

Aspects of the demand – offer report from the perspective of the food quality and security assurance

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Abstract. Monitorization of the main aspects of the food and nutritional act from the perspective of food equilibrium and security represent the condition of the population health status and well fare.

The adequate structuration of the offer using agricultural-food policies together with the final consumer's information and education by nutritional policies remain the basing elements to create premises for a reconsideration of the balanced alimentation importance, both at the individual level and at the whole society level. The adjustment of the offer to the demand, bases in a great measure on the knowledge of suppliers concerning the population food-nutritional needs but also on the efficiency and competitiveness criteria. Theoretically, exists un equilibrium point between offer and demand, but practically it can't be touched. A food products free market means oscillation between penury and plenty.

The study aims to study the main aspects of the demand in relation with the offer on the food market from the food security point of view.

Keywords: demand, offer, quality, food, security.
