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Romanian farmers believe in the European Union, according to a study made by Future Marketing

Romania's entrance in the European Union has a positive efect for the agriculture but Romanian farmers consider that authorities do not take measures to protect them in the competition from the Union.

Bucharest, July 31st 2006: Romanian farmers consider that Romania's entrance in the European Union has a positive impact on their activity, but they consider that authorities do not take measures to protect them from competition with similar farms from the European Union.

According to a study made by Future Marketing, 78.27% from the interviewed subjects believe in the advantages brought by the European Union, while only 11.99% think that the EU will have a negative impact on their activity.

Conform unui sondaj realizat de Future Marketing, 78.27% din cei intervievati sunt increzatori in beneficiile pe care aderarea la Uniunea Europeana le-ar atrage dupa sine, in timp ce numai 11.99% sunt de parere ca aderarea va avea efecte negative asupra activitatii pe care o desfasoara.

Despite the fact that a very high percentage (84.13%) of the farmers who took part at this study would like to invest in the infrastructure, only 28.30% consider that they would easily acces European finances, while 71.70% consider that the Sapard program is hard to get to. Over half of the interviewed farmers (55.31%) think that the authorities do not take masures to protect the local farmers in the competition with other farmers from the European Union, while 30.95% think that the activity of Romanian authorities is satisfying.



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The study was enterprised between May and June 2006 on a relevant sample of 1865 persons, 97% level of confidence.

About Future Marketing

Future Marketing started its activity in 2004 and offers specialized research and marketing consultancy services on the Romanian market.

The company has a vast experience in offering marketing consultancy services which consists in creating a strong bond with its clients and offering complete and on time research services, capable of solving efficiently all the marketing problems that can appear during their activity.

Future Marketing services consists of quality research techniques such as mystery shopping and mystery calls, but also quantitative techniques (ad-hoc industry reports, branding research).

Future Marketing has a large portfolio of clients for which implements monthly and quarterly mystery shopping programs integrated in their marketing and human resources plans. Our company is specialized in offering mystery shopping services for the banking, hospitality and retail industries and we work with the most important players on the Romanian market.