

## TRENDS IN MEAT PRODUCING INDUSTRY AT REGIONAL LEVEL

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***Abstract::** The production obtained by the meat and poultry meat industry, distributed at regional level on the market is generally influenced by the production management at the farm level, the factors of individual and total meat production, the ways of processing and obtaining carcasses and distribution logistics and capitalization towards final consumers. The factors that determine the trend of the meat industry are agro-zoo-business, which includes all market players and statistically covers the production, consumption and trade of meat, but obtaining efficient economic results according to market requirements throughout the meat chain, requires the implementation of managerial measures on the best and economic management to obtain, process, capitalize, to stimulate consumption, because the established regional markets for meat distribution, tend to focus on direct sales through own stores and outlets for supermarket products. The importance of the segments on the regional meat market is closely linked to consumer preferences and the supply of local products, price fluctuations and market players on technologies for obtaining, processing and organoleptic and hygienic-sanitary quality of meat.*

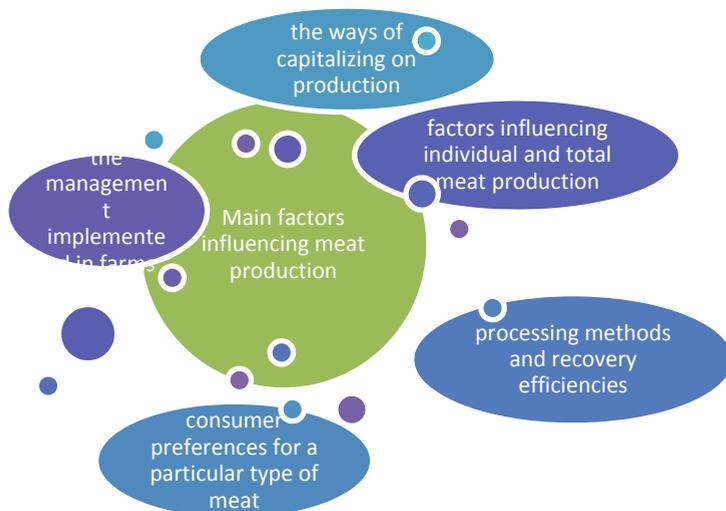
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### INTRODUCTION

Total and individual meat productions obtained from animals and birds (2, 3, 4, 5, 6, 9, 12, 13, 16, 19, 20) are influenced by (Figure 1.):

- the management implemented in farms and the possibilities of adapting the productions to the tendencies in the poultry industry;
- factors influencing individual and total meat production;
- the economic efficiency of the operation;

- processing methods and recovery efficiencies;
- the ways of capitalizing on production, directly or through intermediaries;
- consumer preferences for a particular type of meat;



**Figure 1. Main factors influencing meat production**

The production of any species exploited for meat is influenced by the following factors which have consequences on (1, 8, 11, 12, 14, 23):

1. its individual production being factors of nature:

- biological: age and sex, mode of feed conversion, body conformation, growth intensity, slaughter yields, carcass quality;
- physiological: needs to ensure the necessities (shelters, equipment, and fodder, efficient exploitation technologies) to obtain the best economic performance, depending on their genetic potential;
- ethological: adaptability to operating conditions, ensuring protection and biosecurity

2. the total meat production obtained by the holding:

- number of animals delivered per year;
- weight at slaughter;
- resistance to stress and operating conditions;
- the ability of hybrids to meet market requirements.

Any system of exploitation of animals and birds for meat production comprises a group of individual agricultural systems which have a similar resource base in general, production farm models, livelihoods and a way of life, constraints for which are appropriate strategies and interventions for the development of industrial production. Depending on the extent of the

development perspective of industrial production, a meat production system may comprise several farms or an entire integrated gear for each type of meat: genetic material production, multiplication, industrial reproduction, rearing and fattening, meat processing, distribution networks of products obtained by industrial processing (7, 10, 17, 21).

The quality of slaughtered animals and birds has an important effect on the standard of meat produced, for which reasons efforts have been made in the meat industry to improve its production and quality, new breeds and commercial hybrids have high carcass yields, making a significant contribution to improving meat availability for human consumption (15, 18, 22). Obtaining large quantities of meat of different species, in a short time, because the industry requires efficient production, managerial strategies are challenged in production planning regardless of the meat production system:

a. potential, determined by genetic factors, quality of commercial hybrids:

- efficient farm and meat management;
- large quantities of meat in short periods of time;
- quality housings at the best possible prices;
- high quality sliced portions;
- hygienic quality of the meat;
- high recovery yields.

b. real, which are obtained in concrete conditions of efficient exploitation: maintenance, nutrition, management, correlated with the genetic quality of commercial meat hybrids;

c. economic, obtained by correlating the genetic value of commercial chicken hybrids with the exploitation technologies and the implemented farm management.

## **MATERIAL AND METHOD**

The evolution of the meat industry is influenced by existing trends in the meat market, as increasingly sophisticated and educated consumers demand only certain products for purchase, giving up the purchase of large quantities of carcasses and turn to high quality products cut, packaged ready for a fast processing. Knowing these existing trends on the regional meat market, Mehedinti County, in this scientific approach, we analyzed the factors that determine the evolution of the meat industry, in order to propose new measures to improve agro-zoo-business, to determine the adaptation of real farm production, depending on the existing consumption patterns on the market in the area under analysis.

## RESULTS AND DISCUSSIONS

The main factors that determine the trend of the meat production industry in the researched area are the following (Figure 2):

- agro-zoo-business, by providing the latest market data:
  - a. meat statistics, covering meat production, consumption, trade;
  - b. industrial meat producers;
  - c. compound feed producers;
  - d. industrial processors;
  - e. meat distributors;
  - f. consumers on the market for meat and meat products.

An increasingly important aspect is given by the fact that the meat industry is facing with an increasing demand for meat and high quality specialties, which is obtained at high costs due to high expenditure on feed and energy, for these reasons production management and marketing management must use best management practices that improve the economic efficiency of the entire broiler meat chain. Obtaining outstanding economic results according to the requirements of the market on the entire meat chain require the implementation of measures on the best and most economical management on the following levels of activity:

- in farms for breeding and operation of specialized breeds and hybrids for meat;
- the delivery of commercial meat hybrids at processing units for slaughter;
- during the flow to the slaughterhouse, in order to avoid mortality, carcass degradation;
- for antemortem preparation;
- on the technological flow of processing and obtaining carcasses;
- in refrigeration tunnels, carcass freezing;
- when cutting carcasses and obtaining commercial portions;
- the distribution of meat on the market;
- in the storage period until purchase by consumers;
- the emergence of large-scale retail outlets: the emergence of supermarkets and hypermarkets, reflects structural changes in the way in which meat and meat products are: assembled, inspected, processed, packaged and supplied to consumers.

For these reasons, the well-established regional meat distribution markets tend to be divided into "wet" markets for hot meat, with direct sales through their own stores and outlets for supermarket products for processed, frozen, packaged and branded meat;

- awareness of consumers' purchasing power: the importance of each market segment is closely linked to:

- the request to spend free time;
- preferences regarding the shape and texture of the meat when buying;

- purchasing power depending on the realized incomes;

- increase the trade with meat products: poultry, pork, beef, sheep products dominate international trade;

- meat supply and demand: the growth of the meat industry was determined by both supply and demand, the main reasons being:

- increasing consumer preferences for a certain type of meat from a certain species;

- increase in the price of poultry, pork and beef substitutes;

- increasing the incomes of a category of consumers in the urban environment;

- lowering the price of broilers chicken.

- fluctuations in meat market prices due to high supply: the collective fall in prices for broilers chicken has led to a fall in world meat prices over time, in particular the price of broiler carcasses: an increase in poultry prices in - a certain period could be attributed to the cessation of export deliveries caused by several outbreaks of H5N1 or to pigs and cattle;

- increased concerns about sanitary and phytosanitary issues: trade growth and globalization are important drivers of change in the livestock sector in general and of obtaining broiler meat, or commercial hybrids in particular because they influence:

- a. the relative competitiveness of meat producers;

- b. of production systems in supplying growing demand on the international, national or regional markets for the consumption of meat products;

- c. free movement of goods in EU countries at low prices.

- compliance the standards and regulations: trade in meat and meat products, in our case at regional level, Mehedinti County, in the long term requires:

- a. compliance the standards and regulations regarding import or export;

- b. compliance with sanitary and phytosanitary requirements to ensure food quality and safety;

- c. public intervention and private investment costs regarding:

- food control and certification systems at a high standard;

- standards and regulations agreed by EU or international bodies FAO or WHO;
- changing technologies by improving management in the meat industry, which has led to progresses:
  - in the genetic quality of commercial pig and beef broilers and hybrids adapted to super-intensive exploitation;
  - regarding the size of farms, possibilities for rapid adaptation to demand and improvement of operating conditions;
  - regarding the specific growth rate and consumption per kilogram of increase;
  - which allowed farmers to:
    - to increase production per kilogram of feed consumed
    - to improve farm biosecurity management;
    - to make investments in animal and bird welfare;
    - to improve the control of livestock-specific diseases;
    - to produce more meat per year;
    - to reduce the rate of mortality and slaughter of necessity;
    - to implement best practices on environmental risk management.
- the transition from growth in an intensive system with the limitation of space to super-intensive systems that ensure well-being.



**Figure 2. Factors determining the trend of the meat production industry at regional level**

## CONCLUSIONS

The production obtained from hybrids and meat broilers, distributed on the market is influenced by the production management implemented at farm level, the factors influencing the individual and total meat production, the ways of obtaining carcasses and ways of capitalization, distribution to final consumers. The main factors that determine the trend of the meat industry are agro-zoo-business which includes all market players and statistically covers meat production, consumption and trade. In order to obtain outstanding economic results according to the requirements of the market on the entire meat chain regardless of the species of animals or birds in the area under analysis, it is necessary to implement managerial measures on the best and economic management at all levels of obtaining, processing, distribution and consumption as well-established regional meat distribution markets tend to be divided into "wet" markets for hot meat, with direct sales through own stores and outlets for supermarket products for processed, frozen, packaged and branded meat. The importance of each segment of the meat market, however, is closely linked to consumer preferences for a particular type of meat and their purchasing power but also to the supply of domestic or imported products, price fluctuations and concerns about meat quality, health and phytosanitary products but also regulations on Community and extra-Community trade in meat production technologies.

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