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## The Wine Traceability in Romania

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The issue of agro-food chain is a topic of a large interest in research field, university curricula, symposiums and conferences' debates. The chain's components took into consideration are: agriculture, public policy for wine sector, processing industry, market, performance assessment, internal and external trade, and the relationship between Romania, European Union and "New World Wine" concerning the trade with wine. We conclude our study with SWOT analyze.

There is presented and implemented a model of profit maximization in the chain, underling the importance of integration (horizontal and vertical) and its contribution in achieving higher performance in the chain. Also, the agro-food system is detailed presented from the point of view of its integration into the European Union agro-food system. Therefore, we focus our study on Romanian efforts to harmonize its rules and legislation to European Union one, trying to defined the wine traceability.

In Romania, wine supply on the market is varied in terms of assortment. There are over 400 types of wine, depending on qualitative characteristics, composition, and technology used, classified as follows: 11 types of table wines, 42 types of superior quality wines, 118 types of superior quality wines with origin denomination, 231 types of superior quality wines with origin denomination and stages of quality (Association of Wine Producers and Exporters, 2008).

Wine production is supplemented with imports in order to achieve the total supply necessary to satisfy the internal consumption. But the quantities imported are too low in the whole supply.

*External trade.* Romania's balance trade for wine is negative. Romania exports over 7.5% of the whole production of wine, but is importing more than 1 million hectoliters of wine, especially bulk wine. The main export destinations are Republic of Moldova, Great Britain, Germany, Japan, and United States of America.

The imports coming from France, Italy, Spain and California are usually designated to satisfy the needs of consumers with high levels of income. Those coming from new world countries Australia, New Zealand, Chile and South Africa as well, make strong competition to internal supply of wines for the same assortments. Still, Romania has domestic varieties very much appreciated by the consumers. Those varieties (Francusa, Feteasca, Babeasca, Tamaioasa) have no external competitions and are exported successfully on the world market.