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Interdisciplinary Use of Marketing Communication

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Abstract

The article focusses on the importance of the interdisciplinary use of the marketing communication to promote the European Union program for rural development 2014-2020. The launching of a new programme is not successful unless it attracts the target people's attention. A good communication as far as the Common Agricultural Policy is concerned might help the farmers in the Timis County better use the resources they have at their disposal, and eventually optimize the whole-farm system. The findings of the research made to identify the manner in which communication, on the European funding for the 2007-2013 period, was made pointed out that the methods used did not succeed to lower the lack of interest or improve the information level of the people living in the Timis County. They neither stimulated them to find out more about this matter nor increased the number of people who applied for European financing. The authors point out the importance of using interdisciplinary teams to inform the owners of semi-subsistence farms about various financing possibilities.

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1. Introduction

Europe's rural areas are diverse as far as the following are concerned: population, demography, employability, traditions, etc. Some rural areas in Eastern Europe, even if they are members of the EU have to face a lot of challenges due to: lower levels of income, an unfavourable demographic situation, lower employment rates and

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higher unemployment rates, a slower development of the tertiary sector, weaknesses in skills and human capital, a lack of opportunities for women and young people (Rural Development policy 2007-2013, Employment in rural areas, European Commission; para. 6).

2. Overview of the farming system in Romania

The situation of the Romanian agriculture is rather different from the one of the other European Union member states. Even since 2007, when Romania joined the European Union, the percentage of the population involved in agriculture was the highest in the whole EU. The analysis made by Eurostat (2009, p. 1) for Romania took into consideration only the holdings of at least one European Size Unit (ESU). The findings indicate a 30% reduction in holdings of at least 1 ESU between 2005- 2007 and that these holdings employed 965 500 AWUs (annual work units) which is the equivalent of 965 500 people working full time. Among other things the statistics also indicated that out of 866 700 agricultural holdings only 54% made use of less than one AWU, while 9% made use of 2 or more AWUs; 19% used less than 2 ha, while 1.6% used 50 ha or more (p. 1). The percentage of the people who produced mainly for own consumption is extremely high, i.e. 64%, whereas only 35% produced mainly for direct sales.

Romania is considered a country with two agricultures: the semi-subsistence agriculture and the agro-industrial agriculture. According to statistics the subsistence agriculture is made up of: “2.6 million holdings with under 1 ha. In Romania the breaking between the semi-subsistence agriculture and the very large farms makes distribution of subventions the most inequitable in the whole European Union” (Luca, Ghinea, p. 22., our translation). The agro-industrial agriculture consists of 9600 house hold farms, which own over 100 hectares, and a few own even thousands of hectares; they are adapted to the market economy and are relatively competitive from a technical point of view. There is also a kind of medium type of agriculture, with 10-100 hectares, which is around 12% of the agricultural surface.

The paradox is that in Romania there is the highest population in the rural areas of the whole Europe and the highest number of non-viable farms from an economic point of view, and the highest number of farms not connected to the market economy. Experts consider that the social structure of the Romanian rural environment is to be blamed, as the semi subsistence agriculture hides in fact *lack of chances, hidden unemployment and poverty* (Luca, Ghinea, p. 23, our translation). The Romanian Agriculture is considered to have absorbed the economic shocks Romania received after 1990, when the communist regime fell, and it was the refuge for all the people affected by the new economic system. This segment increased with the wave formed by those affected by Romania joining the European Union in 2007. That period was characterised by a kind of forced deindustrialization and agriculture was a kind of retreat for many town people who found in it a way to survive.

In Romania the small-subsistence or part-commercial family farms are predominant and they are characterised by *a reduced number of animals and a less specialized production due to the small capacity shelters and precarious technical equipment* (Petroman, 2007, p. 15, our translation).

In the current day context, a chance for the Romania agriculture is represented by the Common Agricultural Policy which has the same policy irrespective of the size of the holding. It can be a viable opportunity for the Romanian rural development and implicitly for the agricultural development.

3. European Union program for rural development 2014-2020

The Romanians are given as a bad practice example, as far as accessing European funds are concerned. The new financing program for rural areas gives them a new opportunity. This programme is known as “second pillar” of the Common Agricultural Policy (CAP) and continues the previous 7 years program, which ended in 2013.

It is focused on fostering the competitiveness of agriculture, on ensuring the sustainable management of natural resources and on *a balanced territorial development of rural economies and communities including the creation and maintenance of employment* (http://ec.europa.eu/agriculture/rural-development-2014-2020/index_en.htm)

Expecting that the provision regarding simplifying the rules and / or reducing the related administrative burden, we think that the Romanian farmers could benefit more from this program than from the previous one.

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