

Year: 2008
Volume: 53
Issue: 2

STUDIA
Universitatis Babeş-Bolyai
OECONOMICA

THE PLACE OF WINE CHAIN IN ROMANIAN ECONOMY

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Abstract. The issue of agro-food chain is a topic of a large interest in research field, university curricula, symposiums and conferences' debates. The discussions focus on chain coordination mechanisms, performance, and competition. In this paper it is described the food marketing system, with references to one vegetal origin product – wine. The chain's components took into consideration are: agriculture, public policy for wine sector, processing industry, market, performance assessment, internal and external trade, and the relationship between Romania and United States of America concerning the trade with wine. We conclude our study with SWOT analyze. There is presented and implemented a model of profit maximization in the chain, underling the importance of integration (horizontal and vertical) and its contribution in achieving higher performance in the chain. Also, the agro-food system is detailed presented from the point of view of its integration into the European Union agro-food system. Therefore, we focus our study on Romanian efforts to harmonize its rules and legislation to European Union one.

JEL Classification: Q11, Q13, Q24, L1

Keywords: wine chain, SWOT analyze

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