIVE METHODS OF MARKETING AGRI-FOOD PRODUCTS FROM FAMILY FARMS**

6.3.1. Online trade

6.3.2. Participation in agri-food fairs and exhibitions

6.3.3. The method reaps itself

6.3.4. Selling to intermediaries

6.3.5. Marketing based on a weekly subscription or the box with agro-food products

6.3.6. Sale at the farm gate

6.3.7. Association of family farms

## **CONCLUSIONS**

## **BIBLIOGRAPHICAL REFERENCES**

## **ANNEXES**

Annex 1. Research objectives and hypotheses - Study on the buying trends of consumers of agri-food products from family farms in Giurgiu County.

Annex 2. Research objectives and hypotheses - Study on the perceptions of family farmers from Giurgiu county regarding the methods of marketing agri-food products.

## **LIST OF TABLES**

## **LIST OF FIGURES**

## **LIST OF GRAPHS AND FIGURES**

**Keywords:** *family farm, valorization of agri-food products, alternative marketing methods, online trade, Romania, Giurgiu county.*

This doctoral thesis aimed to identify alternative ways of marketing agri-food products from family farms.

The first part included the qualitative analysis in which the context was described, starting from the definition of the term family farm and continuing with an analysis of agricultural structures in the European Union (EU) and in Romania. This analysis illustrated, through descriptive and graphical methods, what the trends were in terms of agricultural holdings. The results indicated that there are large gaps in agricultural holdings across EU-27 countries.

The second part of the doctoral thesis included quantitative research, which was based on the analysis of statistical indicators (average, standard deviation, coefficient of variation and annual growth rate) at the level of the period 2013-2022, in order to analyze the agricultural potential of Giurgiu County.

The third part of the doctoral thesis also included the quantitative research, which was based on the analysis of the data resulting from the application of the two questionnaires carried out with the aim of identifying alternative ways of marketing agri-food products from family farms. The first questionnaire, applied to a sample of 262 consumers from Giurgiu county, showed a conservative tendency of them regarding the ways of buying agri-food products from family farms. Likewise, the second questionnaire, applied to a sample of 165 family farms in Giurgiu county, showed the same conservative tendency of farmers. Among the marketing methods preferred by family farmers were: selling at the farm gate, selling in agri-food markets and selling to intermediaries. Starting from the conclusions of the two case studies, alternative ways of marketing agri-food products from family farms were proposed.