

Analysis of Agro-food Products' Quality

Prof. Iosif Gheorghe
The Bucharest University of Economic Studies, Romania
tribunae@tribunaeconomica.ro

ABSTRACT

Quality is essential element of any economic activities, in its absence cannot talk about competitiveness, profitability or about economic efficiency. It has a direct impact on the consumer of the product or service, as well as on to the producer. In the case of agricultural products, quality influences final consumer (the individual), which change their desired quality products able to satisfy nutritional preferences, to maintain or to enhance the health status, but and their manufacturer. Quality, through the structure in the different classes of product quality, influences directly the prices of the recovery, and indirectly the profit and gross profitability rate. All of these elements are referred to, supported and exemplified in the case of fruit-growing products, when their revaluation is made, at harvest, in the different classes of quality.