



BIOPRODUCTS IN BULGARIA - PROBLEMS AND TRENDS

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ABSTRACT

The purpose of the scientific research is the tendencies in the development of the market of biological products in Bulgaria.

Subject of the scientific research is the problems and the tendencies in the development of the market of bioproducts in our country.

Object of the scientific research are bio foods like member of bioproducts and their importance for bioproduction in the country.

Scientific research is establishment of assortment of bio food the country, the problems and tendencies in the development of this market.

1. Bioproduct and biological food – brief notes

- **Bio product** is a concept which means an agricultural product intended for consumption and produced organically. Organic production excludes the use of any artificial additives, enhancers and genetically modified organisms. Unlike natural products, which is sufficient to produce from natural raw materials, the requirements for organic are much stricter: the exclusion of any artificial enhancers and ingredients not only the processing of products but also in cultivation. These requirements are set out in relevant legislation.

Organic products are divided into two main groups: food and non-food and food are broken down by origin: plant and animal.

- **Organic food** from plant origin is a product of ecological farming, which is grown and processed without the use of synthetic fertilizers, pesticides, antibiotics, hormones, growth regulators and food additives, such as preservatives, colorings and artificial sweeteners and excipients in processing.
- For **the organic farming** is characterized by the use of natural resources,

maintaining biodiversity and the local ecological balance, improving soil fertility.

- Raising animals in organically or **organic farming** means adaptable to local conditions breeds, applying methods for growing close to the natural lifestyle that reduce stress and ensure their health. Animals are fed with organic feed, the use of growth regulators is prohibited and the use of antibiotics is limited to its minimum. There is provision of sufficient space for expression of their natural behaviors, such as walking to pasture, outdoors and so forth.

Specialized organic produce dates from the 80's of 20th century. It grows in almost all countries of Western Europe and the USA. In the beginning the number of organic farms is small, but in the 90's began a dynamic development, in following of the granting of government subsidies and increased user interest.

In Bulgaria:

- 1987 – Agro – Ecological center to Agriculture University – Plovdiv is established;
- 1996 – 1st first organic vegetable stand on Thursday market – Plovdiv;
- 1996 – foundation “Bioselena” is established;
- 1998 – HIP baby food – 1st mass – marketed organic products in Bulgaria;

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- 2000 – establishing a national organic law, establishing a national symbol for organic products;
- 2001 – 1st national holiday of organic farming;
- 2001 – 1st real certification of farms in Bulgaria; първа реална сертификация на ферми в България;
- 2002 – developing a measure for supporting the organic farming on the SAPARD;
- 2003 – 1st bulgarian participation on the BioFach;
- 2004 – Bio product BG – 1st specialized stand in Central Sofia Market Hall;
- 2005 – bio foods for 1st time in supermarkets – Elemag, Familia, Billa, 3, 4, 5, Fantastico;
- 2006 – the including of Metro, the competition of Picadilli;
- 2007 – bio foods for 1st time in stores out of Sofia;
- 2008 – bio boom – more than 1500 stores selling bio products, 3 specialized organic stores, organic cosmetics, detergents;
- 2009 – 1st television ad for bio products;

And so on.

2. Organic food quality – essential ingredients

• Protein

Proteins belong to a group of essential nutrients. Due to purely organic nitrogen fertilization organic cereals showed low bias (10 – 20%) of proteins. This is the reason for changing the quality bakeries. On the other hand, the proportion of vital amino acids in organic cereals is with higher values. About the quality of proteins in other plant products, there are little research.

• Fats

The proportion of vital Omega 3 fatty acids and soluble Lanolic acid is higher (10 – 60%) in organic milk, meat and cheese. Optimal insurance with fatty acids in the eating is important in the prevention of cardiovascular and cancer.

• Vitamins

In various biological grown vegetables and fruits, and in organic milk there is significantly higher content of vitamin C (ascorbic acid) – from 5 to 90% or more.

• Content of dry matter

Organically grown plant vegetables, tuber and root vegetables, the content of dry

matter showed bias with higher values compared with those produced in a conventional manner. Low water means higher food density in the product, which is assessed as positive.

• Residues pesticides

Numerous studies show that organic products very rarely and in extreme cases only the minimum quantities of substances contained pesticide residues than conventional.

Fruit: average about 550 times lower than conventional.

Vegetables: average about 700 times lower quantities.

- Processing – The nature and safest
 - positive list of 36 permitted additives;
 - positive list of permitted ingredients;
 - positive list of maximum 5% in some cases allowed conventional materials;
 - general prohibition of genetic methods (as genno changed cultures of microorganisms and enzymes);
 - Prohibition of the use of ionizing radiation;

3. Condition of bioproducts market

“Bio” and “Eco” are words, entered in Bulgarian law. Any food that bears the inscription "Bio" or "eco" by law must meet certain strict standards.

The logo of certifying organization – as Balkan Biosert – is a guarantee for organic origin.

Internationally, France, Italy, Austria and Switzerland are the countries with the longest tradition in producing such products. Frenchmen and Italians are competing for the production of green cheese. The main bioproducts in Bulgaria are imported from Germany, England (ORGANIC), Switzerland (Bio), Netherlands (ECO), Italy, Greece, Romania and Hungary.

Bulgarian organic products sold throughout the country are very few, mainly milk, dairy products, eggs branded "Harmonica", and for export production is directed towards perennial crops such as strawberries, raspberries, plums, hazelnuts, nuts and rose oil. Over 90% of bioproduction is produced in Bulgaria is exported to Western European countries, U.S. and Canada, and only about 6 – 7% found market in here. Basically this type of products are available in specialty stores and

commercial chains as Billa, Piccadilly, METRO, Elemag and others.

The reason for the lack of large and well developed market for organic products in Bulgaria are:

- Currently, for organic agriculture in Bulgaria are used 1,667,410 acres or about 3%;
- Lack of European subsidies in the sector and under-investment by the state;
- Availability of large number of counterfeit goods branded Bio and inefficient operation of bodies for certification of the products and oversee the implementation of the requirements for organic products;
- High fuel prices due to unrest in the Middle East;
- Etc.;

Best – known organizations pursuing this goal are:

- Balkan Biocert;
- BCS OKO Garantie;
- CERES;

Among the notables organic foods in the Bulgarian market can be identified:

- AVENDI Ltd. – Sold more than 150 articles, but only imported and these are mainly baby foods, breakfast cereals, etc.
- Bio Bulgaria Ltd. – offers over 71 items, of which about 9 Bulgarian, and also sold in retail outlets in major cities;
- Viltreyd Ltd. – offers about 150 items, of which nearly 30 Bulgarian (flour, pasta, legumes, doughy, chocolate, honey, jams, canned);
- Avgeri Ltd. – Offer 200 item (imported);
- Greenhouses Gimel Corp. – offers 3 items; and more;



The basic Bulgarian bioproducers at present are:

- *For dairy products:*
 - Firm “Kondov Ecoproduction” Ltd.;
 - Harmonica Organic food
- Angelov (eggs)
- Honey products:
 - “Gerada – GM” Ltd.;
 - Dinko Atanasov;
 - Troyamed Ltd.;
- Bioproducers of vegetables:
 - Amititza (seeds and vegetabes);
 - Gimel (cucumbers and tomatoes);
 - Our home – Bulgaria Holding;
 - Aroniada – Agro (chokeberry)
- Bioproducers of herbs:
 - Ekomaat Bulgaria;
 - Bioprogram Ltd.;
 - Biostart Ltd.;
 - Bissiness centre Elhovo;
 - Ira – eco Ltd. and several other members of the Association of bioproducts

4. Support for Bulgarian Agriculture - Status and Recommendations

For the period until 2013 the EU funds will continue to earmark funds for agro-

environmental activities, including organic farming. According to Ordinance № 11 from 6th of April 2009 for supporting the organic crop and bee-keeping, the following funds are provided: 82% from the EU and 18% from the state budget:

- Field crops: transition – 181 euros/ha, undergone a transitional period – 155 euros/ha;
- Permanent crops, vineyards, rose oil: in transition – 505 euros/ha passed the transitional period – 418 euros/ha;
- Vegetable crops including mushrooms: in transition – 483 euros/ha undergone a transitional period – 357 euros/ha;
- Aromatic and medicinal plants: in transition – 340 euros/ha, gone transitional period – 267 euros/ha;
- Meadows and pastures, passed the transitional period – 82 euros/ha;
- Bee colonial families: in transition or beyond the transitional period – 11,5 euros/ha.

Recommendations:

- In Bulgaria for the development of organic agriculture is relies on small producers, but must be involved large and medium-sized professional farmers;
- Failure of consolidation in sufficiently large areas in one place for more organic farming;

Farmers must have a sufficient number and type of specialized equipment;

- Enhanced investment in bioproduction and exploiting the resources of European programs
- Have sufficient skilled and motivated workforce;
- To strengthen the link between science, business and government;
- Increased awareness about the benefits of organic farming;
- Strengthening the control of biological products;
- Development of the market and forming of consumer demand;
- To strengthen the banking predtirane of organic production adopted today as risky and uncertain.

Applied 1

ORGANIC GREEN HOUSE

Bio shop (green food)

1 Brown sugar/Brazil/500gr./4,59 BGN/Averi Ltd.

2 Dark sesame tahini/6,49 BGN/Trandevi Ltd.

3 Raw almond/200gr./6,99 BGN/

4 Eggs/Biotropic/Gernany

5 Biscuits/VIP Simers JSC Lom city Taika 6/100gr./1,55/0527363264

6 Soy pate/Kvirest Ltd./250gr./2,19

7 Yogurt/Metal 2001/Cow/Buchino villige/3,6%/1,87 BGN

8 Yogurt/Metal 2001/Cow/ Buchino villige /2%/1,87 BGN

9 Pasta/Castagno/250gr./4,90

10 Cheese/Staro selo/Kandov Ltd./8,33

11 Apple vinegar/prod. Bio Tropic/Germany/import Smart Capital Ltd./6,49

Picadilly

12 Pumpkin seed/Amores 16 Ltd./4,18 BGN

13 Bio oatmeal/Klideo Ltd./4,15 BGN

14 Raw walnut kernels/Megafruit Ltd./10,79 BGN

15 Bio baby mess/2,95

16 Baby banana puree/HIPP/Avendi Ltd./2,75

17 Dry transient/Avendi Ltd./Biomilk Good night/17,15 BGN

18 Adapted milk/HIPP/with c tpobiotic and vanillia/8,95 BGN

19 Bioinotantna /7sereal/Akson/Bulgaria Ltd/7,25 BGN

20 Water for babies/HIPP/Avendi/3,99 BGN

21 Baby biobiscuits/Avendi/4,55 BGN

22 Digestive tea/HIPP/Avendi Ltd./6,69 BGN

23 Sinval Bio/Nedelcho Nedelchev/1,15 BGN

24 Baby juice/red fruits/Avendi Ltd./4,35 BGN

25 Goat cheese/Kandov ecoproduction/Bio baby Ltd./Staro selo villige/8,75 BGN

ANGELOVA D.

26 Bio cheese/ sheep milk/Kandov/8,75 BGN

27 Cow eco cheese/Harmonica/Metal 2001/8,79 BGN

28 Yellow cheese/Harmonica/Metal 2001/7,75 BGN

29 Yogurt/Harmonica/Metal 2001/1,99 BGN

30 Familia crunch/Sereal/Bioorganic/Avendi Ltd./6,49 Ltd.

31 Hanne/bio granola/fruity with nuts/Caliteo Ltd./7,95 Ltd.

32 Green beans/Canned/Amura68/1, 95 BGN

33 Stew/Canned/Amura68/1, 69 BGN

34 Sterilized powder/Atina/1,69 BGN

35 Eggs 6 number/Biobiopitseferma/Harmonika/6, 69 BGN

36 Vegetable mix / Amur 68 / 1.69 BGN BILLA

37 Biocucumbers/Gimel JSC/1,59 BGN

38 Walnuts/chips/Megafruit/500gr./9.99 BGN

39 Raw hazelnuts/Detelina Ltd./250gr./Sevlievo town/6,49 BGN

40 Dried pappers/Detelina Ltd./Sevlievo town/70gr./3,49 BGN

41 Eggs from free hens/Angelov/3,99 BGN

42 Tomato paste/Litak Ltd./2,15 BGN

43 Strew/Bioplod Ltd./Sevlievo town/2,15 BGN

44 Pepper stew/Bioplod Ltd./ Sevlievo town/2,15 BGN

45 Cane sugar/Krina/Sweden comers Ltd./500gr./1,99 BGN

46 Sideritis scardica (Tea)/Bilko Ltd./Trigrad villige/2,89 BGN

47 Sideritis scardica (Tea)/"Vi Pi Pe" Sole Trader/Vesko Pipev/3,49 BGN

48 Cooked smoked sausage/Tandem Ltd./4,65 BGN

49 Vegetable puree/Ganchev Ltd./1,39 BGN

50 Fruit puree/pears/Ganchev Ltd./1,19 BGN

51 Baby apple puree/HIPP/1,99 BGN

52 Apple puree with banana/HIPP/1,99 BGN

53 Tea/Dill/HIPP/6,29 BGN

54 Baby tea/HIPP/6,29 BGN

55 Fruit tea/ HIPP/6,27 BGN

56 Tea for breastfeeding/HIPP/6,89 BGN

57 Biocorn/7 corn/6,99 BGN

58 Milkless porridge with rice/6,99 BGN

59 Adopted milk/ HIPP/3,99 BGN

60 Hollinger/Bio juice/Austria

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