



## Sesiunea științifică a tinerilor cercetători din competiția AOSR-TEAMS 2023-2024 București, 05 iulie 2024



Academia Română  
Filiala Iași



## Agricultura ecologică, certificarea produselor agroalimentare și strategii de marketing digital pentru micii producători

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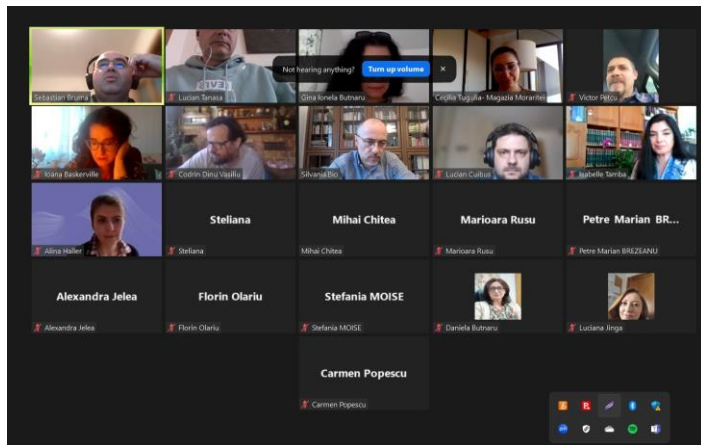
Academia Oamenilor de Știință din România

# Activități desfășurate

- Organizare întâlniri actori importanți din sistemul alimentar, pe principiul quadruplu helix
- Magazia Morăriței - studiu de caz
- Sistematizare informațiilor privind beneficiile marketingului digital pentru micii producători agroalimentari
- Studiu de teren privind comportamentul consumatorilor
- Redactarea și publicarea de articole științifice

## Organizare întâlnire cu actorii importanți din sistemul agroalimentar

- 29 martie 2024
- 26 participanți
- Producători certificați/atestați
- Cercetători
- Reprezentanți MADR
- Reprezentanți DAJ Iași
- Consumatori



Centrul de excelență Cesor2030 / Living Labs Workshops / Iași / 29 Martie 2024 / 17.00 EET

## Dincolo de etichetă. Ecologic, Bio, Organic



29 Martie 2024 / 17.00 EET  
Discuții libere / Schimb de idei



## Dincolo de etichetă Ecologic, Bio, Organic

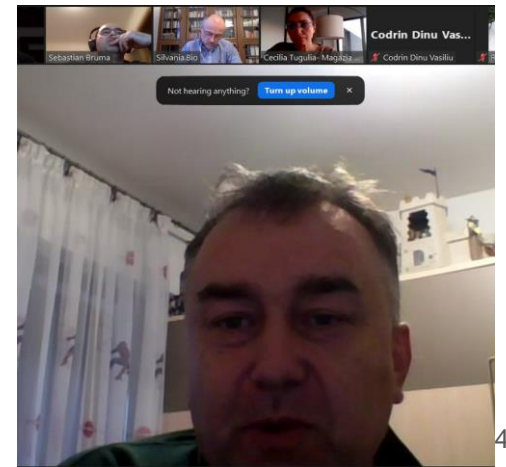
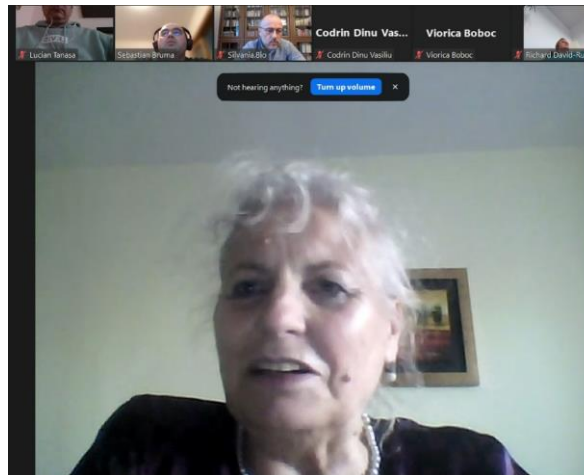
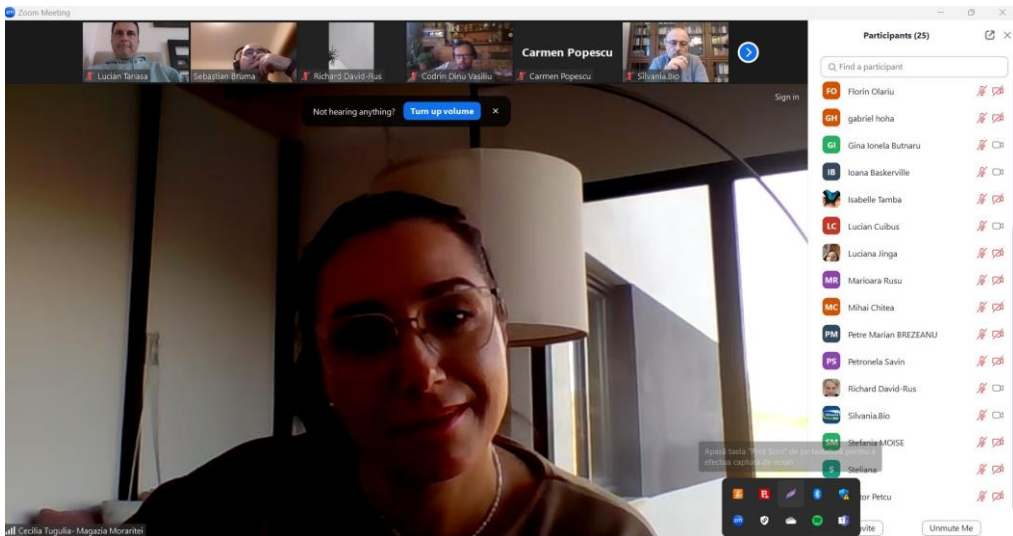
Moderator  
**Ioan Sebastian Brumă**

Dacă suntem cercetători, agricultura ecologică reprezintă o temă actuală de interes național în context internațional. Suntem interesați de analize, evoluții în timp și spațiu, atât în România cât mai ales pe plan mondial. Suntem atrași de cifre și de clasamente, de suprafețe certificate, de număr de operatori și de cererea și oferta de hrană ecologică.

În acest context, devine foarte interesantă atitudinea și percepția consumatorilor față de produsele eco, fie că le mai numim și bio sau organice.

Academia Română, Filiala Iași

Academia Damselor de Știință din România



# Probleme identificate

- Încrederea rezervată a consumatorilor în produsele certificate
- Cunoașterea limitată a caracteristicilor produselor certificate
- Utilizarea abuzivă a termenilor: eco, bio, organic, ecologic
- Abilități digitale limitate ale micilor producători
- Neîncrederea producătorilor în metodele electronice de comerț, gestiune și plată
- Lipsa timpului și a forței de muncă specializate
- Finanțarea deficitară a sistemului agroalimentar ecologic, cu accent pe procesare
- Piața de desfacere pentru produse certificate
- Eliminarea facilităților fiscale pentru produsele certificate
- Grad redus de asociere
- Lipsa unei strategii naționale pentru produsele certificate
- Slaba cunoaștere a exemplelor de bune practici în domeniu

# Soluții identificate

- Crearea de branduri umbrelă
- Dezvoltarea unor rețele asociative la nivel național
- Crearea de grupuri de lucru tematice
- Accesarea finanțărilor dedicate promovării produselor agroalimentare
- Îmbunătățirea prezenței social media
- Organizarea de ateliere demonstrative pentru copii
- Participarea la târguri de profil, naționale și internaționale

# Oportunități

- Accesarea măsurilor din Planul Național Strategic:  
**DR-34 - Cooperare și inovare în agricultură prin intermediul grupurilor operaționale PEI**  
**DR-35 - Dezvoltarea cooperării în cadrul lanțului valoric**
- Implicarea în proiecte Horizon Europe și Erasmus plus
- Participare la târgul anual Biofach
- Aderarea la platforme online dedicate micilor producători
- Implicarea în proiecte de cercetare, în calitate de stakeholderi
- Colaborarea cu marile rețele de magazine
- Creșterea interesului consumatorilor, cercetătorilor și autorităților față de micii producători și față de produsele agroalimentare certificate
- Schimb de experiență la nivel național și internațional



*Certificarea ecologică*

*Magazia Morăriței*

*Experiment în proiectul Cities2030*



# Magazia Morăriței și Cities2030



# Food For Iași Living Lab ([www.fill.rdrp.ro](http://www.fill.rdrp.ro)) la Policy Lab Festival Cities2030, Haarlem, Olanda, 21-25 februarie 2023

Drumul pâinii, de la Moara Probota până în Olanda



# Food For Iași Living Lab ([www.fill.rdrp.ro](http://www.fill.rdrp.ro)) la Policy Lab Festival Cities2030, Haarlem, Olanda, 21-25 februarie 2023




**cities 2030**  
www.cities2030.eu

**CO-OPERATION AND SUSTAINABLE TRANSFORMATIONS TOWARDS FUTURE CITIES**  
Empowering cities as agents of food system transformation

The EU-funded Cities2030 project brings together researchers, entrepreneurs, civil society leaders, cities and all agents of urban food systems and ecosystems to create a structure towards the transformation of systems that produce, transport, supply, recycle and reuse food.

## Food for Iași Living Lab

Iași - Romania

Food for Iași Living Lab is a multi-role platform of Research, Development, and Innovation, including the following hubs:

- CRFS Research and Innovation Lab**  
The main objectives of the CRFS Research and Innovation Lab are raising the capacity of scientific research and encouraging the innovation with impact on economy in fields of socioeconomic interest such as Socioeconomics of Local Producers, Food Behaviour of Urban Consumers, Food Markets, Socioeconomics Based on Knowledge, Systems Thinking, Quadruple Model in knowledge gathering in interaction with urban food system stakeholders.
- Living Lab**  
The main goal of the Living Lab lies in connecting actors and agents across the urban food system of Iași city and thus identify the key issues of the system and further find innovative solutions for solving these issues and also contribute to the sustainable and durable local development.
- Policy Lab**  
Policy Lab initiates support actions for development strategies and policies addressing the urban and regional food system.
- Knowledge Management and Transfer Lab**  
Knowledge Management and Transfer Lab aims at developing actions of knowledge transfer to the urban and regional food systems.

**FELI Organizers:** Romanian Academy, Iași Branch, and City Hall of Iași Municipality  
**FELI Coordinators:**  
• [andreea@fill.rdrp.ro](mailto:andreea@fill.rdrp.ro) (Co-ordinator) / [andreea@fill.rdrp.ro](mailto:andreea@fill.rdrp.ro)  
• [andreea@fill.rdrp.ro](mailto:andreea@fill.rdrp.ro) (Co-ordinator) / [andreea@fill.rdrp.ro](mailto:andreea@fill.rdrp.ro)

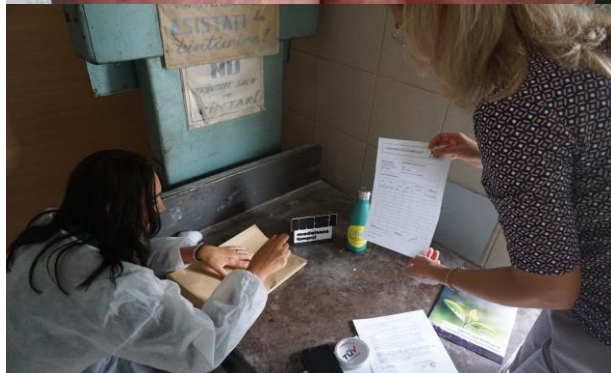
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 1010192842

# Sisteme agroalimentare durabile - sinergii și prosperitate rurală prin guvernarea participativă

Cluj Napoca, 27 – 29 iulie 2023

2030  
cities









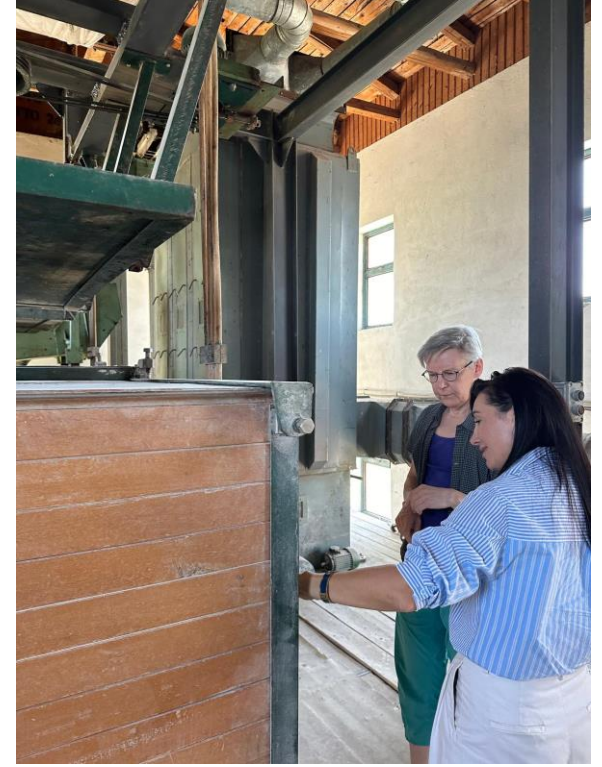












# STRATEGII DE MARKETING DIGITAL BAZATE PE PERCEPȚIA CONSUMATORILOR ASUPRA MĂRCII. STUDIU DE CAZ: MAGAZIA MORĂRIȚEI

DIGITAL MARKETING STRATEGIES BASED ON CONSUMER PERCEPTION OF - Powe...

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STRATEGII DE MARKETING DIGITAL BAZATE PE PERCEPȚIA CONSUMATORILOR ASUPRA MĂRCII. STUDIU DE CAZ: MAGAZIA MORĂRIȚEI

CS dr. Alexandra Raluca Jelea, Academia Oamenilor de Știință din România, București

CS II dr. Ioan Sebastian Brumă, Academia Oamenilor de Știință din România, București

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Slide 1 of 15 English (United States) Accessibility: Investigate

Lucian Tanasa

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MihaiC

Section 1 of 5

## Agricultura ecologică, certificarea produselor agroalimentare și strategii de marketing digital pentru micii producători

**B** *I* U [↗](#) ~~X~~

Bună ziua!

Ne dorim să identificăm percepțiile asupra unor branduri, și cât de prezente sunt acestea în mediul online. Datele obținute vor fi utilizate în cadrul proiectului de cercetare AOSR-TEAMS II Ediția 2023-2024 - "Transformarea digitală în știință", derulat de Academia Oamenilor De Știință Din România. Durata de completare a chestionarului este de aproximativ 5 minute. Rezultatele obținute în urma acestui chestionar vor fi anonimizate, analizate și folosite doar în scopul cercetării academice și pentru publicarea de studii științifice. Informațiile obținute se vor utiliza cu respectarea prevederilor legale privind protecția datelor cu caracter personal.

Vă mulțumim!

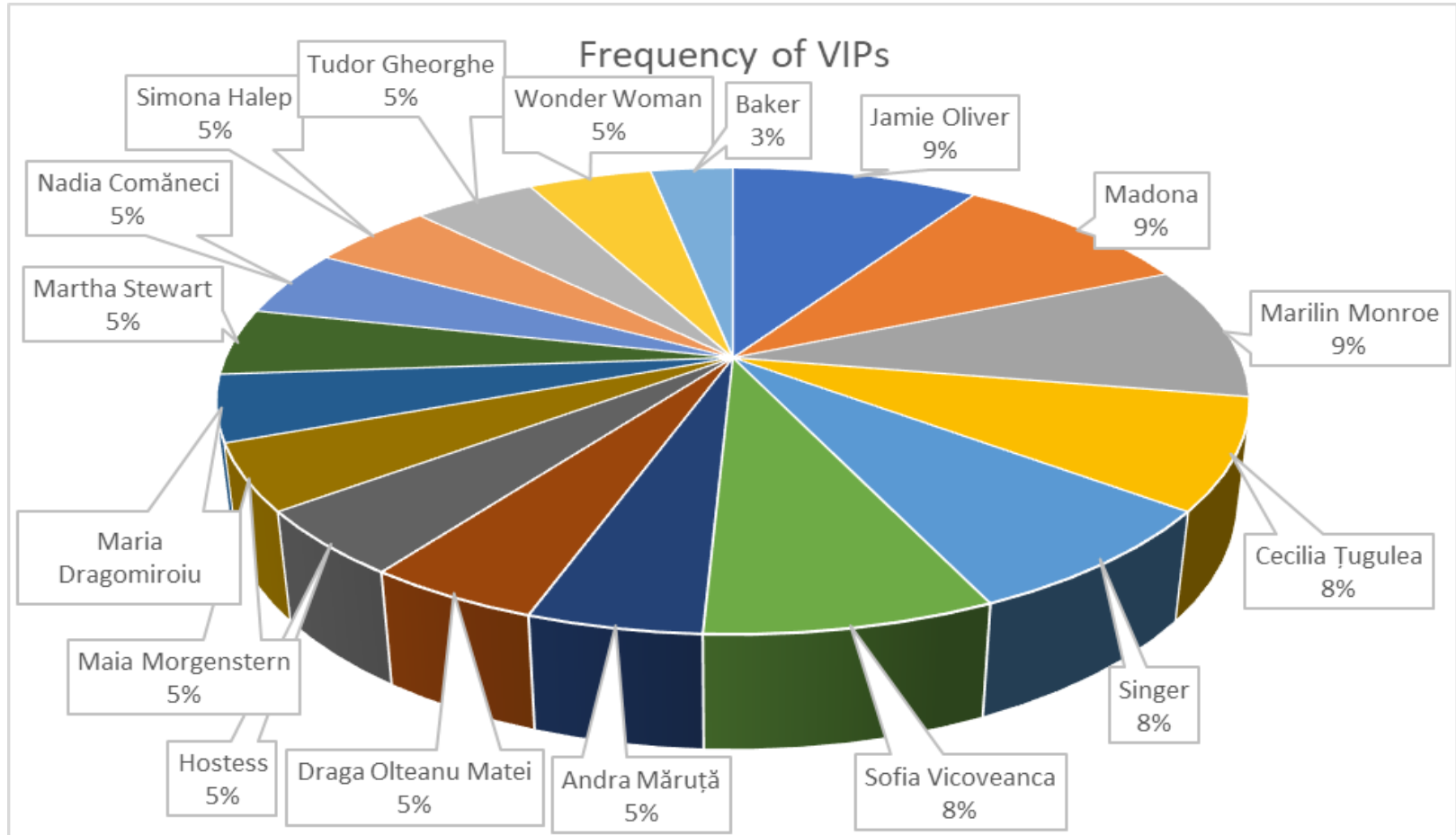
# Scop

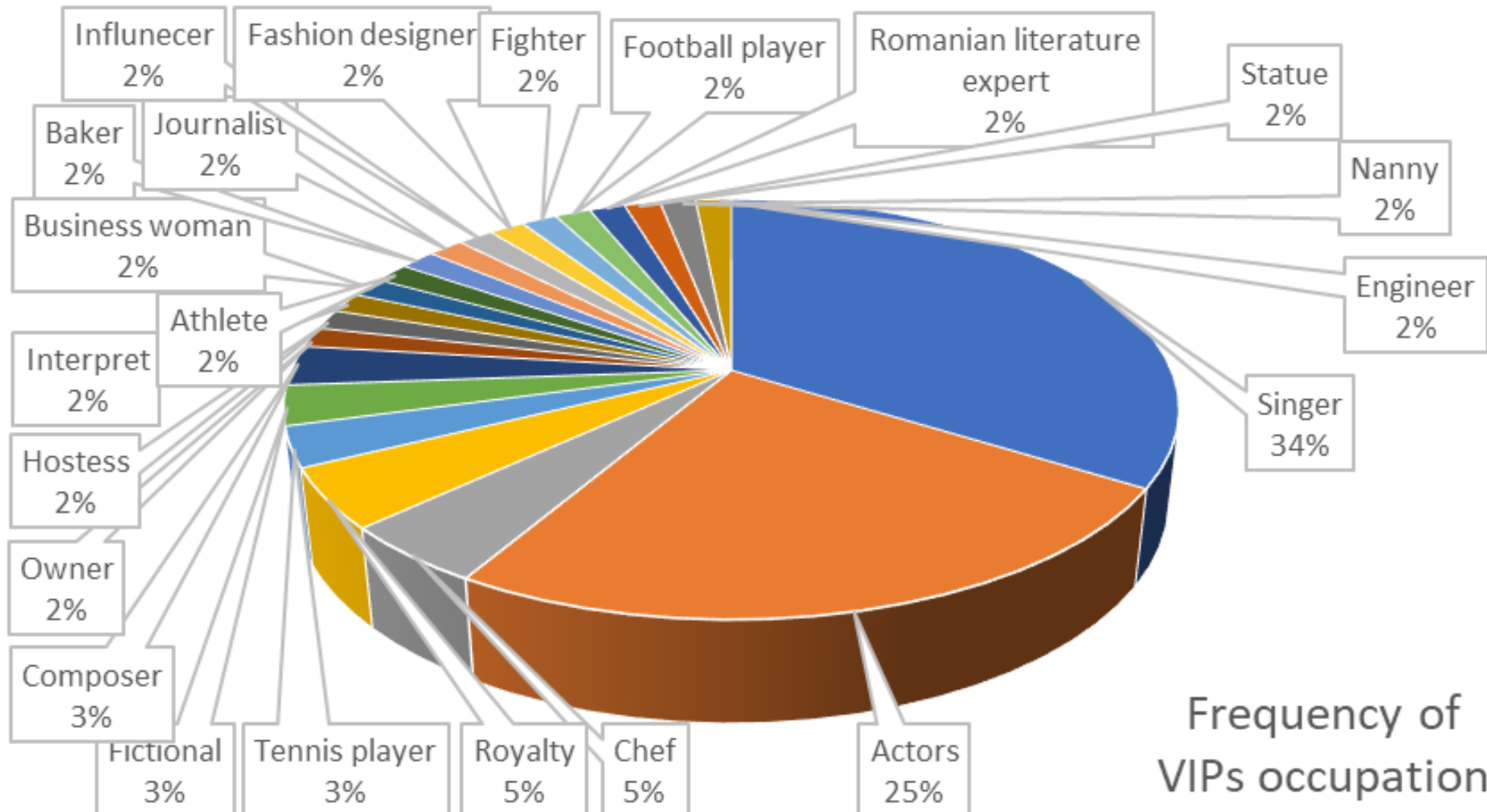
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Scopul acestui studiu este de a explora conexiunile mentale pe care le formează consumatorii prin observarea rețelelor neuronale formate atunci când aud despre un anumit brand, în acest caz, brandul Magazia Morăriței și de a analiza prezența acestuia în online.



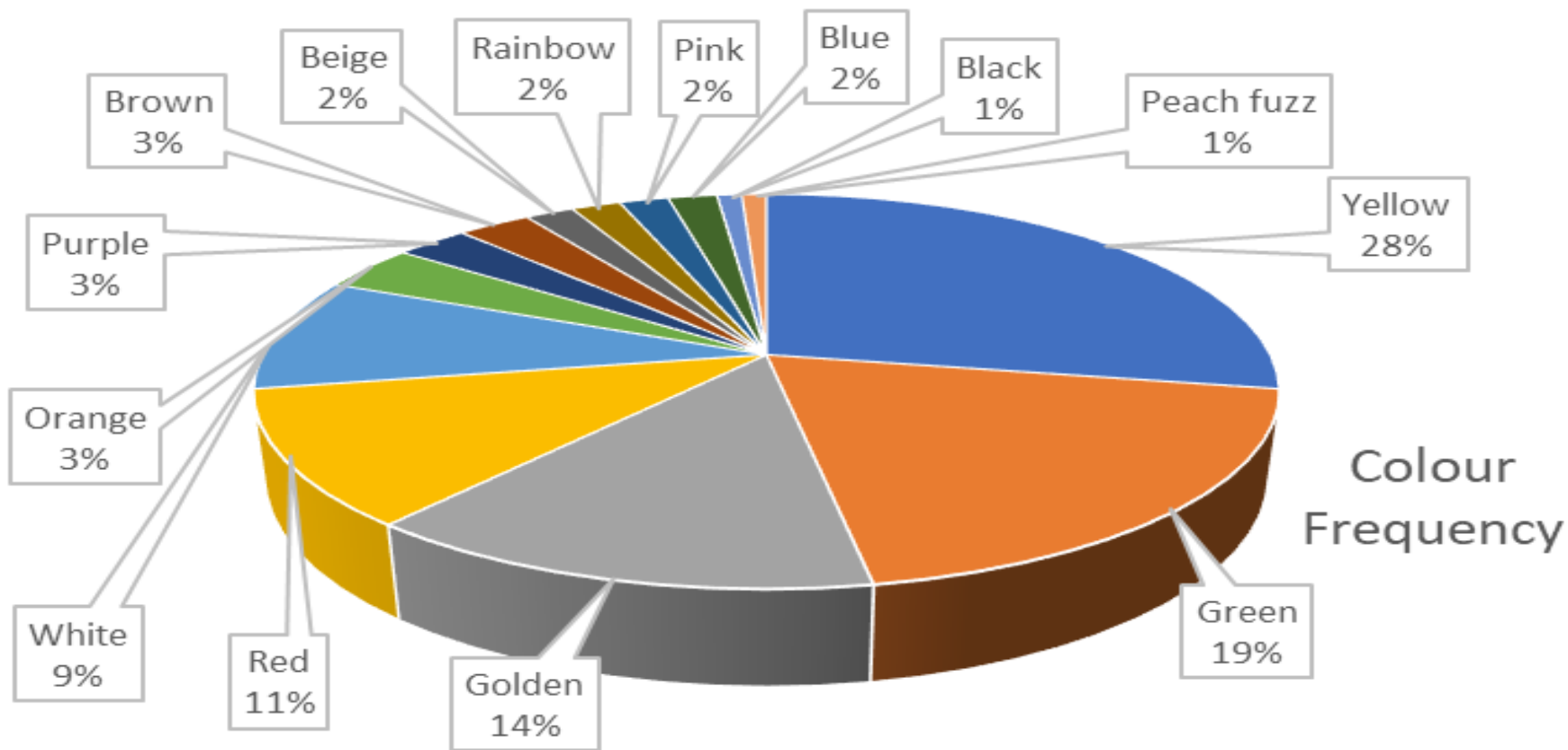
# Asocierea Brandului Magazia Morăriței cu diverse vedete





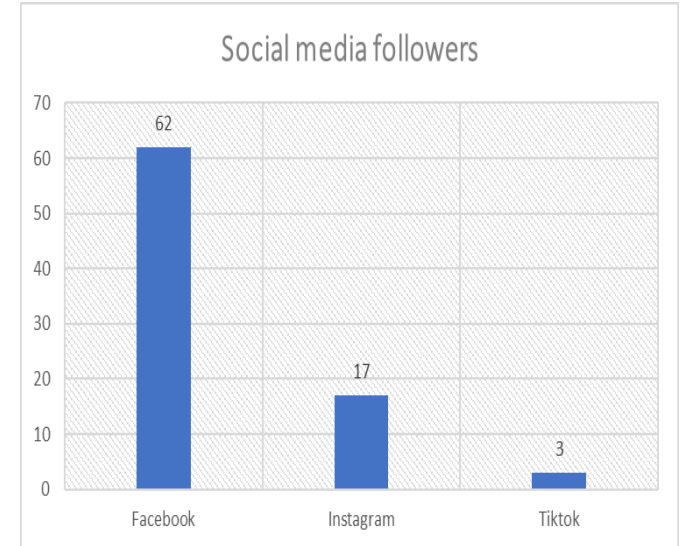


# Asocierea Brandului Magazia Morăriței cu diverse culori



# Prezența și activitatea pe canalele social media

Platformă de Social media	Urmăritori	Cât de des postează	Numărul de like-uri ultima postare	Numărul de comentarii pentru ultima postare
Facebook	7.8 k	O dată la doua zile	7	0
Instagram	1026	Aproape zilnic	8	0
TikTok	266	La șase zile	16	1



# Comportamentul de cumpărare al consumatorilor pentru brandul Magazia Morăriței



Cel mai cumparat produs	Frequency
Pâine	33
Pâine cu maia	27
Biscuiți	6
Plăcintă	5
Fursecuri	4
Pâinea bunicii	3
Săratele	3
Făină ecologică	2

# Concluzii

- Brandul Magazia Morăriței a evoluat spectaculos în ultimul an și datorită implicării Ceciliei Țugulia în activități specifice cercetării științifice.
- Proiectele internaționale, accesul la informații de calitate, schimburile de experiență și orientarea spre un sector de nișă au determinat schimbări pozitive în activitatea antreprenorială.
- Brandul Magazia Morăriței este perceput pozitiv de către consumatori, cu asocieri puternice între brand și personalități importante, în special cu proprietara, Cecilia Țugulia, care este văzută ca o puternică femeie de afaceri.
- Consumatorii asociază în mod predominant brandul cu valori tradiționale, calitate și certificări ecologice, aliniindu-se cu poziționarea brandului ca furnizor de produse de înaltă calitate, ecologice.
- În ceea ce privește implicarea în social media, în timp ce brandul își menține o prezență pe platformele de social media, există o deconectare între interacțiunea online și vizitele fizice în magazin. În timp ce o parte semnificativă a consumatorilor urmărește brandul în online, o proporție mai mică traduce acest angajament în vizitarea magazinului fizic.



# Articole Publicate

Brumă, I.S., Chițea, M.A., Jelea, A.R., Chițea, L.F., Rațu, R.N., Popa, M., **The Evolution of the Romanian Organic Agriculture in a Global Context** în Vol 41, 2024, al Romanian Agricultural Research, Revistă Web of Science, IF 0,633, domeniul Agronomy, WOS:001163094200005

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2024  
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ROMANIAN AGRICULTURAL RESEARCH, NO. 41,  
First Online: December, 2023. DII 2067-5720 RAR 2024-29

## The Evolution of the Romanian Organic Agriculture in a Global Context

**Ioan Sebastian Brumă<sup>1,2</sup>, Mihai Alexandru Chițea<sup>3\*</sup>, Alexandra Raluca Jelea<sup>1</sup>,  
Lorena Florentina Chițea<sup>1</sup>, Roxana Nicoleta Rațu<sup>4</sup>, Mihaela Popa<sup>5\*</sup>**

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<sup>4</sup>Department of Food Technologies, Faculty of Agriculture, "Ion Ionescu de la Brad" University of Life Sciences, Iași, Iași County, Romania

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### ABSTRACT

Organic agriculture is widely considered an agricultural method that aims to produce food products by turning to natural processes and substances, limiting, in the same time, the impact on the environment. In the last period, there has been an evident growing trend in consumers' preference for organic food products, that determines the agricultural producers and systems to adapt to this demand, by turning to organic agricultural practices. In this context, the aim of this work is to analyse the evolution of the Romanian organic agriculture over a period of 12 years, between 2010-2021, especially regarding the organic cultivated area and crop's structure, having also in view the global context of the agricultural organic sector. The analysis highlighted an important development of the organic area during this timeframe, based, mainly, on permanent grassland, cereals, industrial crops and "other crops", at the end of the interval Romania being among the countries with the highest contribution to the increase of the European organic land area.

**Keywords:** organic agriculture, conventional agriculture, agri-food products.

## The Evolution of the Romanian Organic Agriculture in a Global Context

By	<a href="#">Brumă, IS</a> (Bruma, Ioan Sebastian) <sup>[1]</sup> , <sup>[2]</sup> ; <a href="#">Chițea, MA</a> (Chitea, Mihai Alexandru) <sup>[3]</sup> ; <a href="#">Jelea, AR</a> (Jelea, Alexandra Raluca) <sup>[1]</sup> ; <a href="#">Chițea, LF</a> (Chitea, Lorena Florentina) <sup>[3]</sup> ; <a href="#">Ratu, RN</a> (Ratu, Roxana Nicoleta) <sup>[4]</sup> ; <a href="#">Popa, M</a> (Popa, Mihaela) <sup>[5]</sup>
	<a href="#">View Web of Science ResearcherID</a> and <a href="#">ORCID</a> (provided by Clarivate)
Source	ROMANIAN AGRICULTURAL RESEARCH ▾ Volume: 41 Page: 67-77 DOI: 10.59665/rar4107
Published	2024
Indexed	2024-04-05
Document Type	Article
Abstract	Organic agriculture is widely considered an agricultural method that aims to produce food products by turning to natural processes and substances, limiting, in the same time, the impact on the environment. In the last period, there has been an evident growing trend in consumers' preference for organic food products, that determines the agricultural producers and systems to adapt to this demand, by turning to organic agricultural practices. In this context, the aim of this work is to analyse the evolution of the Romanian organic agriculture over a period of 12 years, between 2010-2021, especially regarding the organic cultivated area and crop's structure, having also in view the global context of the agricultural organic sector. The analysis highlighted an important development of the organic area during this timeframe, based, mainly, on permanent grassland, cereals, industrial crops and "other crops", at the end of the interval Romania being among the countries with the highest contribution to the increase of the European organic land area.
Keywords	<b>Author Keywords:</b> organic agriculture; conventional agriculture; agri-food products

# Articole publicate

Brumă, I.S., Căuțișanu, C., Tanasă, L., Ulman, S.R., Gâlea M., Jelea, R.A., **Does the payment method matter in online shopping behaviour? Study on the Romanian market of vegetables during the pandemic crisis** în Vol 70 (1), 2024, al Agricultural Economics, Revistă Web of Science, IF 1,9, domeniul AGRICULTURAL ECONOMICS & POLICY and ECONOMICS, WOS:001155323900004

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Agric. Econ. - Czech, 2024, 70(1):34-47 | DOI: 10.17221/314/2023-AGRICECON

## Does the payment method matter in online shopping behaviour? Study on the Romanian market of vegetables during the pandemic crisis

Original Paper

Ioan-Sebastian Brumă<sup>1</sup>, Cristina Cautisanu<sup>1,2</sup>, Lucian Tanasă<sup>3</sup>, Simona-Roxana Ulman<sup>1,2</sup>, Meda Gâlea<sup>1,3</sup>, Alexandra Raluca Jelea<sup>4</sup>

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- <sup>3</sup> Doctoral School of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi, Iasi, Romania
- <sup>4</sup> Academy of Romanian Scientists, Bucharest, Romania

The present study, centred on customer online shopping behaviours, aims at analysing the frequency of vegetable acquisition and its main determining factors, while considering different methods of payment, i.e. cash, debit card, and bank transfer on the Romanian market. Using data obtained from a questionnaire applied nationwide, a descriptive analysis and logistic regression were performed. An immature market in terms of digitalisation, characterised by the customers' mistrust in online bank transfers, but also in products sold online was observed. In addition, the income, education, gender, and size of the household appeared to be significant in relation to the frequency of online orders for vegetables. Moreover, our results indicated that a higher customer readiness for a high price, large quantity, and a monthly delivery subscription comes bundled with a higher frequency of acquisition in the case of bank transfers. Our findings are especially focusing on the vegetable local producers' promotion process, with its main desideratum of properly responding through adaptation to the continuously changing customers' requirements, particularly when special contexts like the pandemic appear. Accordingly, our paper intended to offer several concrete responses in this regard, indicating some possible paths for better managing the communication process on the vegetable market.

**Keywords:** fresh vegetables; methods of payment; online purchasing behaviours; particularities of the offer; Romania; socio-demographic and economic factors

## Does the payment method matter in online shopping behaviour? Study on the Romanian market of vegetables during the pandemic crisis

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Keywords

Author Keywords: fresh vegetables; methods of payment; online purchasing behaviours; particularities of the offer; Romania; socio-demographic and economic factors

# Articole publicate

Chiciudean D.I., Brumă I.S., Cuibus L., Arion I.D., Chiciudean G.O., Consumer perception on the local gastronomic points, în Vol. 23(4) 2023 al Revistei Scientific papers Series Management, Economic Engineering in Agriculture and Rural Development, indexare Web of Science (IF=0.8, 2023)

Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development  
Vol. 23, Issue 4, 2023  
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## CONSUMER PERCEPTION ON THE LOCAL GASTRONOMICAL POINTS

Daniel Ioan CHICIUDEAN<sup>1</sup>, Ioan Sebastian BRUMA<sup>2</sup>, Lucian CUIBUS<sup>1,3</sup>,  
Iulia Diana ARION<sup>1</sup>, Gabriela Ofelia CHICIUDEAN<sup>1</sup>

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### Abstract

*The paper aimed to present the consumer perception on the local gastronomic points given their novelty on the market and their huge importance for the rural development. A study was conducted among the population of Cluj County using an online questionnaire. Results indicate that the consumers are preoccupied to consume local food and drinks when they travel to rural destinations. There is a positive attitude towards the LGPs among the respondents which find very attractive all the LGPs characteristics meaning serving traditional meals made from local raw materials within the locals kitchens. For a traditional local menu with a limited assortment the consumers are willing to pay between 31-45 lei. The respondents consider that the LGPs are important within the rural areas and their creation represents an opportunity both for tourism development and for rural resident's incomes.*

**Key words:** local gastronomic point, local food, rural development, rural destinations

# Articole publicate

Jelea, A. R., and Brumă, I. S. (2024). "Buying Frequency for Traditional and Ecologically Certified Products," *Economics, Management, and Financial Markets* 19(2): 9–16. doi: 10.22381/emfm19220241, revistă BDI, indexată EBSCOhost, EconLit, ERIH PLUS, ProQuest



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## Buying Frequency for Traditional and Ecologically Certified Products

Alexandra R. Jelea\* and Ioan S. Brumă\*

**ABSTRACT.** The research explores the buying behavior of consumers regarding certified products, uncovering various factors shaping their purchasing decisions. Consumers demonstrate a diverse array of preferences, influenced by product quality, support for local producers, and preferences for ecological and traditional certified products. Notably, consumers place significant emphasis on quality assurance and the support of small producers. Moreover, factors such as product variety, store location, and taste preferences play pivotal roles in consumers' decision-making processes. Consumers prioritize supporting small producers, aligning their purchasing decisions with personal values. The analysis of buying frequency and willingness to pay extra for certified products offers valuable insights into consumer behaviors and economic dynamics, revealing correlations with income levels.

JEL codes: D10; D91; D31

Keywords: ecological certification; traditional certification; consumer behavior; buying behavior

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**1-Jelea&Bruma**  
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Preview

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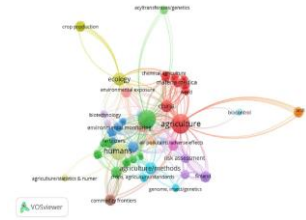


## Obiective atinse în etapa a III-a (ianuarie-iulie 2024)

1. Organizarea unui focus grup cu producători certificați, autorități locale, cercetători, reprezentanți ai MADR
2. Aplicarea unui chestionar privind analiza brand producător atestat
3. Participarea la conferințe: 1 prezentări
4. Publicarea articolelor ISI: 3 articole publicate
5. Publicarea articolelor BDI: 1 articol publicat
6. Sinergii cu proiecte europene Cities2030, Ruralities
7. Susținerea raportului, etapa a III-a



# Agricultura ecologică, certificarea produselor agroalimentare și strategii de marketing digital pentru micii producători



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# Mulțumim!



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