

## PROMOTION OF ECOLOGIC PRODUCT CERTIFICATION AS INSTRUMENT TO SPEED UP THE ECOLOGIC AGRICULTURE

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### *Abstract*

*This paper present a vision about the possibility to speed up the conversion process to an ecological agriculture in Romania. The link from ecological products consumer and ecologic agricultural producer is also explained from point of view of certification process. Presenting the consumer mentality and principles and rules of organic farming and certification can open the way to a sustainable and ecological agriculture.*

**Key words:** certification, ecologic product, sustainable agriculture

### **INTRODUCTION**

The ecologic products certification is an important step to an agriculture based on environment protection, the respect of human health and nature. This segment of consumers witch are in continuous growing from numeric point of view aware the importance of healthy products from the industry of organic farming.

### **MATERIALS AND METHODS**

In this paper, the intention is to make a link between the bioproducts consumers and ecologic farming through ecologic products certification process.

#### **Consumers**

Factors that led to the initiation and implementation of the concept of organic farming, and also organic product are:

1. The appearance of new types of consumers;
2. Evolution of knowledge in human nutrition and food safety;
3. Environmental issues.

Consumers of organic products market affiliates are divided into:

- Consumers militants (they are regular consumers of "bio", convinced that agriculture);

- Consumers “bio farmer products” (consumers seek authenticity of a product and a return to the past);

- Dietary Consumers (consumers seeking a cure for disease or healthy food for the body);

- Consumers "newcomers" (their motivation lies in environmental concerns, the taste of the product, its shape etc.).

Recent statistics illustrate the fact that their number is in continuous increasing. The influence of media that promote the latest knowledge in the field of human nutrition through debates and documentaries, the features not just healthy of the consumer market and last but not least cultural level are some factors of consumer conversion to this type of consumers.

As a result, the role of the organic farming is to produce food cleaner, suitable human metabolism in full correlation with environmental conservation and development, in other words, one of the main goals of organic farming is the production of agricultural products and fresh food genuine processes designed to respect nature and its systems.

Promoting their benefits of such a system is the existence of networks of production, processing and marketing and also organized a market potential production covered. If we take into account the percentage of regular

and occasional organic consumers located between 3 and 53%, we estimate that there is a high proportion of occasional users who may become permanent in the near future, given the existence of trade policies to attract thereof.

### ***Principles and rules of organic farming and certification***

Objectives, principles and rules of organic production are included in EU and national legislation in this area. These rules, together define the method of production in the plant production, livestock and aquaculture regulates the following aspects of organic farming system : processing, labeling, trade, import, inspection and certification.

Processing, labeling and trade may be called traceability system (records and traces the production, since taking over from the suppliers of products, parts and materials, through processing them and distributing them as finished products - ISO 9000:2005).

The farm production stage prohibiting genetically modified organisms (GMOs and their derivatives) of synthetic fertilizers and pesticides, growth stimulators and regulators, hormones, antibiotics. In the food processing stage restricting the use of additives, complementary substances and synthetic chemicals used in the preparation of organic food. Organic farming has a major contribution to sustainable development, increasing economic activities with significant added value and increase interest in rural areas.

Labeling provisions from organic farming laid down in Regulation (EC) no. 834/2007 on organic production and labeling of organic products and Regulation (EC) no. 889/2008 laying down detailed rules for implementing Regulation (EC) no. 834/2007 are very precise and are considering offering full consumer confidence in organic products, the products produced and certified according to the strict rules of production, processing, inspection and certification.

To obtain and marketing of organic products bearing labels and logos specific manufacturers must undergo a strict process to be followed strictly.

Thus, before getting agricultural products that can be marketed as “ecological” holding must undergo a conversion period of at least two years.

Throughout the chain of production of an organic product, operators must comply with the rules established permanent EU and national legislation. They must submit the work of inspection visits carried out by inspection bodies and certification in order to control compliance with the legislation on organic production.

In Romania, control and certification of organic products is currently provided by private inspection bodies and certification. They are approved by the Ministry of Agriculture and Rural Development, on the basis of independence, impartiality and competence in the order no. 181/2012 approving the Rules on the organization of inspection and certification, approval of inspection bodies and certification and inspection bodies supervising. Approval by MADR inspection and certification bodies is preceded necessarily accreditation, in accordance with European standard EN ISO 45011:1998, issued by a competent body for this purpose.

Following checks carried out inspection and certification bodies, operators have complied with production rules will receive a certificate of organic product will be able to label products with the words, organic '. The label affixed to an organic product are required following: referring to organic production, logos, names and code inspection and certification body that issued the certificate of inspection and ecological product.

National logo ae specific for organic products with the Community logo is used to supplement labeling by consumers to identify products produced in accordance with organic production methods.

Applying EU logo on repacked foods is mandatory as of July 1, 2010. Its use remains optional for imported products. Using EU Community logo should be accompanied by an indication of the production of agricultural commodities. This indication may be of the form 'EU', 'non-EU' or / and Member State

EU or outside the EU, where they were obtained product or its raw materials. Community logo recognition to certified organic products throughout the European Union. Information on how to apply the Community logo labeling of organic products are found in the manual of the Community logo.

Logo ae is MADR property and guarantees that the product so labeled, are Organic and certified by an approved inspection body and certification. Rules of Use of the logo ae are contained in Annex 1 to the Joint Order amending and supplementing the Annex to the Minister of Agriculture, Forests and Rural Development no. 317/2006 and President of the National Authority for Consumer Protection Rules nr.190/2006 approving specific labeling of organic products [4, 5].

## RESULTS AND DISCUSSIONS

As discussed above there is an intrinsic connection between the needs of consumers and the development of organic agriculture. Coverage of healthy eating principles and in a certain measure of itself influence of organic products to individuals around brings a cultural contribution in this direction and thus increasing the number of people who turn in potential consumers in actual consumption of organic products [1, 2].

Increase the number of consumers brings a proportional market demand for organic products.

The organic market has two sources: external (imports) represented internal and domestic producers.

Certainly Romania's agricultural potential is significant compared to many countries in the European Community. Allocation of funds in this direction is timely considering that as consumers of organic products increased the agricultural industry becomes increasingly important.

There are two ways to accomplish this :

1. Convert farms focused on industrialized agriculture ;
2. Developing existing organic farms ;

3. Increase the number of farms that practice organic farming.

As a specific program to promote organic farming methods are a number of steps:

- Identifying potential areas of organic production;
- Identify opportunities for farmers who convert land and livestock facilities;
- Conducting courses and training in organic farming to prepare specialists in the field;
- Development of promotional materials both directions actual consumer and producer to familiarize themselves with the concepts and specific methods progressively;
- Regional centers consultancy organic farming. They can be and inspection and certification body for organic products;
- Financial support from the Romanian state and European funds.

Forerunner of all this above all producers should make a gradual conversion to organic farming to prevent skidding irreversible data intensive industrialized farming principles.

Creating a specific closed circuit mixed farms (animal and vegetable) will lead to some advantages that open the way to ecological:

- Fermented organic fertilizer produced locally in breeding areas;
- Biological control systems by conducting onsite biostations production and use archaic recipes pest control;
- Minimized waste management;
- Sustainability of land by removing chemicalization;
- Customers who are supplied directly from the source [3].

All this should lead to the ultimate goal of every producer, namely certification of organic products. This certifies the quality and nature of the products that will satisfy consumer confidence.

Virtually the entire process that starts from the awareness manufacturer to completion leads to certification of organic products applying the concept of sustainable investment.

## CONCLUSIONS

The stimulation of ecologic products certification can be made through

concentrated actions on farmers. They must be made aware by:

1. Presenting the increasing trend of consumers number followers of this type of diet;
2. The demand for organic products is growing;
3. Sustainability on the use of organic fertilizers and biological control methods rather chemicalization sometimes resulting in irreversible destruction of the land.

## REFERENCES

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