



Возможные пути капитализации производства ореховых культур

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НАЦИОНАЛЬНАЯ КОНФЕРЕНЦИЯ
«Орехи Молдовы: эффективность производства и
маркетинга»

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Conținut

- **Introducerea**
- **Date de bază despre producerea, export, import**
- **Structura lanțului valoric**
- **Oportunități pentru sporirea lanțului valoric**
 - **Produse cu valoare adăugată**
 - **Promovarea turistică și culinară**
 - **Diversificarea canalelor de marketing**
 - **Diversificarea geografică**
 - **Asocierea și coordonarea sectorului**

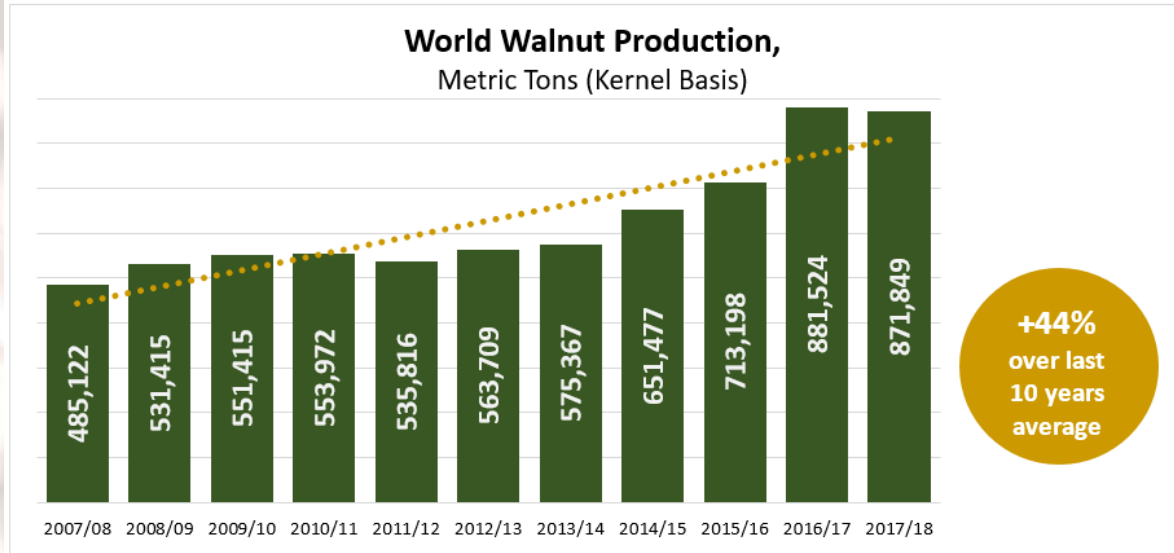


Figure 7 - World walnut production 2007-2017
(Source: INC 2018)

World Production

| | 2012/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 |
|-----------------------|---------|---------|---------|---------|---------|
| China | 307,692 | 333,333 | 384,615 | 427,350 | 452,991 |
| United States | 192,680 | 190,741 | 221,369 | 233,774 | 259,750 |
| European Union | 47,009 | 47,009 | 46,111 | 49,573 | 48,291 |
| Ukraine | 41,427 | 49,483 | 43,906 | 49,179 | 44,872 |
| Chile | 22,650 | 25,641 | 34,886 | 34,188 | 42,735 |
| Turkey | 36,325 | 32,051 | 17,094 | 25,641 | 26,923 |
| Moldova | 9,701 | 9,872 | 13,675 | 12,821 | 13,462 |
| Other | 18,932 | 21,667 | 18,590 | 18,590 | 16,667 |
| Total | 676,415 | 709,797 | 780,247 | 851,115 | 905,690 |

Figure 7 - World walnut production 2007-2017
(Source: INC 2018)

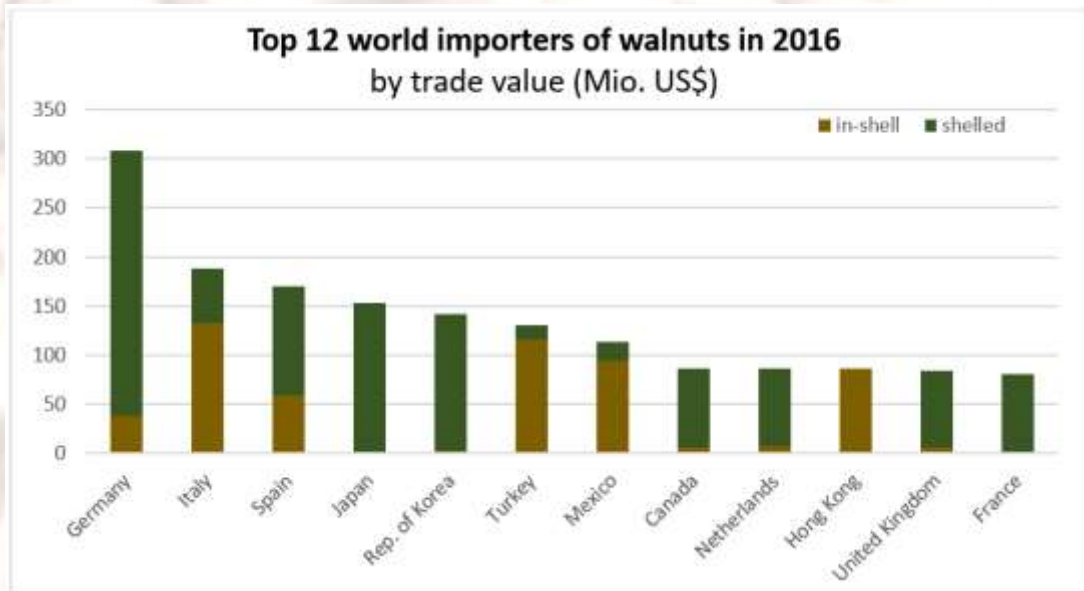


Figure 9 - Top 12 world importers of walnuts in 2016.
 (Source: own representation based on UN Comtrade Database, 2017)

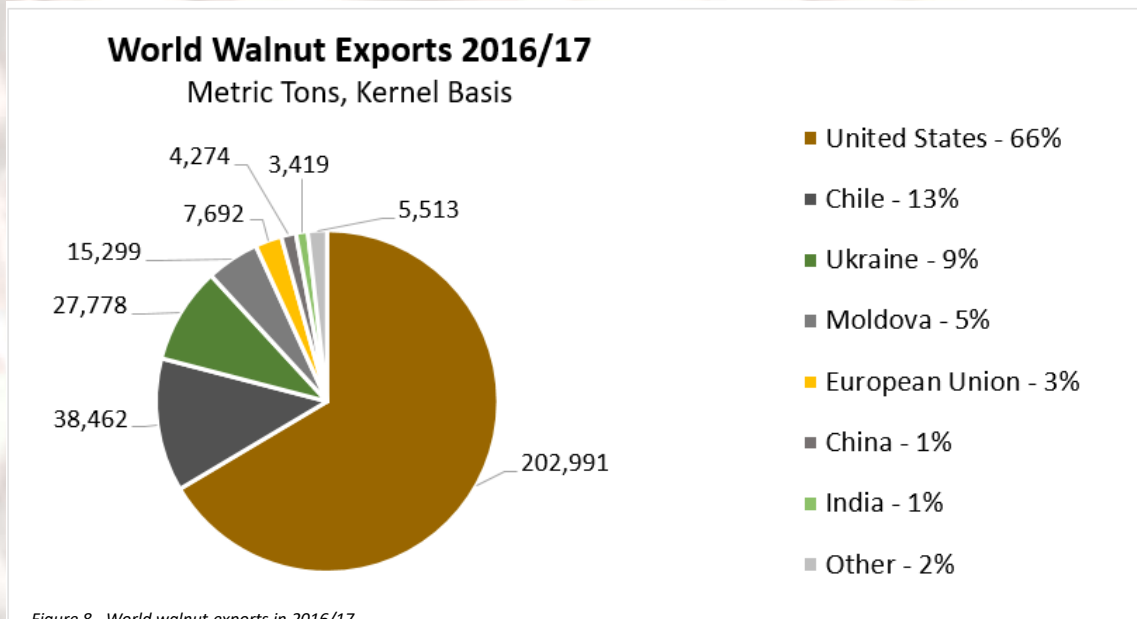


Figure 8 - World walnut exports in 2016/17
 (Source: USDA 2017)

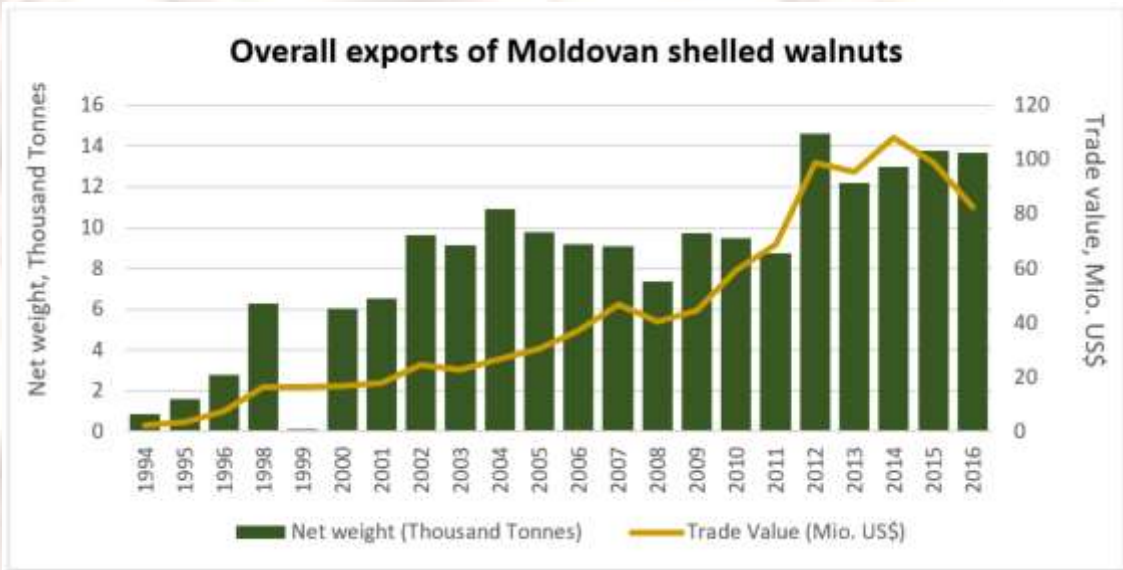


Figure 11 - Overall exports of Moldovan shelled walnuts 1994-2016
 (Source: Own representation based on UN Comtrade, 2017)

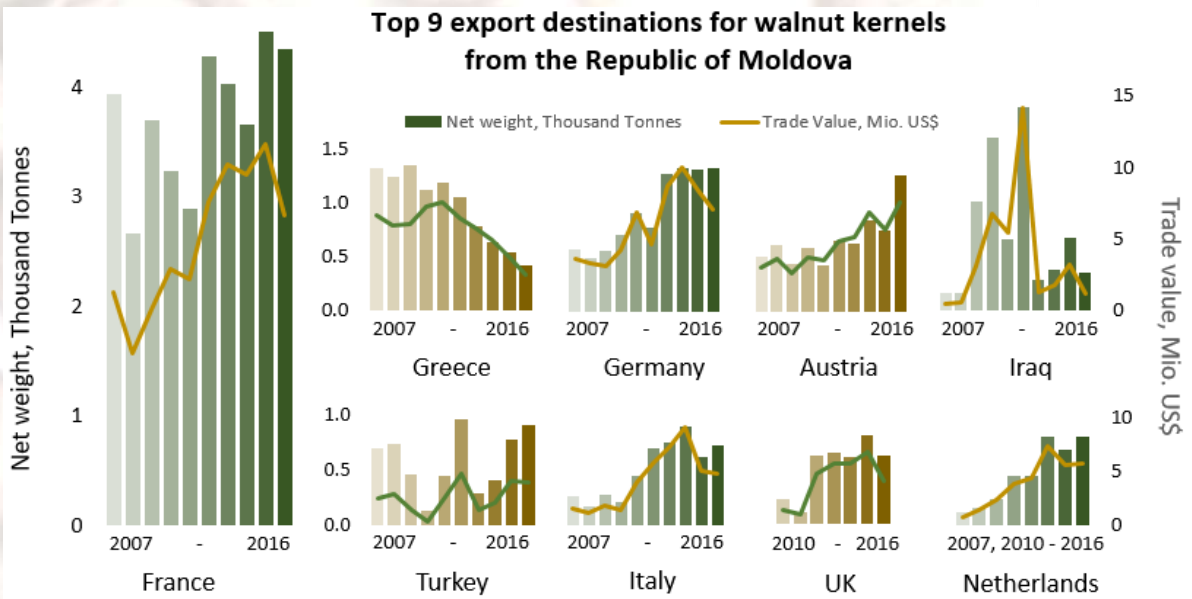
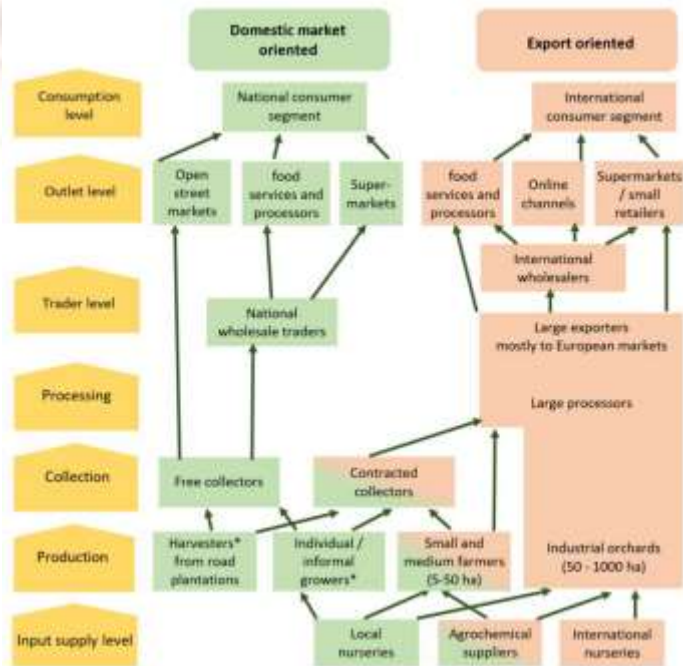


Figure 13 - Top 9 export destinations for walnut kernels from Moldova
 (Source: own representation based on UN Comtrade 2017)

Map of the Moldovan Walnut Value Chain



Price Formation Steps

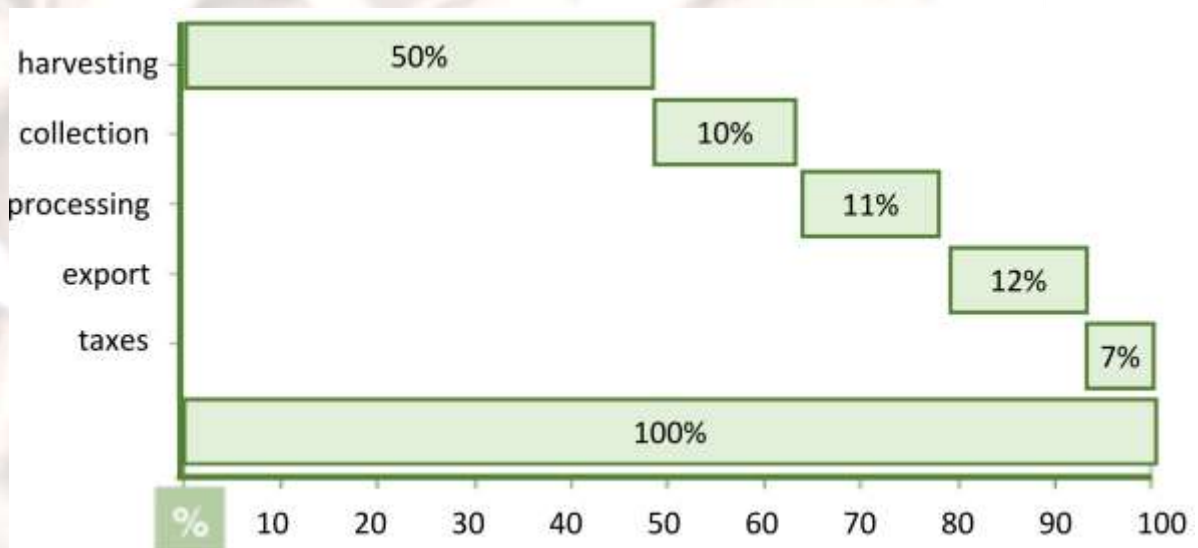


Figure 17 - Steps in price formation along the value chain
(Source: Updated and adapted based on Brinza, 2009)

Interest/power grid

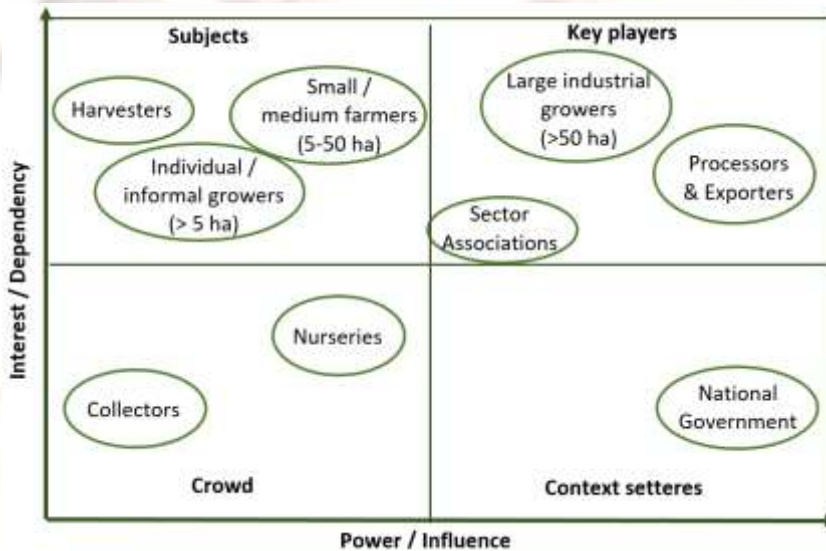


Figure 18 - Interest/Power grid featuring key stakeholders of the walnut Value Chain
(Source: own conclusions, based on the research)

Sporirea lanțului valoric

- Certificare ecologică și „fair“



EU organic label



Moldova organic label



International Fairtrade mark



GUARANTEED FAIR TRADE
WFTO label



Fair for life label
by ECOCERT

Moldovan Organic Walnuts in German Retail Market



150 g – 2,95€
19,70 €/kg



150 g – 2,99€
19,93 €/kg



300 g – 6,95 €
23,17 €/kg



150 g – 4,69 €
31,30 €/kg



100 g – 3,49 €
34,90 €/kg

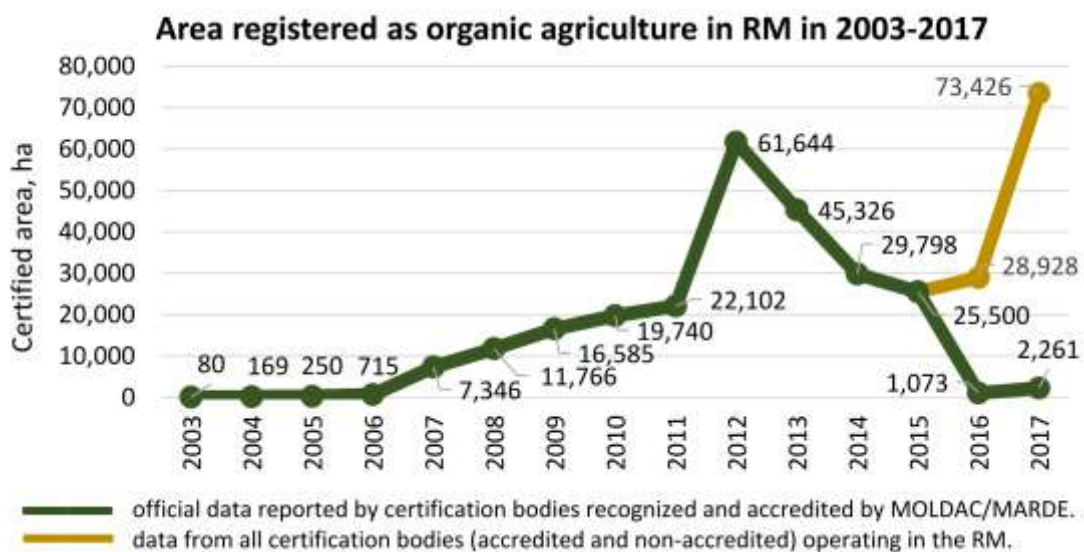


Figure 14 - Area registered as organic agriculture in the Republic of Moldova
(Source: MARDE 2017)

Certificarea ecologică

- Info despre certificare
- Calcule diferența de preț

Produse cu valoare adăugată



Churchkhella
(Source: EcoVisio)



Walnut oil
(CC-BY 4.0 torange.biz)



Walnut oil
Source: Schalk Mühle)



Unt / spread din nuci
(Source: planetorganic.com)



Amescte de nuci și fructe uscate
(Source: rossman.de)



Lapte de nuci
(Source: Walmart)

Sporirea lanțului valoric

- Oportunități turistice
- Promovarea culinară



Festivaluri și evenimente publice dedicate nucilor.
(Source: CyprusScene.com)



Muzeu de nuci în Franța – Le Grand Sechoir.
(CC-BY 4.0 torange.biz)



Recete culinare neordinare cu nuci.
(Source: californiawalnuts.uk)

Îmbunătățire managementului fîșiiilor existente

- XXXXX - exemple



Typical road walnut alley
(Source: bhagavad.livejournal.com)

Diversificarea geografică

- India (XXXXX – mai multe detalii)
- China (XXXXX – mai multe detalii)
- Alte grupuri țintă în cadrul țărilor UE
 - e.g. grupuri etnice cu consum sporit al nucilor

Diversificarea canalelor de marketing



Colaborarea cu magazine online

(Source: nusskauf.de)



Vinzări directe la grupuri de consumatori

Community Supported Agriculture

Source: GMO Awareness

Diversificarea canalelor de marketing



Dispatch of orders

(Source: www.eco-village-walnuts.org)



MADE IN MOLDOVA

WWW.ECO-VILLAGE-WALNUTS.ORG

Logo of Eco-village Walnuts

(Source: www.eco-village-walnuts.org)



Farmers of Eco-village Walnuts

(Source: www.eco-village-walnuts.org)

Îmbunătățirea coordonării în cadrul lanțului valoric

- Coordonarea orizontală între producători mici
- Coordonarea generală a sectorului pentru sporirea imaginii



Sector brand logo for California Walnuts



Logo of UAPCN



National brand logo of the "Wine of Moldova"



National logo for Chilean Walnuts



MOVCA, MD

Logo of the Moldova Organic Value Chain Alliance

Lecții învățate de la

- Concluzie 1
- Concluzie 2
- Concluzie 3
- Concluzie 4
- Concluzie 5
- Concluzie 6



Sector brand logo for California Walnuts



National logo for Chilean Walnuts

Mulțumesc pentru atenție!

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