

## CONSUMPTION AND MARKET VALUE FOR THE FISH PRODUCT IN ROMANIA

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**Abstract.** *The present analysis represents an evolutive investigation of the total value and the average purchase price for the main fishes grown in Romania. The evolution of total production in the analysed interval reveals the existence of a two-dimensional discrepancy concerning the quantities of fish, shellfish, cockles, etc. Nation-scale observations identified both declining trends and a moderate increase rate. The increase trend during the analysed years also applies to the total value, as well as to the price rendered as a weighted average. Fluctuations also occur, and they can be regarded as significant increase or decrease, in each particular case. Common carp, seen as the main fishing species in Romania, shows an ascending trend along the years, but also a ceiling price. Its price rises at a higher rate than its quality and value. Concerning the other species, there are variations both in the quantity and the value, together with multiple trends in their pricing: descending for the silver carp, moderate increase bighead carp and golden carp, and very strong trends for the trout.*

**Keywords:** total amount, fishing species, supply price/evaluation, value quantum.

### Introduction

The fish product has always been regarded as one of the main food sources and has therefore been of permanent interest for the social-economic areas of research. But the main question at this stage is to analyse this aspect under the market spectrum. This means knowing this problem particularly concerning the consumption and the market value of this food product. The present study starts from finding out the quantitative level and the value of the results of fish farming and describing it for the main species of fish. The comparative analysis carried out identifies variations both in quantity and value. The study aims at providing adequate answers in threefold form concerning: the imperative of use in human alimentation, which will lead to a higher request; the possibilities of providing fish to the market, both in quantity and quality; the consumer's behaviour as it results from the influence of the main market factors (particularly the price).

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