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**FACULTY OF
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**РЕЗЮМЕТА НА ДОКЛАДИ
ABSTRACTS**

**SECOND INTERNATIONAL
SCIENTIFIC CONFERENCE**

**„BUSINESS AND
REGIONAL
DEVELOPMENT“**

**RURAL AREAS –
A LOOK TOWARDS EUROPE 2020**

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АГРАРЕН СЕКТОР В КОНТЕКСТА НА ОСП

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ВЛИЯНИЕ НА ОБЩАТА СЕЛСКОСТОПАНСКА ПОЛИТИКА НА ЕС ВЪРХУ РАЗВИТИЕТО НА
БЪЛГАРСКОТО ЖИВОТНОВЪДСТВО

INFLUENCE ON THE COMMON EU AGRICULTURAL POLICY ON THE DEVELOPMENT OF BULGARIAN ANIMAL HUSBANDRY

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The common EU agricultural policy is aimed at the setting up of a highly productive agriculture, guaranteed income of agricultural producers, at the sufficient supply of basic food products from plant and animal origin to the internal market at prices, accessible for people.

The membership of Bulgaria not only opens opportunities to it, but also sets serious challenges to the development of agricultural farms, and particularly, to the animal farms. The affiliation of our country to the unified European market faces animal husbandry with new and more stringent requirements about the quality of production, the veterinarian and sanitary standards, the humane attitude to animals, the protection of the environment..

The aim of this paper is to study the influence of CAP on the development of Bulgarian agriculture under the conditions of the unified European market .

The following tasks are solved in order to achieve this goal:

- to present and analyze the state of the animal husbandry subbranch ;
- to analyze the influence of CAP on the development of animal farms ;
- to reveal the main problems in animal husbandry and the possibilities for overcoming them;

The methods used for achieving this goal and resolving the tasks are analysis and synthesis, systemic and structural approach, induction and deduction, statistical calculations.

Keywords: agriculture, production, productivity, agrarian policy, market

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ПРОБЛЕМИ И ПЕРСПЕКТИВИ НА ПАЗАРА НА ОВЧЕ МЕСО

PROBLEMS AND FUTURE PERSPECTIVES OF THE SHEEP MARKET

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The aim of the current scientific research is to outline the existing opportunities and possible problems on the sheep market. The basic elements of this market regime have been defined by the Common Agricultural Policy (CAP) of EC.

The paper also analyzes the requirements and opportunities facing Bulgarian sheep producers and manufacturers when applying the unified classification scale (S) EUROP for sheep carcasses. A study has been conducted on the production of sheep meat in slaughter houses and on farms. The necessity for the enhancement of concrete measures for traceability on the production and trade chain has been discussed.

The conclusion indicates the unfulfilled potential for the production and market realization of quality safe sheep meat.

Keywords: sheep meat, markets, problems, quality, classification

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НЯКОИ АСПЕКТИ НА ИКОНОМИЧЕСКАТА КРИЗА В ГОРСКОТО СТОПАНСТВО
SOME ASPECTS OF ECONOMIC CRISIS IN FORESTRY IN BULGARIA

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Some aspects of economic crisis of Bulgarian forestry are presented. The main fields for actions and elements of necessity to change contemporary forest policy are pointed out.

Keywords: forest policy, economic crisis

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ВЪЗМОЖНОСТИ НА ЛЕСОТЕХНИЧЕСКИЯ УНИВЕРСИТЕТ ЗА ОБУЧЕНИЕ В ПРОФЕСИОНАЛНО
НАПРАВЛЕНИЕ ТУРИЗЪМ
OPPORTUNITIES OF UNIVERSITY OF FORESTRY FOR EDUCATION IN THE FIELD OF TOURISM

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The opportunities of University of forestry for education in the field of Tourism, in the course Alternative tourism are presented. The short analysis on the results from accreditation of education in the field of Tourism, in the course Alternative tourism in University of forestry was made. The main elements of the vision for course development and confirmation are pointed out.

Keywords: educational policy, alternative tourism

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КОНКУРЕНТНОСТ, ПРОИЗВОДИТЕЛНОСТ И ЕФЕКТИВНОСТ НА ПРОИЗВОДСТВОТО НА
ПШЕНИЦА В БЪЛГАРИЯ
COMPETITIVENESS, PRODUCTIVITY AND EFFICIENCY OF WHEAT PRODUCTION IN BULGARIA

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Wheat is a main grain crop in Bulgaria, covering more than 60 % of all areas under grains in the country. During the past years it provides nearly three-fourths of the total grain quantities intended for the national economy. In the period of transition to market economy and preparation for accession to the EU, the stipulations and results of the country's participation in the domestic and foreign trade in wheat, underwent considerable changes connected mainly with reducing the share of Bulgaria's agricultural exports, reorientation of the commodity flows and increasing the share of agricultural imports.

The object of this study is on the basis of examination of wheat production, an analysis of the competitiveness, and evaluation of socio-economic results of Bulgaria's participation in the international trade in wheat, to differentiate the possibilities for improving the country's competitive power and increasing of its market capacity.

The study is carried out in the period 2010-2011 within the project "Production and Institutional models for Sustainable and Competitive development of Bulgarian agriculture and rural areas" from the URF of the Agrarian University – Plovdiv. It consists of three stages. The first stage focuses on substantiation of the theoretical foundations of both, the competitiveness, productivity and efficiency and their realization in the process of developing of competitive power and market capacity of the agricultural production. The second stage includes an analysis of the competitiveness, level of productivity and market capacity of wheat production.

With using the matrix for political analyses an evaluation is made of the economic and social results from the implemented agrarian policy in the field of grain-production. The third stage accentuates the country's possibilities for realizing its comparative advantages through improving the competitive power and market capacity after its accession to the EU.

Data from centralized information sources and also results from independently conducted tests, interviews, evaluations and calculations are used in the study. The main information sources used in the study are: Statistical Year-books of Republic of Bulgaria, specialized issues of NIS, MAF, EC, FAO, World Bank and ECDO.

Keywords: BG wheat production, competitiveness, productivity, market capacity, EU accession

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ОСОБЕНОСТИ ПРИ ДИСТРИБУЦИЯТА НА СВИНСКО МЕСО **PECULIARITIES IN THE DISTRIBUTION OF PORK MEAT**

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Distribution channel in pork includes several players: the producer (farmer) - wholesaler (large chains) - retailers - end-users. The purpose of this study is to determine the proportion of individual participants in shaping the final price. The main research hypothesis is that in recent years the producer (farmer) lost its share at the expense of retailers and wholesalers.

The period of study covers the 2002-2009 year. Data source information was used SAPI, agricultural reports, etc..

Key words: distribution, pork, farm-gate and retail prices, supply chain

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МУЛТИФУНКЦИОНАЛНО ЗЕМЕДЕЛИЕ И НЕГОВОТО ВЛИЯНИЕ ЗА РАЗВИТИЕ НА СЕЛСКИТЕ РАЙОНИ В СЕВЕРОИЗТОЧНА БЪЛГАРИЯ **MULTIFUNCTIONAL AGRICULTURAL AND ITS IMPACT ON RURAL DEVELOPMENT IN NORTH EASTERN BULGARIA**

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The multifunctional agriculture is a joint production of commodities and non-commodities by the agricultural sector. In the European Union, the multifunctional land use and its impact of the rural development is a central principle to legitimate further support of agriculture. In Bulgaria, this concept is indirectly included in the Programme for Rural Development (2007-2013) and next program for supporting Bulgarian agricultural producers (2013-2020). The aim of the paper is to show the role of the multifunctional land use in different agricultural producers' practices and their impact on the impact on the rural development in North Eastern Bulgaria. To reach this aim, first, the legal status of the term of multifunctionality will be discussed, then different multifunctional activities in North Eastern Bulgarian agricultural producers will be shortly analyzed, and finally, the results of the field study (2010) will be presented. The paper concludes that role of implementing multifunctional activities in Bulgarian agriculture contributes to sustainable development of the rural areas. It creates opportunity for more stable rural development by reducing poverty and providing nutrition for population. In addition, multifunctionality of agriculture can stabilize the social life and protects the environment in the study region.

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МЕТОДИЧЕСКИ ПРОБЛЕМИ ПРИ ОЦЕНКАТА НА РЕСУРСНИЯ ПОТЕНЦИАЛ НА СЕЛСКИТЕ
РАЙОНИ

METHODOLOGICAL PROBLEMS IN RESOURCE POTENTIAL ASSESMENT OF RURAL AREAS

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In accordance with the priorities of the CAP and the National Program for Rural Development, significant financial resources exist, intended to support and stabilize the rural areas. However, this can be achieved only if the available funds are directed towards the development of activities corresponding to the specifics of the region.

Development of adequate, relevant and workable strategy for rural development requires first to make a precise assessment of resource potential of the region and on this basis to identify opportunities and priorities and to structure the relevant strategy.

The purpose of this article is to offer a methodology for resource potential assessment of rural areas, based on the analysis of implemented approaches for evaluation of the main groups of resources.

The assessment of resource potential is a serious challenge from the positions of the information security process and in terms of choosing the appropriate methodology. Various literary sources attest to the diversity and imperfection in applied approaches. Additional difficulties create also the need to take account of the characteristics of rural areas as a specific socio-economic system. The major areas of concern are outlined and suggestions for their overcoming or minimizing are made.

Keywords: natural resources, produced resources, intangible resources, assessment approaches

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ВЪЗМОЖНОСТИ ЗА УСТОЙЧИВО РАЗВИТИЕ НА СЕЛСКИТЕ РАЙОНИ ЧРЕЗ БИОЛОГИЧНО
ЗЕМЕДЕЛИЕ

PERSPECTIVES FOR SUSTAINABLE RURAL DEVELOPMENT WITHIN ORGANIC FARMING

*Ch. Assist. Prof. Yuliya Dzhabarova, PhD,
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The paper presents a discussion on the Organic farming as a priority factor for the sustainable development of rural areas in Bulgaria. The endogenous model is proposed to be the most adequate and appropriate tool for the implementation of the sustainable approach within its integrated factors: economical, ecological and social, contributed to the rural areas. A more intense and closer exchange of experts at different levels is highly required in order to support the further agricultural and rural development within Organic farming. This aim could be achieved by enhancing the relations between the actors in the organic chain, complying with the local features.

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ОПРЕДЕЛЯНЕ ГРАНИЧНИ НИВА НА ЕФЕКТИВНОСТ ПРИ ДИВЕРСИФИЦИРАНИ АГРАРНИ
ПРОИЗВОДСТВА ЧРЕЗ МОДЕЛИРАНЕ

DETERMINING BOUNDARY LEVELS OF EFFECTIVENESS IN DIVERSIFIED AGRICULTURAL PRODUCTIONS BY MEANS OF MODELING

*Ch. Assist. Prof. Desislava Ivanova, PhD,
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This article has the aim to estimate the diversification in agriculture based on criterion: determining of boundary level of effective diversification on the basis of number of activities

and duration of work in the enterprise. This paper refines the Berger and Ofek (1995) methodology by adapting it to the conditions of the agricultural production in Bulgaria. The difference is in the selection of the factors and the final economic result. Production diversification is not always a precondition for increasing efficiency, but it is a possibility for expanding the scope of business to a specific border level of number of activities in order to redistribute the risk. Basic production factors influencing income from sales in diversified companies arranged according to the number of activities are included in the models. Strong factor influences are available, which is a sufficient reason to claim that the factor side of the models includes important structure-defined elements of costs predetermining the level of the dependent variable in the different groups of diversified productions.

Keywords: production diversification, linear modeling, production factors

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ВЛИЯНИЕ НА ФИНАНСОВАТА ПОДКРЕПА ВЪРХУ СТОПАНСТВОТА ОТ МЛЕЧНОТО
ГОВЕДОВЪДСТВО

THE IMPACT OF FINANCIAL SUPPORT EXERTED ON DAIRY CATTLE FARMING

*Ch. Assist. Prof. Konstantin Stankov, Assoc. Prof. Nanyo Nanev, PhD
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The Product Support Estimation indicator (PSE) is used to determine the extent of financial support – equivalent to a grant to the producer. The size and extent of financial support to a single dairy cattle farm is calculated using the methods of the Organization for Economic Cooperation and Development (OECD).

The following indicators are being used:

- The amount of general support;
- The amount of support per unit of output;
- The percentage of financial support.

Measures to improve the funding mechanisms of dairy cattle farming in the country are suggested, based on these indicators. The levels of minimum financial assistance for various types of cattle farms are justified, including small, medium and large cattle farms in areas with disadvantaged conditions.

Keywords: dairy cattle , financial assistance, grants, financial mechanism

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КОНКУРЕНТНОСТ И АДАПТИВНОСТ НА ЖИВОТНОВЪДСТВОТО В ОБЛАСТ СТАРА ЗАГОРА
КЪМ ЕВРОПЕЙСКИЯ ПАЗАР

**COMPETITIVENESS AND ADAPTABILITY TO THE EUROPEAN MARKET OF THE STOCK BREEDING
BRANCH IN STARA ZAGORA DISTRICT**

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Agriculture and livestock breeding is a branch, which determines the economic structure of Stara Zagora district. In the last years the stock breeding in the district has marked progress, and the product quality has been improved and stabilized in quantitative aspect.

There are milk and meat processing companies, situated in Stara Zagora district, which work for the European market. The purpose of this paper is to investigate the competitiveness and adaptability to the European market of the stock-breeding branch in Stara Zagora district.

In order to achieve this goal, the following tasks have to be solved:

- to analyze the condition of the stock-breeding branch in Stara Zagora district;
- to examine the trends in the development of the stock-breeding branch;
- to analyze the possibilities for sale of the animal products on the European market.

The following methods are applied in order to achieve this goal and to solve the tasks: analysis and synthesis; a systematic approach; a structural approach; statistical methods, etc.

Keywords: competitiveness, stock breeding, market, quality

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ИНСТИТУЦИОНАЛНИ ФАКТОРИ ВЪЗДЕЙСТВАЩИ ВЪРХУ ТРАНЗАКЦИОННИТЕ РАЗХОДИ В
КОНТРАКТИТЕ СЪС ЗЕМЕДЕЛСКИ ЗЕМИ

INSTITUTIONAL FACTORS DETERMINING OF THE TRANSACTION COSTS IN THE LAND CONTRACTS

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The main objective of the study is to show the institutional factors in land contracts. The factors are classified into five groups. The information is collected from both primary and secondary sources, based of fifty deals, made in Plovdiv region. For the purposes of the analysis, the process is described legally, but later was modeled statistically using a multiple linear regression. The study draws following conclusions. The land market contracts in the country, determine statistically significant relationship between education rules serving agricultural contracts, transactions for movement, failure and document, the time contract on the hand and transaction cost on other.

Keywords: lend contract, transaction costs, institutional factors

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РЕСУРЧНА ОСИГУРЕНОСТ НА АГРАРНОТО ПРОИЗВОДСТВО В ЮЖЕН ЦЕНТРАЛЕН РАЙОН
НА БЪЛГАРИЯ

RESOURCE CERTAINLI OF AGRICULTURAL PRODUCTION IN SOUTH CENTRAL REGION OF BULGARIA

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The goal of this elaboration is to bring the tendencies in certainty of labor, land and funds of the agricultural production in the South Central Region (SCR) of Bulgaria. Object of this research are the social-economical results of agricultural production in SCR during the period between 2000–2008. In this research are used: statistical and economically-mathematical methods, inquiry survey, analysis and synthesis. In 2000 the utilized farming area in SCR is 16,2% of the aggregate for the country and it diminishes reaching 15,2% in 2008. The lack of interest leads to the averseness of farmers in the region to cultivate part of the land. During the analyzed period the acquired durable material assets 4 times in SCR. The work load in agriculture in SCR for the period varies round 16,5% of all working in the region and there is a tendency to go down. In agriculture the bigger portion of the working load are male between the ages of 55–64 with low qualification and with no secondary education. The resource certainty in the region is good in quantitative bearing but the quality of funds and labor resources is low. The resources of the region are not rationally utilized due to a variety of economic reasons.

Keywords: gross domestic product, gross value added, land, funds, labor resources, structure of agricultural production

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ФАКТОРИ ЗА ИКОНОМИЧЕСКА ЖИЗНЕНОСТ НА БЪЛГАРСКИТЕ МЛЕЧНО-ГОВЕДОВЪДНИ
СТОПАНСТВА В ПРОЦЕС НА АДАПТАЦИЯ КЪМ ЕВРОПЕЙСКАТА ОБЩА
СЕЛКОСТОПАНСКА ПОЛИТИКА

FACTORS INFLUENCING THE ECONOMIC VIABILITY OF BULGARIAN DAIRY FARMS IN THE COURSE OF ADAPTATION TO THE EUROPEAN COMMON AGRICULTURAL POLICY

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The common agricultural policy is very important and yet one of the most dynamic European policies. In its long history, it has been constantly updating to reflect changes in production,

market, ecological and social environment. In the first four years of EU membership, Bulgarian dairy farmers have not benefited enough from the common policy. The negative trends in reduction of milk producers and cow numbers from the pre-accession years continue, which coupled with low milk yields of the dairy cattle are signs of weak economic viability and sustainability of the sector. The aim of this study is by investigating the main factors for economic viability of dairy farms in Bulgaria, to look for future policy options to improve the overall performance of the sector during the next planning period 2014–2020.

Keywords: sustainability, economic viability, diversification, multifunctional agriculture

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ВЪЗМОЖНОСТИ И ПРОБЛЕМИ ЗА РАЗВИТИЕ НА ЕКОТУРИЗМА НА ТЕРИТОРИЯТА НА
ЛЕСОПАРК „РОДОПИ”
**OPPORTUNITIES AND PROBLEMS OF ECOTOURISM DEVELOPMENT WITHIN THE FOREST PARK
“RODOPI”**

*Ch. Assist. Prof. Krasimir Alexandrov,
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Ecotourism is recognized as an important tool for economic development. It encourages the development of small and medium-sized businesses related to the values and beauty of wildlife and lead to reduction of the adverse impacts on natural attractions and resources.

The purpose of this article is to identify preventive and permanent activities for the environment components protection within the forest park “Rodopi”, based on analysis of economic and natural preconditions and assessment of possible eco-problems.

Forest park “Rodopi” is situated in the southern part of Kuklen municipality, Plovdiv region, and covers an area of 2300 ha. The potential of this area is significant. Its bed space capabilities surpass 5000, according to made in the past feasible studies. The nature of the terrain, natural resources, biodiversity, territorial and spatial location of the park suggest the development of tourism.

The existing natural and economic preconditions of the park provide a serious competitive advantage in achieving sustainable development through ecotourism and raise issues for planning its preservation.

Keywords: economic preconditions, natural preconditions, eco-problems, preventive activities, permanent activities.

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ПОДХОДИ ПРИ ОТЧИТАНЕ НА ЩЕТИТЕ НАНЕСЕНИ ОТ ПРИРОДНИ БЕДСТВИЯ В
РАСТЕНИЕВЪДСТВОТО
APPROACHES TAKING INTO ACCOUNT THE DAMAGE CAUSED BY NATURAL DISASTERS IN PLANT

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In agriculture, each year in different regions of the country occurring natural disasters that cause damage. The most common of which are plant frost, hail and floods.

Considering the cost of operating activities are two possible approaches that differentiation actual costs, which form the cost of the finished product. Indicated are two options under which determines the impact on economic performance of damage to a specific site in agricultural cooperative "Unity" in the village Kostievo municipality Plovdiv.

**INSTITUTIONAL PROBLEMS OF SMALL FARMERS APPLYING FOR ASSISTANCE UNDER THE RURAL
DEVELOPMENT PROGRAM 2007 – 2013**

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Small farms represent about 95% of all farms in the country. They employ almost 90% of the workforce in agriculture and therefore are a key factor for sustainable rural development. There are a number of measures aimed at small farms in European and national schemes for agricultural support. The practice shows that small farmers' participation in the existing aid programs is not sufficient, and EU structural funds rarely reach the potential beneficiaries. The purpose of this article is, following the analysis of opportunities and results achieved by applying various support measures for farmers, to propose alternatives for future development. This aim is achieved by: first, the opportunity for small farmers to apply for support to the Rural Development Program 2007 - 2013 r. are assessed; second, restrictions impeding their participation in support schemes are defined; third, reactions of the small farmers to these restrictions are analyzed; and finally, alternatives for changing the measures' design considering the specifics of small farmers are proposed.

Keywords: structural funds, sustainability, rural development, small farms

РЕГИОНАЛНИ ОСОБЕНОСТИ НА БЪЛГАРСКОТО ПЧЕЛАРСТВО
REGIONAL CHARACTERISTICS OF BULGARIAN APICULTURE

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The apiculture have a small share in the total agricultural product of Bulgaria, but its' role for development of the sector is growing. This have been influenced by two main characteristics of the branch – its' possibility to help for crop-dusting, and generating of additional incomes for the people from rural areas. During the last two decades development of beekeeping in the main agrarian regions of the country is not evenly spread. The sustainable and competitive development of the apiculture is a result of a row of economical, sociological and institutional factors.

The main goal of the study is, based on an analysis of the common condition and regional characteristics of the apiculture, to prove that there are possibilities for creating an appropriate institutional environment for sustainable and competitive development of the sector on the integrated European market.

The investigation is implemented from May 2010 to April 2011 in the framework of the student research group of the department of economics at Agricultural university of Plovdiv and includes tree main stages.

During the first stage, common conditions of apiculture in the country have been analyzed. The main ingredients of the natural, economical and institutional environment influencing its productivity and competitiveness are examined. The regional characteristics of beekeeping are investigated in the second stage. The analysis is concentrated on the influence of the social changes during the period of transition. The third stage is connected with a study of the main factor, that forms the production potential of apiculture in each region. The need for institutional support in the framework of the European programs for rural development is explained.

Both, centralized and own sources of information are used. The results from the application of the National program of apiculture are used so different measures for institutional support can be offered, for each region.

Keywords: Bulgaria, regional development, apiculture, productivity, competitiveness

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ИЗСЛЕДВАНЕ И АНАЛИЗ НА ВЪЗДЕЙСТВИЕТО ПРСР ВЪРХУ РАЗВИТИЕТО НА СЕЛСКИТЕ
РАЙОНИ

**EXAMINATION AND ANALYSIS ABOUT EFFECT OF RURAL DEVELOPMENT AREAS PROGRAM ON
DEVELOPMENT OF RURAL AREAS**

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The object of present elaboration is to be research and analyze effect of Measure 311 and Measure 312 of Rural Development Areas Program /RDAP/ and to be valuate effect of the program upon development of rural areas by way of example of Region Stara Zagora. At the territory of region Stara Zagora for the period 2007-2010 are accepted 16 projects in measure 311 " Diversity into no agricultural activities" and 62 projects in measure 312 "Support for establishment and development of micro firms". Thanks to these two measures are created opportunities for economic development of rural areas. The investments to some extent decrease unemployment and stimulate economic activity. Although positive effect of the program, there are some failings like too big threshold of personal share in investment, which restrict the count of potential candidates. The methods which are used are observation, statistical analysis, research and analysis of documentation, expert valuation and many others.

Keywords: rural areas, development, perspectives

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SWOT - АНАЛИЗ НА ЛОЗАРО – ВИНАРСКИЯ СЕКТОР
SWOT - ANALYSIS OF WINE SECTOR

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Dynamic changes in the modern world set to the wine sector solving problems of different nature. On one side are the principles of sustainable development - including economic efficiency, environmental standards and social responsibility, and on the other side - the challenges of global trade liberalization, competition of the countries of the so-called. New world and the global economic crisis. These and other determinants require finding solutions of industry development in both the EU and in Bulgaria.

The aim of the study is to assess the current state of wine and to reveal its potential development opportunities in terms of membership in the EU.

The main methods used are SWOT and PEST analysis, addressing the factor conditions of competitiveness of the sector, the characteristics of supply and demand, integration degree with other economic sectors.

Keywords: competitiveness, potential opportunities, threats, SWOT, PEST

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СРАВНИТЕЛНИ ПРЕДИМСТВА И КОНКУРЕНТНИ СПОСОБНОСТИ НА ОВОЩАРСТВОТО В
ПЛОВДИВСКА ОБЛАСТ

**COMPARATIVE ADVANTAGES AND COMPETITIVE ABILITY OF FRUIT GROWING IN PLOVDIV
REGION**

*Student Borislava Kostova,
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The agricultural sector has undergone major changes arising from reforms and the impact of the market capacity determinants of agricultural products. The fruit growing sub-sector was also affected form the changes.

The purpose of this study is to assess the competitive capabilities of the sub-sector after the country's membership in the European Union on the basis of the analysis of the general condition

of the fruit growing in Plovdiv region.

The study covers a relatively long period of twenty-six years. Period from 1985 to 2010 is analyzed, covering the main stages of transformation of the agricultural sector. Each of them is characterized by specific socio-economic conditions which affect the overall performance and competitive ability of fruit growing in the region.

The comparative advantages, level of competition and changes in market capacity were assessed using indicators: comparative index of the commercial advantages, assessment of the share per unit domestic product, assessment of the production factors impact and distribution of production in the country and beyond.

Possibilities to realize the comparative advantages of fruit and to increase the market capacity is associated with the creation of new plantations, modernization and attract young people into the sector. Important factors for these are resource provision and the successful implementation of agricultural sector's development programs and support.

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КОНКУРЕНТОСПОСОБНОСТ НА ЗЕЛЕНЧУКОПРОИЗВОДСТВОТО В ОБЛАСТ ПЛОВДИВ COMPETITIVENESS OF VEGETABLES IN PLOVDIV REGION

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Bulgaria is defined as "vegetable garden" in literature. For years, a significant proportion of agricultural export of the country is made up of vegetable production. Significant changes with the transition to a market economy are occurred in the economic performance, hat have severe negative impact on the sector.

The aim of this paper is to identify competitiveness of the sector by studying the status of the total production of vegetables in Plovdiv region.

Two indexes are reviewed and analyzed to realize the set goal: comparative advantages of the sector in the period 1985-2010 and market capacity, based on recent years. The indexes of export and import are determined for the analysis of comparative advantages. The rates of export, import and domestic demand are used for the market capacity analysis. The conclusions about competitiveness of vegetable sector are drawn based on these indicators.

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БИОПРОДУКТИ В БЪЛГАРИЯ - ПРОБЛЕМИ И ТЕНДЕНЦИИ BIOPRODUCTS IN BULGARIA-PROBLEMS AND TRENDS

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The concept "bioproduct" is used to denote a product intended for consumption and produced by applying a biological method (no preservatives, improvers, genetically modified organisms). Bioproducts are divided into two big groups: foods and not foods. Foods are of plant or animal origin and no synthetic fertilizers, pesticides, hormones, growth regulators are used for their production.

The production of bioproducts in Bulgaria faces numerous problems of legislative, objective and subjective character.

The import of bioproducts from other European countries and the distribution of a lot of fake goods with the brand "Bio" and "Eco" force the producers of bio products in Bulgaria to seek markets outside the borders of the mother country.

Another main problem is the lack of subsidies – European and government in favor of this producers, and the small quantity of ecologically clean areas – just 3% of the territory of this country.

In Bulgaria the development of biological agriculture relies mainly on small-scale producers, but large and medium-scale producers should also be included.

The development of biological agriculture should be directed to a positive direction. In this

sense, we recommend the application of the following stimulating measures:

- Increased investment in the field of bioproduction and utilization of the funds from European programs;
- Qualification of managers and working force in this field;
- Finding proper motivation for agriculture producers who have business plan in the field of business agriculture;
- Creating favorable and taxation regime for bioproducers;
- Increase of control on biological products.

Keywords: Bioproduct Foods, Not foods Brand, Bio and Еко Био и Еко; Biological agriculture- Bioproduction Agricultural producers Biological products

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ИЗИСКВАНИЯ НА ЕВРОПЕЙСКИЯ СЪЮЗ КЪМ ПРОИЗВОДСТВОТО НА ПЛОДОВЕ И
ЗЕЛЕНЧУЦИ

REQUIREMENTS OF THE EUROPEAN UNION FOR PRODUCTION OF FRUIT AND VEGETABLES

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Quality is directly dependent on the material and technical base of production, the level of technology, organization, material-technical supply and marketing. Raising the quality of production is complex and multifaceted process of great importance to production efficiency.

Promoting technical progress and determine new content to the problem of production quality. He became an economic problem, which reflect the efficiency and competitiveness of production in the international market.

In terms of market structures, Bulgaria needs to further change their agricultural policies to meet the common agricultural policy. This means that basic standards, product certification and metrological parameters must be at European level.

Keywords: quality, standards, qualitative indices, requirements of EC

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КАНАЛИ ЗА РЕАЛИЗАЦИЯ НА ПЛОДОВЕ И ЗЕЛЕНЧУЦИ В БЪЛГАРИЯ
CHANNELS FOR REALISATION OF FRUIT AND VEGETABLES IN BULGARIA

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Primary object on this current development is to indicate channels for realisation of fruit and vegetables in Bulgaria; to look at partners in the process of the production and realisation; the types channels for the realisation and theirs particularity as to make some conclusions for the building it.

Keyword: marketing, distribution, channel of distribution, channel relationships, markets



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