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# USE PLANNING ANALYSIS ON AGRICULTURAL HOLDINGS ACCORDING TO THEIR PHYSICAL SIZE. CASE STUDIES

VLAD MIHAELA CRISTINA<sup>1</sup>

**Summary:** *The processes of planning of the production activity of agricultural holdings are, in fact, a number of activities to study the alternatives and choose the optimal Variant. It is conducted on the basis of the theory of planning by the manager/administrator and seeks to provide for a high efficiency of work, to develop and refine the tools, techniques and levers for the conduct of competition on the market, to reduce the uncertainty, to ensure management and control instruments in crisis situations, etc.*

**Keywords:** *the production plan, marketing plan, business plan*

## INTRODUCTION

Planning production activity is more than a mere theoretical concept, she's expressing a complex ensemble of action which aims to divert economic activity corresponding to the previously anticipated, the scientific determined under a plan.

The process of planning of the production activity of the agricultural holding is, in fact, a number of which are doing is studying alternatives and choose the optimal Variant. It is conducted on the basis of the theory of planning by the farmer and seeks to provide for a high efficiency of work, to develop and refine the tools, techniques and levers for the conduct of competition on the market, to reduce the uncertainty, to ensure management and control instruments in crisis situations, etc.

## MATERIAL AND METHOD

Analysis of the replies to the questionnaires applied in Microregion 4 (counties of Dolj, Gorj, Mehedinți, Olt and Vâlcea), Romania, depending on the type and size of holdings, it required the processing of data with SPSS program, through the Split-File so that it can generate summaries on the situation of separated 103 vegetable farms and livestock holdings 87. In this way, it was established how to use planning under the two types of holdings, but also depending on the selected physical size classes according to the classification of agricultural censuses in the counties self-realization taken as case studies. This article has been prepared for dissemination of the results of the thesis "Studies on the planning of agricultural holdings. Case studies", at the University of Agricultural Sciences and Veterinary Medicine of Bucharest.

## RESULTS AND DISCUSSION

Within the farm production sector planning plant is a current activity regardless of their size. On the other hand, the planning of production activity is only used within the holdings of 10-20 hectares and over 50 hectares. Marketing sector planning is performed in about 50% of farms with more than 50 hectares, other opts for planning production sector (Figure 1).

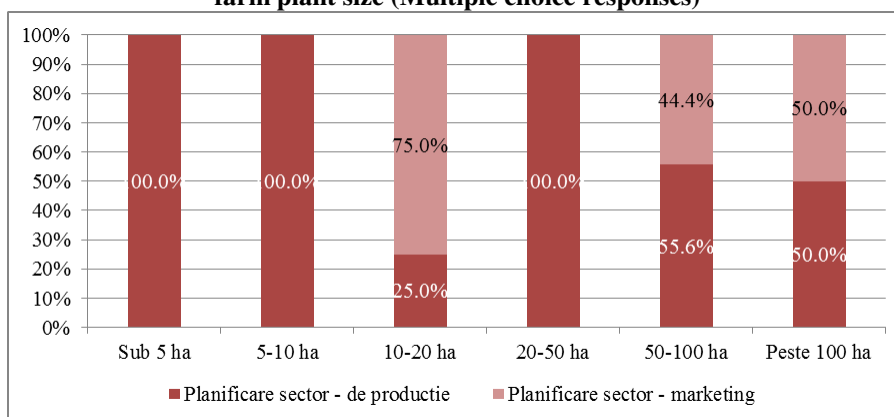
Also, most farms produce action plans, with the exception of 20.7% of individual farms (table 1).

Implementation of the action plans in writing shall be performed by all of the holdings of more than 20 hectares, and 34.5 percent of individual holdings, 68% of those with 5-10 ha and 25% of those with 10 to 20 ha (table 2).

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**Figure 1 Frequency of answers to the question "For that sector of the holding shall be determined targets?" on farm plant size (Multiple choice responses)**



Source: own-SPSS processing, sample vegetable culture-103

**Table 1 Frequency of answers to the question "for the planned objectives shall draw up a plan of action?" on the vegetable farm**

		Frequencies	Weights (Per Cent)
Under 5 ha	Yes	46	79.3
	Not	12	July 20th
	Total	58	100.0
5-10 ha	Yes	19	100.0
10-20 hectares	Yes	4	100.0
20-50 ha	Yes	9	100.0
50-100 ha	Yes	5	100.0
Over 100 ha	Yes	8	100.0

Source: own-SPSS processing Note: sample crop culture-103

**Table 2 frequency of answers to the question "will implement the action plan in written form? (business plans/budgets/etc) "on the vegetable farm**

		Frequencies	Weights (Per Cent)
Under 5 ha	Yes	20	34.5
	Not	38	65.5
	Total	58	100.0
5-10 ha	Yes	13	68.4
	Not	6	31.6
	Total	19	100.0
10-20 hectares	Yes	1	25.0
	NS/NR	3	75.0
	Total	4	100.0
20-50 ha	Yes	9	100.0
50-100 ha	Yes	5	100.0
Over 100 ha	Yes	8	100.0

Source: own-SPSS processing Note: sample crop culture-103; respondent sample: 100

The above used holdings in particular planning through business plans, while only holdings of over 50 ha uses and marketing plans (table 3, Figure 2).

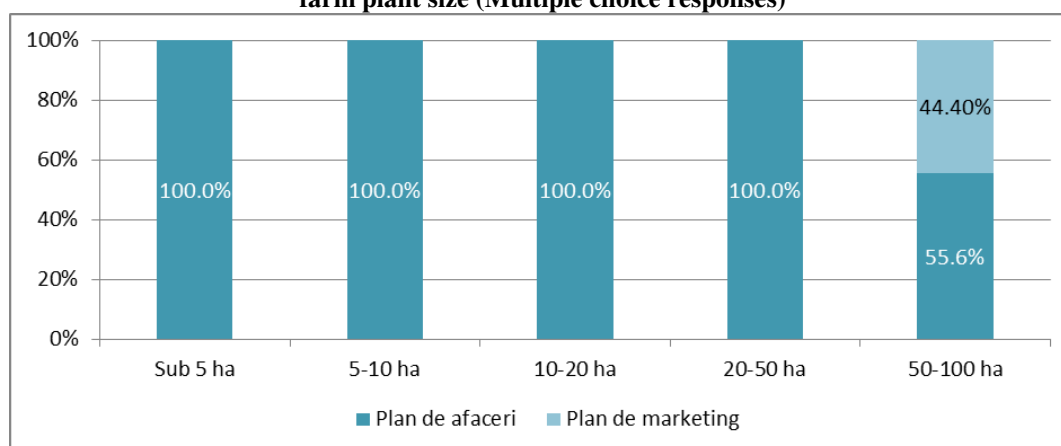
**Table 3 Frequency of answers to the question "which of the following documents for use in planning?" on the vegetable farm**

		Business Plan		Marketing Plan	
		Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)
Under 5 ha	Yes	20	34.5	0	0,0
	Not	0	0,0	20	34.5
	NS/NR	38	65.5	38	65.5
	Total	58	100.0	58	100.0
5-10 ha	Yes	13	68.4	0	0,0
	Not	0	0,0	13	68.4
	NS/NR	6	31.6	6	31.6
	Total	19	100.0	19	100.0

		Business Plan		Marketing Plan	
		Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)
10-20 hectares	Yes	1	25.0	0	0,0
	Not	0	0,0	1	25.0
	NS/NR	3	75.0	3	75.0
	Total	4	100.0	4	100.0
20-50 ha	Yes	9	100.0	0	0,0
	Not	0	0,0	9	100.0
	Total	9	100.0	9	100.0
50-100 ha	Yes	5	100.0	4	80.0
	Not	0	0,0	1	20.0
	Total	5	100.0	5	100.0
Over 100 ha	Yes	8	100.0	8	100.0

Source: own-SPSS processing Note: sample crop culture-103; sample respondent: 56

**Figure 2 the frequency of answers to the question "which of the following documents for use in planning?" on farm plant size (Multiple choice responses)**



Source: own processing-SPSS

In most establishments, regardless of their size, the Manager/as is responsible for the implementation of the action plans and in only about 30-40% of the holding company and the team is involved (table 4).

Accumulation of positive responses allows us to observe (Figure 3) that the% of farms with 86,7 5-10 ha, in about 60-70% of those with over 50 hectares and in 50% of those under 5 ha, Manager/Manager is directly involved in the implementation of the action plans of the agricultural holding.

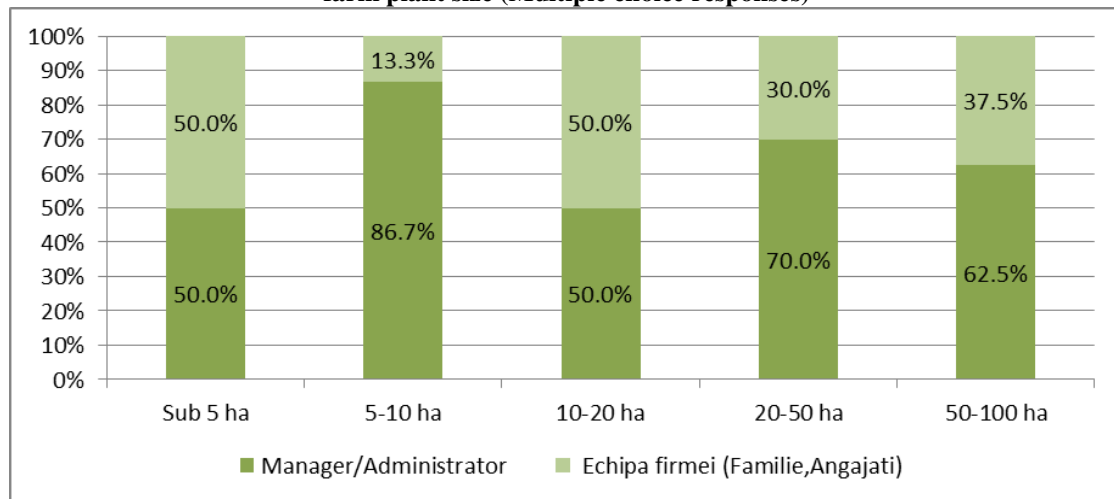
**Table 4 Frequency of answers to the question "in the implementation of the action plan who is involved?" on the vegetable farm**

		Manager/Administrator		Company team	
		Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)
Under 5 ha	Yes	20	34.5	20	34.5
	NS/NR	38	65.5	38	65.5
	Total	58	100,0	58	100,0
5-10 ha	Yes	13	68,4	2	10.5
	Not	0	0,0	11	57,9
	NS/NR	6	31.6	6	31.6
	Total	19	100,0	19	100,0
10-20 hectares	Yes	1	25,0	1	25,0
	NS/NR	3	75, 0	3	75, 0
	Total	4	100,0	4	100,0
20-50 ha	Yes	7	77.8	3	33.3
	Not	2	22.2	6	66,7
	Total	9	100,0	9	100,0
50-100 ha	Yes	5	100,0	3	60,0
	Not	0	0,0	2	40,0
	Total	5	100,0	5	100,0
Over 100 ha	Yes	8	100,0	3	37.5
	Not	0	0,0	5	62,5

	Manager/Administrator		Company team	
	Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)
Total	8	100,0	8	100,0

Source: own-SPSS processing Note: sample crop culture-103; sample respondent: 56

**Figure 3 frequency of answers to the question "in the implementation of the action plan who is involved?" on farm plant size (Multiple choice responses)**



Source: own processing-SPSS

Daily activity plan is not implemented in the holdings of less than 5 ha and the use of the holdings of 5-20 ha is very low, but in all other forms of organization this is standard practice (table 5).

**Table 5 frequency of answers to the question "do you have a calendar with daily planning of activities?" on the vegetable farm**

		Frequencies	Weights (Per Cent)
Under 5 ha	Not	58	100.0
	Yes	12	63.2
5-10 ha	Not	7	36.8
	Total	19	100.0
	Yes	1	25.0
10-20 hectares	Not	3	75.0
	Total	4	100.0
	Yes	9	100.0
20-50 ha	Yes	4	80.0
	Not	1	20.0
	Total	5	100.0
Over 100 ha	Yes	8	100.0

Source: own-SPSS processing Note: sample crop culture-103

With regard to the involvement of third parties in the management of the farm, analyzed the replies questionnaires reveals the following: consulting leadership team is present in the majority holdings of more than 5 hectares and in about 55% of the holdings of 5ha; consulting with other family members in 70.7% of holdings below 5 hectares, in 60% of the farms of 50-100 hectares and 37.5 percent of the holdings of over 10 ha; about the holdings of managers 22,45 under 5 ha prefer to rely on their own experience (table 6).

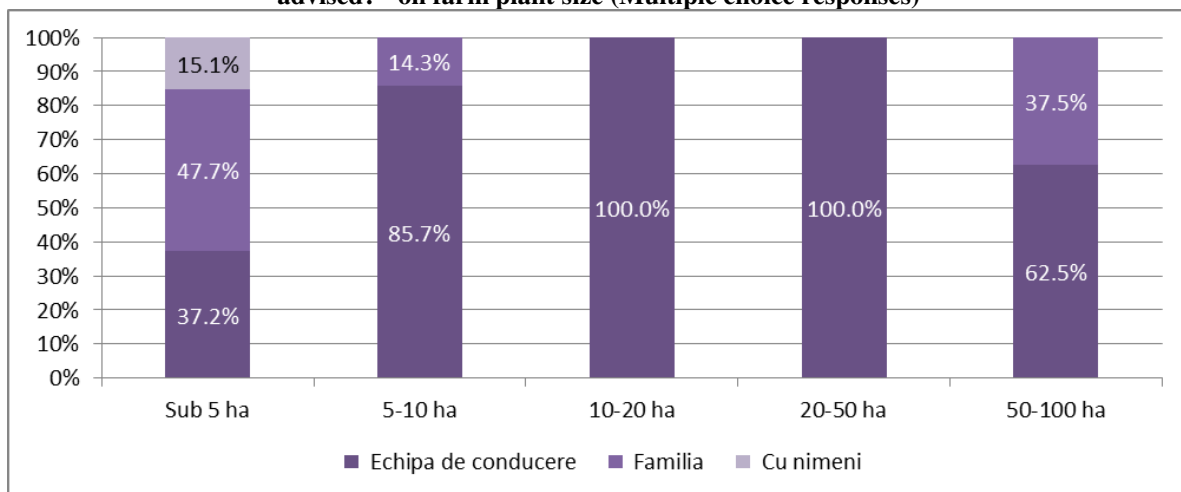
Consultation with the family, which was a characteristic of family enterprises and associations, are reflected in the analysis on dimensions, observing that 47.7% of those under 5 hectares and 37.5% of those with 50-100 ha preferring this kind of advice (Figure 4).

**Table 6 Frequency of answers to the question "in the implementation of the action plan with who you advised?" on the vegetable farm**

		Leadership team		Family		With no one	
		Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)	Frequencies	Weights (Per Cent)
Under 5 ha	Yes	32	55.2	41	70.7	13	22.4
	Not	26	44.8	17	29.3	45	77.6
	Total	58	100,0	58	100,0	58	100,0
5-10 ha	Yes	18	94.7	3	15.8	0	0,0
	Not	1	5.3	16	84,2	19	100,0
	Total	19	100,0	19	100,0	19	100,0
10-20 hectares	Yes	4	100,0	0	0,0	0	0,0
	Not	0	0,0	4	100,0	4	100,0
	Total	4	100,0	4	100,0	4	100,0
20-50 ha	Yes	9	100,0	0	0,0	0	0,0
	Not	0	0,0	9	100,0	9	100,0
	Total	9	100,0	9	100,0	9	100,0
50-100 ha	Yes	5	100,0	3	60,0	0	0,0
	Not	0	0,0	2	40,0	5	100,0
	Total	5	100,0	5	100,0	5	100,0
Over 100 ha	Yes	8	100,0	3	37,5	0	0,0
	Not	0	0,0	5	62,5	8	100,0
	Total	8	100,0	8	100,0	8	100,0

Source: own-SPSS processing Note: sample crop culture-103

**Figure 4 the frequency of answers to the question "in the implementation of the action plan with who you advised?" on farm plant size (Multiple choice responses)**



Source: own processing-SPSS

## CONCLUSIONS

Long-term planning activity (by objectives and action plans) is carried by most managers / administrators of farms studied under the age of 55 years and generally have higher agricultural education.

Within the farm production sector planning plant is a current activity regardless of their size. Planning of production activity is only used within the holdings of 10-20 hectares and over 50 hectares.

In the breeding farms, the majority of farms with over 6 ends determine objectives for the production sector and only those with more than 50 head shall establish targets for marketing sector.

Planning documents in written form is used only for about 40% of managers, especially under the age of 25 years and with higher education or agriculture. Implementation of the action plans in writing shall be performed by all of the holdings of more than 20 hectares, and 34.5 percent of individual holdings, 68% of those with 5-10 ha and 25% of those with 10 to 20 hectares. In the livestock sector in 22.2% of farms with 20-49 ends, 40% of farms with 50-99 ends and most of those with over 100 heads

Business plans are the most used planning documents, translating marketing plans into written form only a small proportion of men (about 41-55 years) with high level of education. Just the holdings of more than 50 ha and those with more than 500 heads of livestock use marketing plans.

Implementation of action plans is done especially by managers / administrator teams being involved especially by women; people aged 26-55 years and the majority of people with high level of education.

Activity planning in the short term (daily diary) is used by the majority of managers/administrators of agricultural holdings, but particularly for people under 55 years of age, male gender, with superior and specialist training (higher education, agricultural training). Daily activity plan is implemented in particular in holdings of more than 20 hectares, in about 30% of holdings with 20 to 99 ends and all holdings with over 100 heads.

Leadership teams are consulted in the management activity of about 60-70% of the respondents, the majority of under 55 years of age, their percentage increased with education level. Given the small size of holdings, there is a family involvement in the management process, but a small percentage of young people under 25, people over 55 and people with secondary education. In the breeding farms, those with 10 to 500 heads of management process involves both the management team and the family, and those of over 500 heads high, owing to its dimensions and form of Organization (in particular of the units with legal personality), is based in particular on the management team.

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