

## TRENDS IN ROMANIA'S POULTRY MEAT MARKET IN THE PERIOD 2007-2015

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**Abstract.** *The paper analyzed the main trends in Romania's poultry meat market based on the data provided by the National Institute of Statistics for the period 2007-2015. Romania has a high potential for producing poultry meat, ranking on the 7th position in the EU-28. The poultry slaughtered weight increased both due to the number of slaughtered poultry and the average weight at slaughter. The chickens have the highest share in poultry live weight and carcass weight. Poultry meat is on the top position, representing about 50% of the meat consumption per inhabitant. The consumption is covered both by the domestic production and imports. However, the export/import ratio is less than 1, reflecting that Romania is a net importing country of poultry meat. To surpass the pressure of the foreign competitors, the Romanian producers of poultry meat must assure a high genetic value biological material, high quality and sufficient feeding, production cost reduction, and to intensify exports.*

**Keywords:** trends, meat, market, poultry, Romania not more than five.

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