

## **ABSTRACT**

This paper presents a comprehensive analysis of the organic food products market and supply chain and aims to evaluate their competitiveness in the current context of global agriculture. Additionally, it investigates existing challenges and opportunities, thereby providing well-founded recommendations for developing policies that support sustainable agriculture in Romania.

At the same time, the paper addresses essential concepts related to organic agriculture, highlighting the importance of the competitiveness of organic farms in promoting sustainability and healthy eating. Within this analysis, the transition from conventional methods to organic practices is explored, identifying fundamental economic principles and emphasizing their impact on sustainable development, with a particular focus on the Romanian context.

This paper contributes to the assessment of the dynamics of the organic food products market and supply chain in Romania, facilitating the identification of effective strategies aimed at developing its potential. The primary goal of this study is to enhance the understanding of the challenges and opportunities in organic agriculture, alongside the formulation of strategic recommendations for policies that support a sustainable agricultural system in Romania.