

OPTIMIZING PROACTIVE COLLABORATIVE AND COOPERATIVE RELATIONSHIPS BETWEEN FOOD SUPPLIERS AND RESTAURANTS

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Abstract. *Currently, agri-gastronomy and the “tourist-catering” subsector have an increasingly well-defined role in the realization and commercialization of goods and services offered in terms of food quality and systemic efficiency. This study aims to identify that tourist destinations and many local communities offer a variety of gastronomic products and services and that the supply sector in semi-structured and still needs improvements in quality, safety and a wider commercial network. The paper highlights the need for suppliers to reinvent themselves and create new market opportunities to benefit from rapid growth in key sectors of the integrated food system. A number of relational solutions are analyzed with the potential to generate an authentic cuisine based on tradition and sustainability, with strong elements of originality. Consequently, it is highlighted that the consolidated and optimized relationships in the producer-processor network may be able to ensure diversified and quality local products, which gives restaurants a competitive advantage in the post-pandemic recovery.*

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1. Introduction

Today's world is becoming a world of 'networks', where multiple integration with emergent effect (integronic dynamics) is becoming increasingly evident. Basically, the foundations are being laid for the world of tomorrow when pervasive 5G (not to mention 6G) technology will be capable of maximised optimisation and unprecedented increases in technical efficiency, economic efficiency and systemic effectiveness. This will theoretically lead to the awareness, highlighting and harnessing of Information (I) and the existential triad (together with Energy and Substance) in all fields of activity and in all actions. In practice, the most dramatic effect will be the generalisation of remote working and the paradigm shift in management.

In this context, based on the well-known phrase "*from farm to fork*", the present study is an attempt to structure the food supply network in the concrete direction of optimizing the relational convergence between suppliers and restaurants.

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