

STUDY ON THE TABLE GRAPES MARKET IN ROMANIA

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Abstract

The present study highlights aspects regarding the evolution of the table grape market in Romania, between 2014-2018. Table grapes are appreciated on the one hand, because of the pleasant taste, and on the other hand for the therapeutic value offered by them. At the national level the areas cultivated with vines specialized in table varieties are much smaller, compared to the areas cultivated with vines specialized in varieties for wine. In this study, a series of indicators were analyzed, such as: the total area occupied by vineyards in bearing; the surface of vineyards specialized in table varieties; total table grapes production; average prices for table grapes; consumption of table grapes; valoric imports and exports. The statistical data analyzed in the present study were provided mainly by the National Institute of Statistics.

Key words: table grapes; total production of table grapes; market; Romania

INTRODUCTION

Nowadays, the vine is cultivated on all continents.

The growth of grapes production and trade at the global level was sustained by the increased demand and changes in consumer's tastes, improvement of technologies in vine growing, transportation and storage, and grapes quality [6]. International trade with grapes requires a deep study of the main competitors' profile and performances and in the EU market the PAC regulations vine growing and grapes standard quality on the internal common market [5].

A very important aspect is the fact that, this crop makes good use of sandy lands, as well as other lands that are not suitable for agricultural crops [1]. Vine growing is an agricultural activity of high intensity and production efficiency [10]. Worldwide, grapes, as well as grape products are highly appreciated by the population. Due on the one hand, to the climatic differences, and on the other hand, to the intensification of international exchanges, the Romanian market is constantly supplied with grapes for human consumption. Several varieties of table grapes are sold on the Romanian market. In the

regions of Romania, where we find areas occupied with vineyards specialized in table varieties, are cultivated mainly 10-12 varieties, although in the official catalog, for the varieties of culture in our country for the year 2019 are included 22 assortments of grapes [3]. Of these assortments we mention only a few that have a greater popularity among consumers: Auriu de Ștefănești; Chasselas roz; Coarnă neagră selecționată; Muscat de Hamburg; Afuz Ali, etc. Currently, the main objective of the producers of table grapes and respectively wine is to cultivate the most popular varieties and with the highest quality. It is necessary to remember that the quality conditions of the table grapes, and respectively for wine are different also on the world map [8]. Romania does not stand out at the European Union level for the production of table grapes, but according to the published data, in 2014, it ranked 6th in the production of grapes for wine [10].

MATERIALS AND METHODS

In order to carry out the current study, were analyzed and consulted, on the one hand, the data taken from the National Institute of

Statistics and on the other hand a series of specialized materials. The period analyzed in this study is 2014-2018. In order to capture the evolution of the table grapes market, the indicators related to this market were analyzed.

Of the most representative indicators we mention: the surface of the vineyards in bearing; the total area of the vineyards specialized in table varieties; table grapes production; average prices recorded for table grapes; consumption of table grapes; valoric imports and exports for the category "Grapes, fresh or dried". In this study the data is presented in dynamics and has been graphically illustrated.

RESULTS AND DISCUSSIONS

According to the statistical data regarding the surface of the vineyards in Romania, in the period 2014-2018, a change is observed (Fig. 1). The largest area occupied by vineyards at national level during the period under review was 178,151 ha (2016). In opposition, the smallest area cultivated with vines in bearing was registered in 2014 (176,675 ha). In 2018, in Romania the area with vines in bearing increased by 4.38% compared to the year 2014. There was a decrease of 0.40% of the areas with vines in bearing in 2018, compared to 2016, when there was a maximum level of vineyards in bearing for the analyzed period.

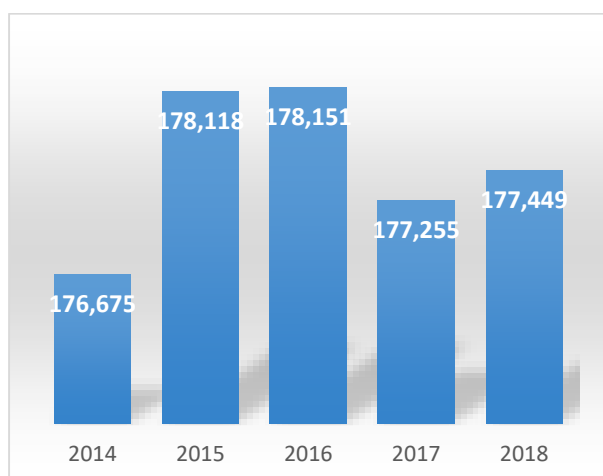


Fig. 1. Evolution of surface for the vineyards in bearing in Romania, between 2014-2018 (ha)

Source: own processing [9].

Regarding the area of specialized vineyards in table varieties for the analysed period, it was found that they varied from year to year (Fig. 2). The smallest area with specialized vineyards in table varieties was in 2018 (6,335 ha), and the largest in 2014 (7,183 ha). At the national level, in 2018, the area of specialized vineyards in table varieties reduced by 11.81%, compared to 2014. This aspect shows that, the Romanian wine growers were less oriented towards growing table grapes and more oriented towards the vineyards specialized in wine varieties.

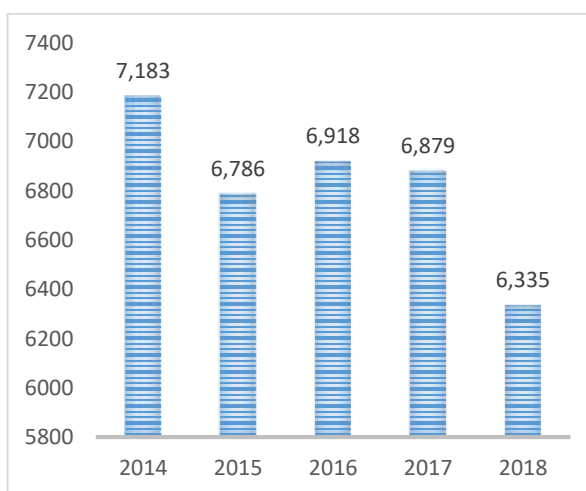


Fig. 2. Evolution of the specialized vineyards in table varieties, between 2014-2018 (ha)

Source: own processing [9].

Over 50% of the area of vineyards specialized in table varieties from Romania is occupied with the Chasselas Dore variety. This is a mixed variety that can be used for both table consumption and wine [7].

The cultivation of this variety reduces the risks of the producers, especially when the domestic market is selling large quantities of grapes from other countries.

The table grapes production made at national level has been noticed through modifications from one period to another. The statistical data showed that in 2014 there was a minimum for the production of table grapes, of 35,959 tonnes and a maximum of 71,405 tonnes (2018) (Fig. 3).

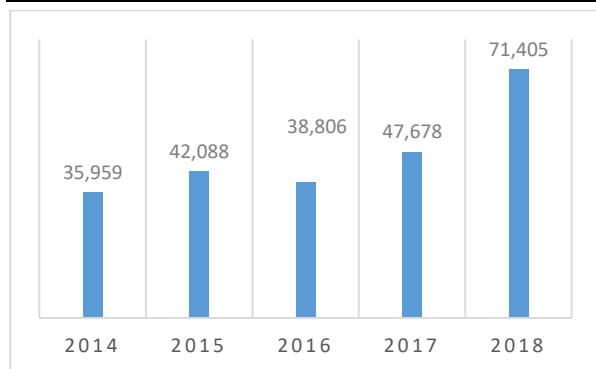


Fig.3. Evolution of table grapes production at national level, in the period 2014-2018 (tonnes)

Source: own processing [9].

The table grapes production in 2018 increased substantially, by 98.57%, compared to 2014. According to the specialists in the field, the year 2018 represented a very good year, in which substantial grape production was obtained. This year is considered a reference year [4].

The average annual consumption of grapes per inhabitant in Romania, during the analysed period was different (Fig. 4). The lowest average annual consumption per inhabitant was reached in 2014 (6.2 kg/inhabitant). In 2015, we saw an increase of 11.29%, reaching 6.9 kg / inhabitant. In 2016, the average annual consumption of grapes per inhabitant did not exceed the threshold of 6.9 kg/inhabitant. In 2017, consumption increased to 7.9 kg / inhabitant. The consumption in 2017 increased by 14.49% compared to 2015 and 2016. In 2017, the average annual consumption per inhabitant of grapes increased by 27.41%, compared to 2014. The increase of the average annual consumption of grapes per inhabitant was due to several factors, of which we mention: the increase of the population's income and the awareness of the population that the consumption of grapes contributes directly to the health of the organism, due to their properties [2].

Between 2014 and 2018, average prices for table grapes nationwide fluctuated (Fig. 5). The highest average price for table grapes at the national level was registered in 2017 (4.56 lei / kg), and the lowest average price was in 2018 (3.7 lei / kg).

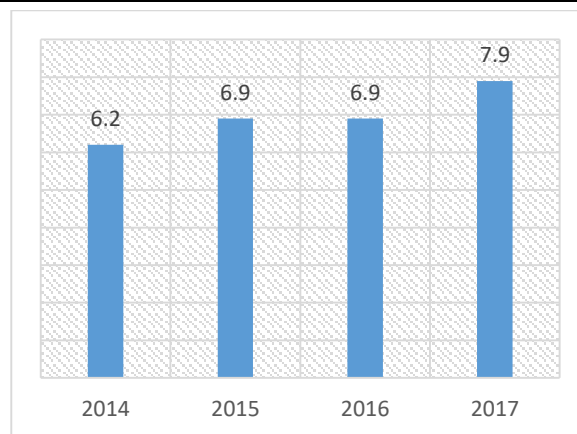


Fig. 4. Dynamics of the average annual consumption of grapes in Romania, between 2014-2017 (kg/ inhabitant)

Source: own processing [9].

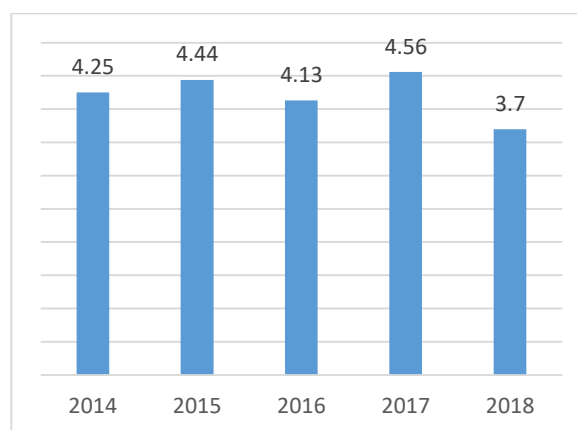


Fig. 5. Dynamics of the average price for table grapes in Romania, between 2014-2018 (lei/ kg)

Source: own processing [9].

The value of imports for the category "Grapes, fresh or dried" in the period 2014-2018, registered changes (Fig. 6).

According to the analysis of the statistical data, the most significant value imports were registered in 2017 (48,376 thousand euros), and the smallest ones were registered in 2014 (18,430 thousand euros). In 2017, the value of exports for the category "Grapes, fresh or dried" registered a significant increase, with 162.48%, compared to 2014.

In 2018, the value of imports increased by 153.78%, compared to 2014. Also, in 2018, it was noted that the value of imports for the category "Grapes, fresh or dried" registered a decrease of 3.32%, compared to the year 2017.

The value of exports for the category "Grapes, fresh or dried" related to Romania during the

period under analysis has changed from one period to another (Fig. 7).

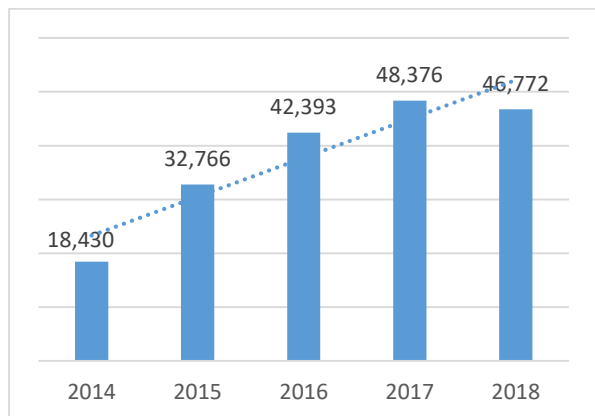


Fig. 6. The imports of value for the category „Grapes, fresh or dried” of Romania in the period 2014-2018 (thousands of euros)

Source: own processing [9].

In 2016, the value of exports reached the maximum value of 920 thousand euros, and the minimum value was registered in 2015 (300 thousand euros).

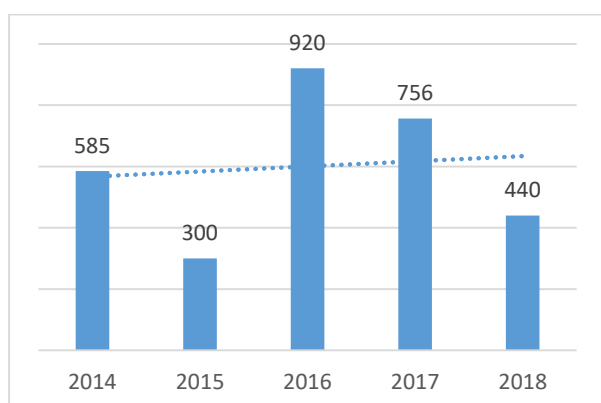


Fig.7. Value of exports for the category „Grapes, fresh or dried” in Romania during 2014-2018 (thousands of euros)

Source: own processing [9].

In 2018, the value exports for the category “Grapes, fresh or dried” decreased by 24.79%, compared to 2014.

From the data presented and analysed in terms of import and export value, it can be seen that the import value for the category "Grapes, fresh or dried" is significantly higher than the value of exports. This aspect shows that Romania is a country that imports significant quantities of grapes in fresh or dried state. This situation can represent an opportunity for the producers in the field, in order to increase

the area of vineyards specialized in table varieties.

CONCLUSIONS

According to the analysis of the main indicators specific to the table grapes market in Romania for the period 2014-2018, the following aspects are obtained:

- The area occupied with vines in bearing registered a maximum point in 2016 (178,151 ha);
- The most significant area with specialized vineyards in table varieties was of 7.183 ha (2014);
- The highest table grapes production was recorded in 2018 (71,405 tons);
- In 2014, the lowest annual average consumption per inhabitant was registered, respectively 6.2 kg / inhabitant;
- In 2017, the highest average price for table grapes was registered, of 4.56 lei / kg;
- The value of the imports related to the category “Grapes, fresh or dried” reached a maximum point in 2017 (48,376 thousand euros);
- The value of exports is much lower compared to the value of imports for the category "Grapes, fresh or dried". In 2016, the highest value of exports was realized, of only 920 thousand euros;
- For the category “Grapes, fresh or dried” Romania has a negative balance;
- The Romanian producers grow mixed varieties, which gives them the possibility to reduce the risks.

In the medium and long term, a greater increase in the consumption of table grapes is expected, which may boost the domestic producers in order to increase the areas occupied by vineyards specialized in table varieties.

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