



Technical University of Moldova

MANAGEMENT OF TABLE GRAPE PRODUCTION BASED ON THE VERTICAL CULTIVATION SYSTEM

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**Management of table grape production based on the
vertical cultivation system**

MBA thesis

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ANNOTATION

to the bachelor's thesis "Management of table grape production based on the vertical cultivation system" elaborated by Russu Fulga

The bachelor's thesis is structured and includes: annotation, introduction, 3 chapters, 9 subchapters, general conclusions and recommendations, bibliography, annexes.

Keywords used in the thesis: management, technology, budget, table grapes, vertical support system, efficiency, quality, horticulture.

The field of study is the analysis of the management of table grape production with the application of vertical technologies and the development of high-value agricultural businesses and diversification of income in rural areas to reduce the poverty of the population in the villages.

Purpose and objectives of the thesis:

The purpose of the work - to examine the management of table grape production in a system with traditional vertical support and the competitiveness of production through the correct management of the production process.

In order to achieve this goal, the following tasks are formulated:

- analysis of the theoretical bases of technological management;
- analysis of operational and technological management in the cultivation of table grapes in a regular vertical system;
- ensuring the competitiveness of table grapes for their integration into different marketing channels at advantageous prices;
- improving technological and operational management in table grape production.

The scientific novelty and originality of the obtained results consist in: generalization of theoretical and practical materials related to operational management for the production of table grapes in the usual vertical system, ensuring a competitive product, budgeting of income and expenses for the cultivation of table grapes in the vertical system.

Theoretical importance of the paper. The results of the thesis will contribute both to the systematization of the theory of technological management to the production of table grapes in the usual vertical system, to increase the competitiveness of table grape production oriented to guaranteed access to the markets and to the development of methods of budgeting the production of table grapes.

Applicative value. The practical results are applicative and can be used by those interested in the field of operational management and the argumentation of the income and expenditure budget for the cultivation of table grapes in a system with vertical support in G.Ț. "Ștefănel Sanduța" for obtaining competitive table grapes that will allow increasing the final profitability.

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INTRODUCTION

Over the past five years, an average of approximately 751 hectares of table grapes have been planted annually in the Republic of Moldova, accounting for about 63% of the total area planted with grapevines. Although the pace of establishing new vineyards has slowed recently, this trend does not apply to table grape plantations; the latter have seen continued growth driven primarily by rising demand in regional markets. In recent years, state support policies have increased the share of table grape varieties—which now make up roughly 70% of newly established plantations—and significantly improved the condition of existing vineyards, enabling the production of high-quality grapes suitable for storage and export. Currently, the Republic of Moldova has 16,000 hectares of productive table grape vineyards. There are currently 73 table grape varieties registered in the Republic of Moldova's Plant Variety Register.

In the Republic of Moldova, the "Moldova" variety—the dominant table grape—is cultivated primarily in the southern region, which holds about 56% of the total plantations, and the central region, with approximately 43%; only about 1% of the area dedicated to "Moldova" table grapes is located in the country's northern region. Among the districts with the largest areas dedicated to the "Moldova" table grape variety, one can cite Cahul (17.0% of total plantations), Cantemir (8.6%), and ATU Gagauzia (8.0% of the total table grape area) as of 2017.

The concentration of these plantations in the southern districts is attributed to the fact that, in this region, table grapes ripen effectively and develop superior organoleptic qualities. For table grape varieties, high-quality yields are achieved on well-warmed land featuring fertile, light, and well-aerated soils with high humus and nitrogen content. In total, the area planted with the "Moldova" variety amounted to approximately 12.6 thousand hectares of productive vines in 2017. For stakeholders in the table grape business, analyzing the production utilization balance is crucial; this analysis enables the formulation and development of appropriate policies designed to foster the sustainable growth of the sector.

The purpose of the work - to examine the management of table grape production in a system with traditional vertical support.

In order to achieve this goal, the following tasks are formulated:

1. analysis of the theoretical bases of technological management;
2. analysis of operational and technological management in the cultivation of table grapes in a regular vertical system;
3. ensuring the competitiveness of table grapes for their integration into different marketing channels at advantageous prices;
4. improving technological and operational management in table grape production.

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