

THE IMPACT OF ORGANIC FOOD ON THE MOLDAVAN MARKET

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According to the latest data from the Organic Agency, the market of food products from organic farming has again experienced a strong increase in 2011. Indeed, it rose from 3.385 billion to 3.755 billion EUR, an increase of + 11% (10.8% in 2010). Consumption of organic products almost doubled compared to 2007 (€ 2 billion) and the organic food market reached 2.4% of the total food market (compared to 1.3% in 2007) [3, 5]. The market share of organic products is more or less important depending on the sector. For example, it exceeded 10% for milk and eggs and reached almost 6% for the 14 fruits and vegetables most consumed in Europe [1, 2, 4].

The research problem underlying this study is to collect information on market trends and needs of the food market in Moldova and in particular on attitudes towards these products, information to support the future research initiative. The study was conducted on a group of 225, 71.56% - from Chisinau. The questionnaire consisting of 14 questions and face-to-face interview were used as research methods. The questions were focused on drinking and food behavior, as well as on the perception of the difference between the concepts of eco, bio, natural and biological.

Organic farming is now entering the agricultural world, where everyone is questioning how to make production systems and development models more sustainable. This seems very promising for us. The research will now take a new dimension and three main directions:

- Evaluation and improvement of techniques that meet the specifications of the biological agriculture
- The study of the functioning of production systems, market studies of consumers and producers, to target their problems and their expectations.
- The stimulation of organic consumption through good communication to the consumer (highlighting the qualities of the products) and to the citizen (explanation of the ethical and environmental foundations of organic farming). For this reason, each year, the organic sector is mobilized for the National Information and Promotion Week for Organic Agriculture, coordinated at the national level by the Bio Agency.

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