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KEYWORDS: the logistic efficiency of meat and meat products , agri-food supply chain, livestock, production capacity, meat processing, strategy development, sustainability, consumers, food waste, food security, food safety, methods, tools and coefficients of performance measuring.

SUMMARY

The thesis analyzes the role of purchasing and marketing chain in creating a useful effect for the end beneficiary, the consumer, as well as the importance of logistic support for the fulfillment of this role. The logistic activities and operations can create added value, advantages in competitiveness and better and cheaper outcome of the purchasing and marketing chain. Beside exploring and presenting the structure, the influence factors, the purchasing and marketing food chain management and its logistics, there are present synthetic and analytical quantifying coefficients of logistic activities and operations and possible development and improvement strategies for purchasing and marketing food chain. Through the comparison between the traditional logistic chain and the sustainable one, it is underlined the importance of good waste management. Through logic reasoning or by clear examples, the following thesis describes methods, instruments and strategies for increasing the logistic efficiency of food products in general and meat products in particular.

The first case study, through the questionnaire, but also through the Focus Group meetings with people specialized in this domain, presents sustainable activities and processes in the animal production flow for slaughtering, their influence factors and objectives. The second case study presents the analysis by SCOR model of the purchasing and marketing chain in a meat processing factory, as well as my own proposals for increased efficiency of the entire chain. These proposals concern strategic planning in purchasing, increased performance of logistics in the production capacity, better financial results and increased output per man-shift.

For the strategic planning for purchasing, beside the recommended instrument, the research method also included structured interviews, using as investigation method “the mini-group”, which is specific for good exploratory research, with the purpose of identifying the critical elements in the relation with the strategic suppliers.