

Supply and Sale of Functional Food of Dairy Origin in the Market of Mitrovica

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Abstract

The expansion of functional food in the market of Mitrovica (Republic of Kosovo) is a very slow process and as a result this research is conducted in order to compare the supply, sale of functional products of dairy origin, such as kefir, probiotic yogurts, goat milk, for the period of three years, from 2014 until 2017. The comparison of the supply and sale of functional food was made from electronic cards for supply and sale in top three largest markets within the territory of Mitrovica.

Keywords: Supply; Sale; Functional Food of Dairy Origin; 2014-2017; Internal Market of Mitrovica (Republic of Kosovo).

1. Introduction

The milk processing technology has led to new developments and created good opportunity for the adjustment of daily diet with functional food. In addition to its good qualities, the functional food aim to approximate the limit between food and medicaments [1,2,3].

The products which are known to produce this positive effect on the health are probiotic yogurt, kefir, goat milk, which are sources of minerals, vitamins, fibres, grains, and essential nutrients that have preventive and medicinal values for many various illnesses [4,5,6]. The supply and sale of functional food in Mitrovica, Republic of Kosovo, has importance in the preservation of public health.

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From many reports it turns out that there are indicators confirming the lack of sufficient information by the distributors and markets towards the consumers; for this reason, these products cover a very small selling place in the market of Mitrovica.

2. Functional Food and Internal Market

Despite the nutritive and curing values of the functional food for the health of individuals, it is apparent that in the internal market of Mitrovica these foods are given a very small space compared to other types of food. There are different challenges which could be tackled in order to make a better investment in the expansion of functional food in the internal market.

One of the main challenges is the poor information of consumers by the suppliers, and such action was not taken seriously by various suppliers regarding functional food. The markets do not give sufficient space to the functional food because according to them the cost of maintenance and preservation of quality endangers their expiry due to their poor sale during the calendar year.

The facts indicate that the goat milk is not sufficiently present in the market and so far its sales were poor. The product kefir has entered the internal market but it is still facing challenges in its sale because the consumers are not well informed about its qualities. Probiotic yogurts have been regularly in the market but they still do not have a good coverage in relation to the good opportunities for supply.

3. Research of Supply and Sale of Functional Food of Dairy Origin in the Market of Mitrovica

Initially, the three most important business operators with largest sale have been selected. The list of functional food was identified with the products of dairy origin, such as kefir, probiotic yogurts, and goat milk, and at the end of the process the electronic cards of supply and sale were identified for the period from 2014 until 2017, with regards to the abovementioned functional products.

3.1 Supply and Sale of Functional Products in the Internal Market of Mitrovica

When the policies of managing the food products in the internal market of Mitrovica, it turns out that the market managers apply the internal rules of management.

When a product does not justify the cost of maintenance in the market it should be removed from the market depending on the type of product, and such a thing could be confirmed by the supply of goat milk, which based on the sale cards for one year, it turns out that only during January 2016 in the top three supermarkets only 30 pieces were supplied and after three months only 7 pieces were sold, which proves that the product has been suspended from the market due to the low demand for such a product.

From the supply cards it was observe that the supermarkets are supplied gradually or from time to time in small quantities and in some cases such products were even thrown away due to their expired time, which in this research was termed as difference.

The business operators (supermarkets) were supplied in the same rhythm and in small quantities for the years 2014-2017.

Table 1: Supply and Sale of Kefir Based on the Electronic Card of the Supermarkets.

Super Markets	Product	Unite	Total supply	Total sale	Difference	Years
Pieces						
1a	Kefir	Piece	1365	1139	226	2014-2017
1b	Kefir	Piece	459	333	126	2014-2017
1c.	Kefir	Piece	1132	1017	115	2014-2017
TOTAL		Pieces	1956	2489	467	2014-2017

In the first table, was presented the total supply and sale for kefir, and it can be observed that the three supermarkets had a supply of 2956 pieces, and made the sale of 2489 or 84% of pieces, and the difference results in the throwing away of 467 or 16 % of pieces which based on the sale cards there was a considerable quantity of thrown or removed products from time to time, as a result of their expiry in the sale shelves.

Table 2: Supply and Sale of Probiotic Yogurts Based on the Electronic Card of the Supermarkets.

Super Markets	Product	Unite	Total supply	Total sale	Difference	Years
Pieces						
1a	Probiotic	Piece	12493	10052	2441	2014-2017
	yoghurts					
1b	Probiotic	Piece	1276	997	279	2015-2017
	yoghurts					
1c.	Probiotic	Piece	11125	9511	1614	2014-2017
	yoghurts					
TOTAL		Pieces	24894	20560	4334	2014-2017

In second table, was presented the supply of various probiotic yogurts in the quantity of 24894 pieces which were packaged in different quantities, and it was observed that within the period of three years there was a supply of 24894 pieces and a sale of 20560 or 83% of pieces, and the difference results in the throwing away of a large quantity of 4334 or 17 % of pieces.

Table 3: Supply and Sale of Goat`s Milk Based on the Electronic Cards of the Supermarkets.

Super Markets	Product	Unite	Total supply	Total sale	Difference	Years
					Pieces	
1a	Goat`s	Piece	60	21	39	2014-2017
	Milk					
1b	Goat`s	Piece	22	10	12	2014-2017
	Milk					
1c.	Goat`s	Piece	30	14	16	2014-2017
	Milk					
TOTAL		Pieces	112	45	67	2014-2017

In third table, was presented the supply of 112 pieces and the sale of 45 or 40 % of pieces, and the difference results in the throwing away or removal of 67 or 60 % of pieces as a result of their expiry in the sale shelves.

4. Results and Discussions

Based on the electronic cards of supply and sale from the three top supermarkets in Mitrovica it is obvious that the functional food in the market is presented in very small quantities both in terms of supply and sale.

The throwing away or removal of these products in large quantities means that their sale is not part of the consumer basket. In general, the three functional foods, kefir, probiotic yogurt and goat milk are not sufficiently consumed by the consumers of Mitrovica, and based on many data it turns out that the consumers are not well informed about the their quality and role in their daily diet.

5. Conclusion

1. Distributors or supplies of functional food should make promotional campaigns related to the functional food by showing their benefits and positive effects on the health of consumers.

2. The supermarkets should create a special place for the sale of functional food and this way the organoleptic assessment will be made by the consumers themselves.

3. The supermarkets in cooperation with the suppliers should apply for the donation of functional food for a certain period of time, in order to involve as many consumers as possible and at the same time through messages to promote the importance of the functional food by increasing the market demand for the consumption of functional products of dairy origin.

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