

WHAT INFORMATIONS WANT THE AGRICULTURE PRODUCER IN THE WEST OF ROMANIA?

CE INFORMAȚII DOREȘTE PRODUCĂTORUL AGRICOL ÎN VESTUL ROMÂNIEI ?

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ABSTRACT

Modern marketing does not refer only to creating good products and establishing attractive prices to make them affordable for consumers. Any company must develop optimum communication means both with its current customers and the potential ones.

The presented data were taken by questioning a number of 110 producers from the west of Romania. The analysis of the results obtained from data processing has revealed a worrying lack on information and interest in modern communication technologies.

Key words: communication technologies, information, agriculture producers

REZUMAT

Marketingul modern nu înseamnă doar realizarea de produse de calitate și stabilirea unor prețuri atractive pentru a le face abordabile consumatorilor. Orice companie trebuie să-și dezvolte o comunicare optimă cu clienții actuali și potențiali.

Datele prezentate au fost preluate în urma chestionării unui număr de 110 producători de pe piața din vestul țării. Analiza rezultatelor prelucrărilor a arătat o îngrijorătoare lipsă de informații și de interes pentru tehnologiile moderne de comunicare.

Cuvinte cheie: tehnologia comunicației, informații, producători agricoli

DETAILED ABSTRACT

Tehnologiile bazate pe Internet permit atât producătorilor cât și beneficiarilor scurtarea timpului de găsimire a unor informații. Mulțumită site-urilor web și e-mail-ului, orice poate primi informații despre orice.

Studiul realizat se bazează pe datele culese în urma prelucrării a 110 chestionare preluate de la producătorii din zona de vest a României.

Într-o primă etapă s-a studiat de ce facilități dispun respectivele persoane și ce anume produc, fără a intra în detalii legate de cantitatea de produse, costurile de producție și prețul de valorificare. A doua etapă a constat în evaluarea cererii de informație de către aceștia. Această a doua parte s-a axat pe ideea de nevoie de informații la modul general și de detalierea acestei nevoi pe domenii.

În urma prelucrării datelor vis-a-vis de prima etapă, a rezultat o pondere mai mare a terenurilor aflate în proprietate, față de cele în arendă, indiferent de numărul de hectare deținute (grafice 1 și 2) și un nivel mediu de existență a facilităților de depozitare a produselor (grafic 4). Cei mai mulți fermieri s-au axat pe culturi cerealiere (grafic 5), suprafața cea mai mare fiind însă deținută de leguminoase (grafic 6).

În privința completării chestionarelor, majoritatea celor intervievați au fost de acord să declare informațiile doar la modul general, datele referitoare la producții, costuri, perspective, compatibilitate cu cerințele UE în domeniu rămânând necompletate. De asemenea, doar o mică parte (grafic 7) au precizat că au nevoie de informații, detalierea acestora pe tipuri fiind prezentată în graficul 8.

În concluzie, ca urmare a discuțiilor purtate cu cei intervievați a rezultat că acest dezinteres pentru informarea prin tehnologii moderne este bazat în primul rând pe necunoașterea modului de utilizare a acestora și în al doilea rând pe veniturile care nu le permit o dotare corespunzătoare. În următoarele luni, pe baza datelor de până acum se va realiza un nou model de chestionar, prin care să fie oferite date mult mai detaliate privind pregătirea pe care o au producătorii agricoli în utilizarea noilor tehnologii informaționale.

INTRODUCTION

Internet technologies save time both for the employees of a business and its beneficiaries when they need to find a piece of information.

E-mail provides the news agencies with the possibility to send information on weather for a certain period, the price and amounts of food products sold in certain commodities exchanges, data about certain technological equipment producers etc. Thanks to the Internet connection, every

employee or beneficiary can access the website with the latest information about the business or fields that are connected with its activities.

MATERIALS AND METHODS

The data to be introduced in the database were collected from the 110 filled questionnaires.

The data were processed in the following way:

- sorting – the data were arranged in a certain order, based on well-defined criteria;
- classification – the data were grouped after their common features;
- comparison – establishing similarities and/or differences between two or several pieces of information;
- analysis – the data groups were examined for the purpose of checking whether each group separately met one or several requirements;
- calculus – arithmetical and logical operations were performed on one or several pieces of information at the same time. The data obtained from the questionnaires and the discussions were first stored on magnetic media in Excel tables and then exported in Access databases.

RESULTS AND DISCUSSIONS

The data processing has revealed the following:

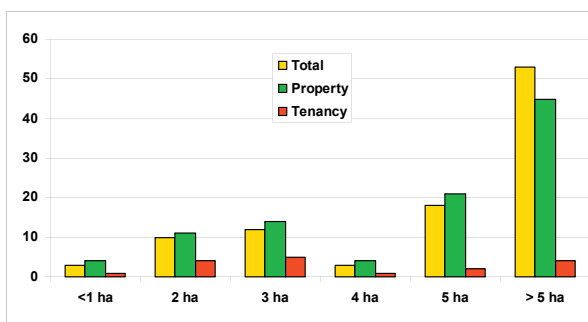


Figure 1. Number of hectares per farm (total, owned and on lease)

Hectare/fermă (total, proprietate, arendă), număr

1. A high share of land plots of over 5 hectare, total and owned. As regards the land taken on lease, the 3-hectare plots have the highest share. Figure 1 sums up this information [1].
2. Most of the subjects interviewed did not give approximate answers regarding the fowls and animals in their household. The highest values were recorded for swine and poultry. Figure 3 [1] illustrates the situation.
3. As regards the building used for farming purposes, a little over 40% of people have storing facilities, 35%

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have stables and 5% have greenhouses. A large number of producers do not have any storing facilities — see figure 4 [1].

4. According to the crop study (Figure 5), 42 people grow maize, 37 grow wheat, 35 cultivate vegetables and 29 cultivate potatoes. Twenty - twenty-five percent of the crops are for household consumption [1].

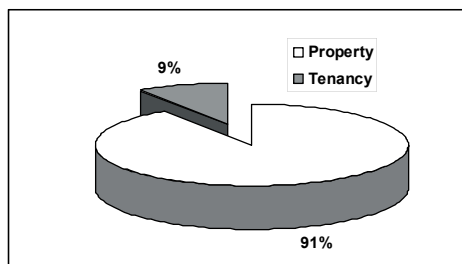


Figure 2. Percent of hectares (owned and on lease)
Hectare în proprietate și arendă, procent

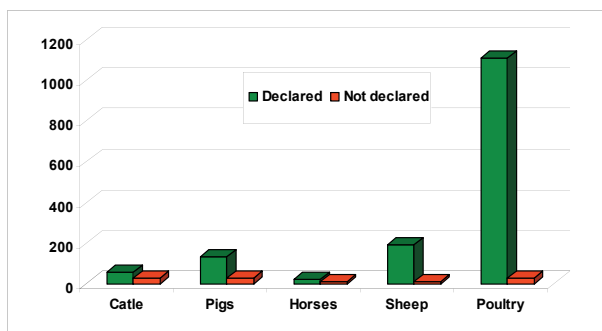


Figure 3. Number of fowls and animals declared; people who did not declare the number of fowls and animals
Persoane care au declarat animalele deținute (pe categorii)

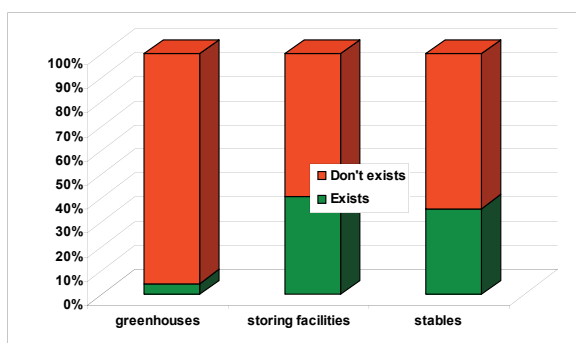


Figure 4. Buildings used for farming purposes
Clădiri utilizate în fermă

The above situation became relevant only when the number of cultivated hectares was taken into consideration. Although many grow maize and wheat, these crops cover small areas. The vegetables have the highest share (Figure 6).

5. The last part of the analysis concerned the desire of those interviewed to learn various kinds of information. The results [1] were disappointing: only 17 people (15%) out of 93 were interested in new information (Figure 7). The 17 people requested information in the following

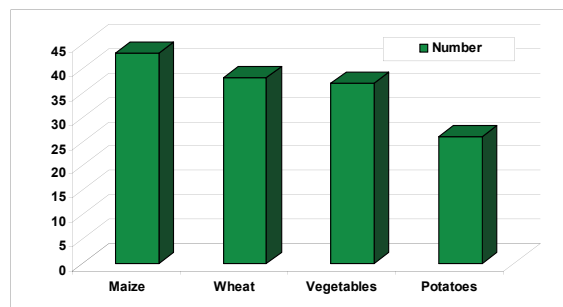


Figure 5. Crops (number of farmers)
Structura culturilor, număr fermieri

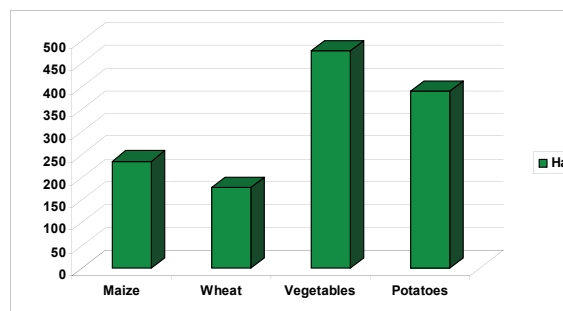


Figure 6. Crops (number of hectares)
Structura culturilor, hectare

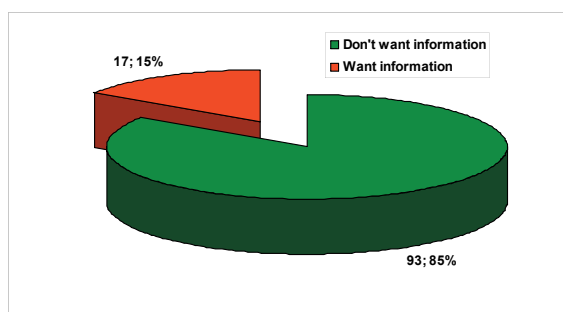


Figure 7. Number of people who requested information
Număr de persoane care doresc/nu doresc informații

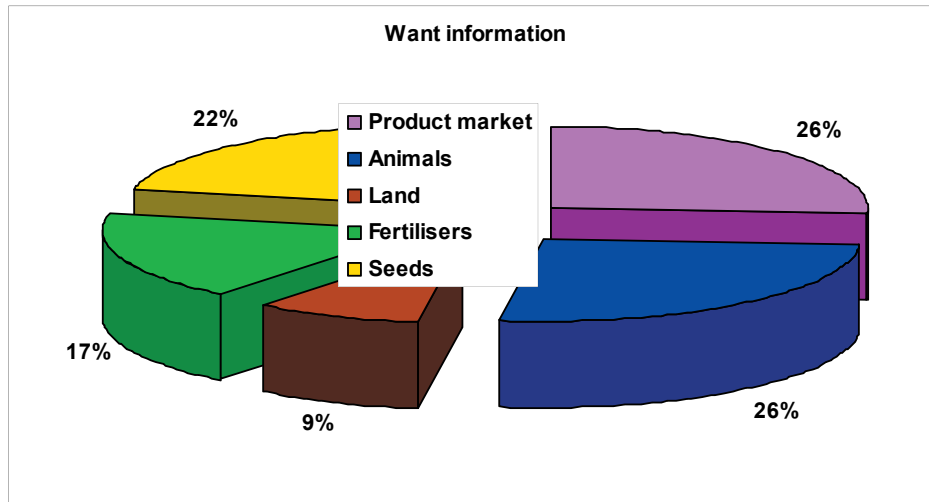


Figure 8. Fields from which information was requested
 Domeniile în care se solicită informații

areas:

- product market – 26%; animals – 26%; land – 9%;
 fertilisers – 17%; seeds – 22%.

For a clear illustration of the situation, the data are also presented in graphics (Figure 8) [1].

CONCLUSIONS

The analysis of the data given in the questionnaires has revealed that most of the interviewed subjects are not interested in exchanging information with the help of communication technologies. Their lack of interest is caused by their poor knowledge in the IT field and their

small income. In this situation, buying a computer and having an Internet (even dial-up) connection does not prove to be a profitable business. Further more, the few people who showed some interest in new information did not know what exactly to ask for or only needed general information about a certain area.

REFERENCES

[1.] Băneș, A. (2004-2005) - Agricultural extension and communication, based in informatics systems in view of European Union accession – CNCSIS project.