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**RURAL DEVELOPMENT TERNOPIL REGION AND ITS IMPACT
ON STANDARD OF LIVING RURAL POPULATION**

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The level of agricultural development. The analysis of its performance and Rural Livelihoods reasonably priority areas for its improvement.

The standard of living, agriculture, rural population, income levels.

Problem. In the agricultural sector now there are problems that ambiguously referred to as the development of agriculture, and rural livelihoods. In the sector of households and social life no financial support from the state. The disparity in the structure of rural employment, permanent employment reduction, forced inflated number employed in subsistence agriculture, degradation of human capital, poor development of social infrastructure in rural areas, poor industrial production structure of rural areas negatively affecting the quality of life in rural areas. The decline of farms and lack of sophistication nesilskohospo-governmental activities in rural areas do not contribute to the welfare of the rural population, their incomes are low and their structure - unsatisfactory. The problem of the relationship between the development of agriculture and living standards of the population is of particular attention today. Together, this requires scientific research to develop new tools and mechanisms to overcome the negative effects.

Analysis of basic research and publications. The problems of agricultural development, increase its efficiency and Rural Livelihoods studied in many scientific publications, including VG Andriychuk, V.P.Halushka, PI Haidutsky, SI Demyanenko, VS Diyesperova, M.K.Orlatoho, VK Tereshchenko, KI Yakubu.

Although a large number of scientific studies to date failed to stop the degradation of rural areas and improve the living standards of the rural population.

The need for these studies is growing from year to year, which determined the choice and relevance of the topic.

The purpose of the study. The main purpose of this study is to analyze the level of agricultural development in Ternopil region and its impact on the standard of living of the rural population.

The main material. Today agribusiness is traditionally one of the main segments of the domestic economy. This particular most significant social component of which provides food security. Food security and agricultural efficiency achieved when society has room for food self-sufficiency, and when the government provides a minimum amount of funds from the state budget for its development. The standard of living of the population characterizes made for a specified period of time in the community level meet the diverse needs of the population (not only physical but also social, intellectual, spiritual, political) that guaranteed social and legal support living conditions of the population and the limited level of economic development. The standard of living of the rural population is determined by household consumption volume and structure and aggregate income, expenses, development of social infrastructure, which directly affects the economic and social efficiency of agriculture. If in agricultural economics tends to increase agricultural production while reducing its cost, rural producers will receive appropriate returns, some of which may be invested in further improving efficiency on the basis of innovation.

Favourable climatic conditions and availability of land resursivzabezpechuyut development of agriculture in the region. In agriculture, the study area creates significant portion of gross value added (19.4%). In this sector employs 31.1% of the population. In 2011 investment in agriculture, hunting and forestry Ternopil region were 21.0% of the total. Production and resource potential of Ternopil creates the conditions for market crop production, which can provide not only the region but other regions of Ukraine. In terms of production of sugar beet and buckwheat region ranks 3rd in the country, potatoes - 9th. For many years, Ternopil region is one of the largest producers of sugar and alcohol - respectively

8.0 and 29.1% of the total volume in Ukraine. At the same time, livestock production is able to meet the needs of consumption of the region, but is not sufficient to supply it to other areas. In 2011 Ternopil farms produced milk 3.8%, 2.0% eggs, meat 1.8% of the total volume in Ukraine.

In 2011 in terms of gross agricultural region ranked 18th place in Ukraine. The main producers of gross agricultural output are farms and farms. Changes in agricultural production as a percentage of 1990 (Fig.) Are according to the Central Statistical Office in Ternopil region. During 2000 - 2011 r.providnymy manufacturers gross agricultural households is where to output in 1990 was 115.5%, in agricultural enterprises - 54%. By Categories commodity structure of gross output significantly different. In the production of gross agricultural production is dominated by grains (47.8%) and industrial crops (35.5%); households - potatoes and vegetables, melons (42.7%) and milk (23.7%).

Fig. Changes in agricultural farms by Category

Conclusions and prospects for further research. After analyzing the situation in agriculture Ternopil Oblast and learning depending on the conditions of the economy trends in its development, it was found that the level of most farms is insufficient to transition to an innovative development that adversely affects the increase in productivity and living standards of the rural population. The sharp decline in employment in agriculture include the absence of alternative employment opportunities in rural areas, low wages, the prevalence of small-scale production in which certain categories of persons not involved in the budgeting, social insurance funds, pension funds and lack of proper social protection, low level of communal living conditions in rural areas make it impossible to ensure civilized rural livelihoods.

In the circumstances, agriculture needs to take at the state and local levels of urgent measures aimed at improving the efficiency of the industry, improve lending to agriculture, the stabilization of the price situation in the market for agricultural products and foodstuffs, creating the necessary conditions for intensification of domestic exports of agricultural products and restrictions

unjustified import, technical and technological re-equipment of agricultural enterprises sector, development of agricultural market infrastructure.

The standard of living of the rural population and its increasing belongs to the priorities of social and economic policy. Therefore, an important task is to create organizational, legal and socio-economic conditions for integrated development of agriculture, namely closer alignment and living conditions of the urban and rural areas; improve the mechanism of state support for rural development; increased financial capacity of local authorities in solving social problems of rural areas; increase rural employment and strengthen his motivation for development in rural areas as a basic condition for increasing incomes and living conditions.

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FARMS ERNOPILSCHYNY: PROBLEMS AND PROSPECTS

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The analysis of the current state of the operation and Development farms in the Ternopil region. Proposed how to further their development in the region.

The agricultural sector, business, farm-th spodarstva, agricultural products, state support.

Problem. Over twenty years of reform in the agricultural sector Ukraine have been significant socio-economic changes associated with the change of ownership tahospoda-enti- ties. In the process of reforming and restructuring the agricultural sector a number of measures aimed at the formation of land relations market-development property received in property relations-neder-owned farms, extended-zemlekorystu of individual farms are activated process units, and further development of the farming sector. Basis modern small and medium-sized businesses in rural areas is just farm households ers of private ownership of land and property. The Agrarian sector demonstrates the need to accelerate entrepreneurship. Confirmation, but that the effect of entrepreneurial activity is achieved with small enterprises that, without the need for costly, provide high turnover of capital and guarantee income for opportunities to reach dopustymoho risk [2].

Analysis of basic research and publications. The study challenges that, theoretically, methodological and practical aspects of farming in Ukraine in the integration of research devoted to agricultural production Labour Belebehy I., S. Grekov, V. Horovoho, Horlachuk V., V. Halaschuka, A. Ermakov, V. Zinovchuk, I. Kamilovoyi, A. Krysalnoho, Mr. Makarenko M. Malik, V. Mesel-Veselyaka, L. Marmul, L. Miller, B. Nechtay la, M. Rumyantsev, P. Sabluk, S. Skrypnyck, A. Stryuchenka, V. Yurchushun, and many other scientists.

The purpose of the study. Based on a comprehensive approach practical synthesis and scientific justification to reveal patterns and principles of operation, adapting to market mechanisms host tub, efficiency and long-term development farmers-cal economy at regional level, improving their special purpotion and logistics.

THE PROBLEM OF FORMATION OF EFFECTIVE LAND RESOURCE POTENTIAL AGRICULTURAL ENTERPRISES

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Theoretical, methodological and practical aspects of form, and efficient use of land and resource potential agricultural enterprises. Processed proposals for land use optimization-op farmers to improve profitability of their production and business activities.

Efficiency, land resources, the potential of agricultural enterprises, organizational and economic mechanism, optimization of land use.

Problem. Land reform, carried out and to-now in Ukraine, highlighted the significant number of problems associated with the use-Thann land resource potential of agricultural producers. Form of effective land resource potential of agricultural enterprises are at present managing one of the most impor-governmental Agricultural Economics our country. This is because the vast majority of trans-national agrarian formations using rented farmland, which determines the performance outcomes industrial and economic activities of businesses. Ukrainian scientists published a number of theoretical, methodological and practical developments to address this problem. However, instability natsionalno hospodarskomu market situation in the country and need complex as the fastest combat the economic crisis require justification of system-organizational and economic measures to create effectstion of land and resource potential of rural producers and developed-of the appropriate conditions for sustainable use. An important contribution to the study of theoretical and applied aspects of form, use and evaluation of land-resource potential made our scientists are known as: V. Andreychuk [1] D. Dobryak [2, 3, 5] L. Nowakowski [3] B. Pashaver [4] V. Trehobchuk [5] and others. However, with scientific and practical point of view, not been sufficiently studied question of forming an effective land resource potential salt-skohospodarskyh enterprises with regard to optimum combination its components in the system of rational land use.

The study aims to study proposals concerning and the use of land resources of the farm businesses that will improve the efficiency of the economic activities of agricultural enterprises in modern economic conditions.

The main material. Land resources is a fundamental principle natural resources, and their rational use is Queen sentsiyeyu profitable management of agricultural enterprises are considered. The Land Code of Ukraine noted that the main principles of management of land resources are: the principle of equality of all forms of land ownership; Paying earth's lekorystuvannya; proper use of land; rational, ecologically safe use and land protection.

However, at the present stage management in the agricultural sect-re acute problems of organizational and economic plans for the deterioration of agricultural land resources desi chenie result: failure farming systems and technology The process of growing crops; drastic reduction use of organic and mineral fertilizers; suspension of work on drainage, irrigation land, reconstruction of existing reclamation systems is developed, lime and gypsum soils etc. It also necessitates scientific and practical rationale for establishing the effective land-but-resource potential of agricultural enterprises. Based on the study of scientific works of domestic and foreign Scientists on the concepts of "potential", "land potential", "production potential", "resource potential" organizational and economic principles market economy can be argued that effective land-but-resource potential of agricultural enterprises is set of organizational and economic opportunities and environmental conditions on the formation and use of land resources (own and Oren-dovanyh) now certain to reach this level of production 22 agricultural products that provide maximum return in specific economic conditions.

DEVELOPMENT OF REGIONAL MARKET MILK AND DAIRY PRODUCTS

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The features of the functioning of the regional market mo-milk and dairy products as an example of Ternopil oblasti. Pohlyblenu attention is paid to the analysis of the current state of the production, sale, price-formation and consumption of milk and dairy products.

Regional dairy market, demand, supply, implementation, quality and price competitiveness.

Problem. Real Milk is one of the major computer-ponents food market state, whose development is important for the welfare of Ukraine. Scientific issues phormuvannya and functioning of markets milk and milk products constantly in the space of scientists, shortage innova-vative developments on this issue. An important scientific works vnesokomye PS Berezovsky, T. Dudar, Ilchuk MM, MV Kalinchyk, MK Parhomtsya, AM thorn and in.Prote, Despite the need for an integrated approach to solving the problem efficient functioning of the market in milk and milk products in modern-31 stage, reform the national significance of the problem-space ayetsya number of unsolved issues.

The purpose of the study is to analyze the situation on the regional markets-ku milk and dairy products, identifying the causes reduction of you-duction of milk implementation study areas increase it. The main material. The formation and development of market-ka jetty and dairy products is under the influence of components of market-mechanisms for: demand, supply, price and product competitiveness.

The market mechanism in response to demand through price changes ensure responsible Vienna balance of production and supply, as the two opposing forces, causing lowering prices. Ternopil region due to favorable agro-climatic conditions

has significant resource potential for the development of dairy industry Livestock. However, the deepening economic crisis and lack of interest of producers in the development of the industry, reducing the purchasing power of the population and agricultural enterprises led to a reduction in the number of cattle in total. In cows, in 2011 p. In comparison with 2007. Of all categories there was a clear tendency to reduce the number of cattle by 36,6 thousand. Ch., In total. By 20,2 thousand cows. Ch. The rate of decline in cattle per day exceeds the rate of reduction of the number of cows, so that their share in the structure of livestock increased by 0,9% . Still remain households, which share 91,1%. Share of rural enterprises in total milk production is not high - 8.9%. Milk farms of all categories in 2011 p. amounted to 418,7 thousand. tons, which is 33,4 thousand. t less than in 2007.

In market conditions rather acute problem of realization of milk. Volume of sale of milk produced in Ternopil region in 2011. Compared with 2007 . Increased by 6,4 thousand. Fierce competition in the market environment encourages the agricultural businesses to find new markets to provide productive activities. The main channel of milk and dairy products in Ukraine is supplying its processing Company - 93% of sales.

FUNDAMENTALS OF PUBLIC POLICY IN RURAL DEVELOPMENT TERYTORIY

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We consider generalized approach to laying the foundations of state rural development policy terytoriy. Oharakteryzovano industry, straightening (distribution) and tsilisnoterytorialnyy approaches der state policy in this area

State rural development policy, sectoral-headed, straightening and territorial approaches to development rural areas, the role of local communities in public policy rural development.

Problem. Globalization challenges of recent decades, changes in the economic and political situation in the world, the need to address the problem of prodovolchoyi internationally require increased attention to National Agricultural Policy, a component of which is secured Lock sustainable socio-economic development of rural areas.

In our country rural areas traditionally associated with the advantage-zhno agricultural production, while the majority of them develop world-oriented to complex and integrated development Rural-cal areas from the standpoint of the generalized approach as an integrated socio-economic system in which the interaction of economic, social and environmental factors. Given this basis of public policy in the field of Rural-cal areas should provide a balanced approach, along with ensuring continuous growth and efficiency Agrar-foot production would create conditions for improving the socio-economic status of farmers, improving their welfare level in ynyatosti-based effective programs that address the needs of specific communities and territories. It should also take into account regional differences Rural Development to prevent further degradation depresyv-governmental regions. Analysis of recent research and publications. The introduction of effective public policies to address problems of Rural-cal areas is a priority national tasks, oski-lky it allows to reach the current global socio-economic standards of society. Famous scientists who study the scope of rural terythorium may be mentioned such as OM Borodin, MK Orlat, AI Pavlov, OL Popov, IV Prokop, VK Tereshchenko, VV Yurchushun and others.

Recent problems associated with the review of certain aspects of rural development, know-ly reflected in the works: OA Bitter, OA Buhutskoho, OH Pins, NM Vitrenko IF Hnybidenka, JE Hubeni, OD Hudzynskoho, DF Felt hat Islands, MF Kropyvka, PA Laika, EM Libanova, MI Malik, V. Nelepa, OM

Onishchenko, KV Prokopyshak, VP Riabokon, MP Sakhatsky, VM Trehobchu on, LA Shepotko, DV Shiyan, KI Yakubu.

The aforementioned scientists, along with in-depth analysis and tapping of theoretical and applied aspects of social and economic development Ukrainian village introduced a number of economic science innovations that are OS-new public policy and various conceptual target-tions and programs at the national and regional levels.

However, despite the increased attention of scientists to the problems of the village, remains relevant search Poles, including efficient metal-forming mechanism and practical principles of state policy in this area.

The purpose of this study was synthesis and grounding principles public policy in the field of rural development. The main base of the study were normative documents, materials research, domestic and foreign labor Scientists on State Regulation of rural development.

The main research methods chosen method of dialectical methods compilation, analysis, modeling, historical approach.

The main material. The role of public policy for development of rural areas is significant. The strategy of this policy is not always modpovidnym way responded to the need for a clearer justification directions rural development, which would be more responsive to the real processes in the country, the interests of rural communities for prospects their development. You can identify these generalized approaches to development-cal Rural areas are reflected in public policy and practice their support:

- industry (agriculture) - that support rural development, conductor through regulation and support of agricultural development;
- Territorial (straightening) - balancing the levels of rural areas;
- new territorial model, approach to the territory as a whole system.

It should be recognized that rural development policy has been and considerable extent, is subordinate to and dependent on functional policy regulation of agricultural development, which leads to one-sided approach to rural areas, based on consumer funktsiyi- provide the necessary production of agricultural products-tion, reducing the value of others, but no less weight-IIR functions in the context of multi-functionality. This approach is typical Ukraine to this day. Signs sectoral approach to development-cal Rural areas are increasing the competitiveness of industrial policy structures, primarily lyahom increase their size, intensification, You-high level of specialization of production and so on. Measures applied der-

owned support focused exclusively on the needs of modern-39 tion of the agricultural sector. Rural area is considered as a set resources and general space for agricultural production.

SOCIO-ECONOMIC CONDITIONS OF RURAL ERYTORIY

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The features of economic and social development rural areas. Based on the obtained rezultativvyznacheno osno-ers measures to the strategic priorities of socio-economic devel-opment of rural areas in the region.

The village, rural areas, rural areas, socio-economic development of rural areas, rural population.

Problem. In the socio-economic life of Ukraine rural areas occupy a special place, because they live in third-population of our country. The significance of aggravated exceptional extra-skom in laying the foundations of food security and increasing exports, tnoho potential. These and other factors contribute to rural development areas as one of the main priorities of the state policy of Ukraine, aimed at improving the living standards of the rural population to grow Tannu-efficiency of agriculture, environmental improvement and the quality of human capital.

Analysis of basic research and publications. Socio-economic-it problems of rural labor devoted to OA Bug-tskoho, OH Pins, MK Orlat [1] IF Hnybidenka [3, 4] VK Tere-pups [5], UY Luzan [6] OV Makarov [7] MI Malik, AS Smallnovskoho, VV Rossokha, IV Prokop, LA Shepotka, VV Yurchushun, KI Yakubu [12] and others.

The aim is to study and analyze economic features tion and social development of rural areas by identifying key moves to expand the areas of employment, welfare population-tion, including the creation of an enabling environment for private-initsi atyvy and entrepreneurship in rural areas. The main material. In rural development can form, pour two main interrelated areas: social and economic.

Social development of rural areas reflects the welfare samodo-insufficiency peasants, but an instrument to achieve it is economic development. Now the vector direction of economic processes, stability and stability in the direction of increasing agricultural zoriyentovanyyu enterprises. In Ternopil region in 2011 p. Produced agricultural products na7295,0-governmental mlnhrn., Compared z1990 g. Of gross productivity-tion produced na23,5% lower in t. H. Tvarynnystvana56,7% less, and roslynnystvana5,6% more. For certain types of products are not pro-pechuyutsya even domestic demand, although the reason for this hundred-and of both inhibitory factor in agricultural development is a low-purchases on the ability of the population.

As the volume of agricultural production in pidpryyemstvah Ternopil region in 1990 - 2011 gg., Household using some benefits gradually built up their what-shafts stabilizu overall development of the industry. U2011 was. They vyroblyly53,3% gross products or na17,8% compared z2000 g., indicating that the ob mezhenist resources and reduce the potential for further economic growth-growth. It is obvious that in the future subsistence sector households ers zvuzhuvatyme operates primarily due to lower numbers-ness of the rural population, the retirement age for heads of households and sky-Jeanne youth farm. However, some time-ting them expand and go into land use category farmer-governmental sector.

CURRENT STATUS OF EFFICIENCY A CROP INDUSTRIES IN AGRICULTURAL ENTERPRISES

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We consider growing crops Agrarian enterprises Podgaetskiy Ternopil region, on-effectiveness analyzes of crop production, in-Suggested ways to improve it.

Efficiency, productivity, marketability, cost, re-ntabelnist, profit intensification.

Problem. Crops is important for the economy of the study area. Favorable natural conditions, sufficient human resources, the need for products crop determine the development of the industry. Reducing the rural-yield crops and spodarskyh volume of crop production in Agrar-owned enterprises area in recent years requires effective measures to improve crop fields.

Analysis of basic research and publications. Modern development Ukraine's agriculture and agriculture in particular is the subject many domestic research scientists. Among publications greatest interest are the works of Andriychuk [1] A. Bohutsky, M. Malik, V. Mesel-Veselyaka, M. Bezugla [2] P. Sabluk [3] and others. U-NAC there are a number of unresolved problems of the industry, not enough attention given regional research.

The purpose of the study is to analyze the growing of agricultural crops in agricultural enterprises Podgaetskiy area Ternopil region and justification of measures to improve Efektyvnosti crop. The main material. In Podgaetskiy area formed favorable soil and climatic conditions for crop Galway-Zee. Areas for crop revenue from sales here 2011 district. (153,506.0 thousand) a priority compared to cattle (399.2 thousand. USD). The structure of the proceeds from the sale of roslynnystvoprypadalo 99.7% 0.3% tvarynnytstvo-. The level of crop is determined primarily volume production, which in turn depends on the size of acreage, their structure and productivity. Areas under agricultural cultures tours in agricultural enterprises Podgaetskiy area decreased na367 ha compared iz2009 p. and p u2011. stanovyly7692 hectares.

In the area of grain farming is an important industry. Grow winter and wheat, buckwheat, winter and spring barley, grain corn, but against Gd last three years reduced the area under grain crops, we, with the exception of spring wheat, buckwheat and corn. Crops have the largest share of acreage (58.9%) all crops. The largest area occupied by this place, you pshenytsi- spring 4518 ha (34.6%),

followed by sugar beet (26.1%), crops which increased na695 ha compared iz2009 p. and p u2011. ly3417 estate-ha. Winter wheat acreage zaymaye13,7% farm-governmental cultures ozymyy- 13.2 rape, corn for grain 6.0 hrechka 3.9%. The share of other crops - not more than 1% of total crop area.

DEVELOPMENT SUBSIDIARY FARM IN TERNOPIL REGION

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The role and importance of private farms Ukraine's economy. The estimation of their production activities in Ternopil region.

Private farm, farm youduction, crops, livestock.

Problem. Today in Ukraine formed the basic principles agricultural development lyahom implementation of the National comprehensive program of Ukrainian village do2015 year and develop-ing national program for sustainable rural development in till 2020. Special attention is paid to the development forms small business in rural areas. Prominent among them is subsidiary farm (OSG). Agricultural pidp-ryemstva reduced by almost half of gross output, but OSG preserved production, and certain types of food products even increased them. In a situation of data they were more resistant against economic downturns. This is largely due to the fact that they themselves in terms of survival. In the period of mass unemployment in rural areas OSG became the center of labor activity of the working population, weigh-ble source the food and money.

Analysis of basic research and publications. Question operation and development of FSS in different periods of their existence disclosed papers, Mr. Berezovsky, Vladimir Diyesperova, V. Zbarskoho, M. Malik, V. Mesel-Veselyaka, A. Onishchenko, J. Prokop, P. Sabluk, I. Svnousa, L. Shepotko, A. thorn, V. Yurchushun and others.

The purpose of research - analysis of subsidiary farms in Ternopil. The main material. Sector farms you-performs multi-functional role. The main function of their economic-60 pit is agricultural production, growing labor-intensive crops, providing families with food, increasing living standards and prosperity in rural areas lyahom to increase their moves.

In economic OSG perform a number of important social functions, providing part-time released from agri-business enterprises working age population, labor-vyho of vocational guidance and rural youth to grow up-formation conduct a careful generation of economic relationship to the land and at-rods strengthening rural families and so on. The social nature of these households ers based on high personal motivation of their respective owners, and unity in the one person of the owner, manager and performer, giving the possibility of economic re-experience the next generation. Social role is that they are an important source of market-dovolchoho, the main occupation farmers, strengthen volchyy sell-capacity and security. Doing your own household, implementation of social and domestic functions and agricultural production is yedy-it, indissoluble in time and constantly renewable process zhyttyezabe-zpechennya family. Increasing the number and size of farms as a result of release of peasants from the reformed and for some reason a lot fewer weakened farms led to the work-pererorozpo gross output volume between agribusiness and private farms in favor of the latter. Research activities OSG allows to state that their development is characterized by hundred-stability.

ROLE OF LABOUR SOCIO-ECONOMIC RURAL DEVELOPMENT

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It is shown that the issue of safety-related problems by ensuring life-health workers and village, their social protection. Outlined a number of current pratseohoronnyh objectives of the socio-economic development of rural areas. Health, the risk of injury, occupational diseases, causes of work-related injury.

Problem. In agriculture, if not in any other sectors of the economy of Ukraine, issues most relevant health and safety to the domains of the life and health of the workers village of their social protection. This issue is relevant because of the creation of the village in recent de syatyrichchya powerful small-scale sector of agriculture-duction farmers and private farms that vuyut-Use (or not) hired labor. Currently working in the agricultural sub-enterprises and on the plot can not be divided by the time they Viko-nannyachy use of capital goods (mobile agricultural-ray machines, manual mechanized and electrified instrument etc.) [1].

Agricultural production is now one of the most-more traumatic sectors of the economy of Ukraine. First of fatal accidents in agriculture is second only to the coal industry. U2011 g. Of 65 other professionals in the field most fatal accidents in consequence of, happened to mehanizatoramy- zahynulo24 workers (persons na5 bi-lshe than u2010 g.) and vodiya-my- last year-fatal injuries receives maly14 people. At the same time significantly improve the safety in the salt-sky economy is possible only with the improvement of socio-economic situation in rural areas. Mechanized production processes using vysokoenerhetych-term agricultural technology should be considered as works for dangerous conditions, as often mechanic left alone with ar-regatta, which is the source of many hazards may at any time provoke the employee to perform actions that do not meet you normaty-safety [2, 3]. Even work on modern vitchyznyaniyabo foreign-silskohospodarskiytechnitsi it can lead to accidents and injury to employees through

structural (safety and security) deficiencies, organizational failures in the performance of the executives of the so-proces processes, poor teaching and learning staff safe working methods [4].

It should be noted that the agricultural labor of producing and perform a social function. Outside implementation-zade klarovanyh principles of state policy in the field of labor remains-are rural adolescents, women and the disabled. Low salaries Parents of teenagers makes ukaty work and farm managers and farm-D software they do not care about working conditions at least within the current legislation. His professional activities children are usually not properly drawn, and thus yihnyapratsya socially unprotected. Not dotrymu etsya and frequency of medical examinations mechanics, farmers and wel-ryuvalnykiv, no professional selection and control of the duration of work-day, then these categories of workers [5].

The aim - to analyze reasons for the injuries agricultural production against the general problems of socio-economic development of rural areas.

Conclusions and prospects for further research. Among the pro-problems of social and economic development of rural areas remains relevant by-solving tasks pratseohoronnyh - develop and implement sectoral system of safety management efficiencies for jobs on safety on farms all ownership, provide workers normative legal acts safety, which includes modern safety requirements, intensify control standards of safety and working conditions of rural workers, pay special attention vshytechnical state agricultural units.

DIVERSIFICATION IN ONE OF THE COMPONENTS OF STRATEGY FORMATION RURAL COMMUNITIES SUFFICIENCY ERYTORIALNYH

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E.A. Knyazev, a student of Master

The notion of "diversification", to its advantages and weaknesses in socio-economic development of rural communities. The role and place of local government in the di-versification.

Diversification, non-agricultural activities, co-socially-economic development of rural communities.

Problem. For years, rural development areas was associated with the provision of public food. Agricultural production was seen not only as a major field of rural employment and only source to its moves, but as a guarantee of social settlement. With Zane-padom agriculture and further concentration of production in agro-holdings unemployment in the rural labor market reached a critical mark, and as a result, the vast majority of farmers was below the poverty. Unable to overcome yourself in need provided the villagers are forced to migrate to big cities and abroad. Podo-armor negative processes and promote good living environment in rural areas, as experience shows, perhaps with the help of my-diversification strategy for the development of new lyahom territorial community activities and find new markets.

Analysis of basic research and publications. Research-fication diversification of economic activities in rural areas related problems-mother and small business development activities of the non-agricultural, including green tourism. However, the complexity and many aspektnist formation and implementation strategy of diversification leads the need to deepen her studies

The aim - to define the role and place in the country-diversification strategy, the formation of self-sufficiency of rural communities.

To successfully implementing diversification strategy requires the active participation and support local governments. First, they can actively spry-mint

create a favorable environment for business development through mechanisms for new business, transfer of ownership of land, of communal property and land resources. Secondly, local governments may provide some benefits in the new business taxation, no, attract sufficient budget to support socially significant activities. Third, the business provides reception will come-ment. The investor must be sure that the policy of local authorities is stable and will not prevent him to return all resources invested in the business. Thus, the local government is kind guarantee for entrepreneurs that their investment is economically justified and in-development prospects with us in the community. In case of violation business community and residents rights non-equivalence of benefits received by local community, local governments should have fur-nisms termination of such businesses.

ACCOUNTING AND ANALYTICAL SUPPORT AS AN IMPORTANT COMPONENT MANAGEMENT ENTITY

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Questions regarding the information support facility management accounting and analytical information. The importance of financial statements, as the main source of information for decision management decisions.

Accounting information management solutions, financial reporting, accounting and analytical support.

Problem. The current state of the global economy involves the creation of a society based on knowledge, where economic welfare is determined by high-tech innovation ability, we and the level of intellectual information. Becoming a market economy in Ukraine, new hospodars-cal structures of different ownership, international economic development ties necessitate improvement of accounting and control as components of the economic information needed for decision management decisions.

Analysis of basic research and publications. An important contribution to inslidzhennya problems accounting and analytical support to the process to management of business entities such scholars as beet PY, Butynets FF, Karpova TP, Kireytsev GG, Dem'yanenko MJ, Laziness VS Sabluk PT, Suk LK, Pushkar MS The issue of improving accountability and ensuring the quality of information displayed in studies of domestic vchenyh- Garasym PM, Crane GP, Khomyn PY, Kuzhelnyy MV-Tsalko Tsal Y. However, there are a number of issues related to software and insufficiently-konalennyam accounting and analytical information that need more study first.

The aim - to generalize approaches to the formation and accounting information, ensuring businesses to Accept vuet-management decisions.

The main material. The main and most significant source of information for decision-making is bookkee-cue registration. Without data it is impossible to objectively otsinkyty results of state-ing of the company. On the basis of

accounting information created informational basis for market development and evaluation of effective-ness operation of enterprises.

On account information, according to different authors, prypadaye 70-80% of total economic information. This is due to the specificity accounting, which on the one hand, functioning system management and processes covering the production, marketing, distribution profitable-ku, etc., form a complete picture of the circulation of, and with inshoho- pho-rmuye adequate level of data reliability. Thus, the system of book formed accounting information required for monitoring and further regulation of all business processes. This attribute of data Accounting is compulsory presentation of business proc-sat documentary manner that promotes the implementation of important principles scientific management, specificity and objectivity. Through observation-saving by economic processes, accounting for them, accounting contributes kuruvannyu focused events lyahom expected prediction future events and outcomes [1].

During the pre-slidzhennya found that in order to effectively control system Fu-nktsionuvala, it must obtain qualitative information, which was lyatsya-specific requirements, it must first meet the needs of co-user and information that determine its usefulness. Economic processes, occurring today also require such information, which can be used for planning, analysis and decision-making.

Thus, the account must be an important management function that propechuye livelihoods management cycle and its efficiency, as possessing the fullness of information, a manager can be sure effectiveness of its decision-making. Proved that the financial statements are used as infor mation-base for decision making by management Enterprise and submitted to external users. All of bark-stuvachiv media interested in precise data on the activities of the Society Company for the purpose of making effective and informed decisions. Because reporting Information should be an important starting point for mobilizing re-implementing any provision to improve the financial condition of the company. Accordingly, it is guilty in dynamically improve the content, usefulness, dostovirnos's, analyticity.

A STATE PROSPECTS FOR THE POTATO IN UKRAINE

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The state of the field of potato, and found positive negative aspects of keeping our products as proposed effective mechanisms of industry development in Ukraine.

Infrastructure, vegetable stores, wholesale markets, varieties, quality.

Problem. The lack of government incentives to development potato industry Ukraine and, consequently, neoptimalist co-relation of supply and demand led to the collapse of growing car-stoked farms. There was a movement 98% of production in private farms that will cause Lo small-scale character of potato production in the past. After you soki-prices for inputs and seed, which is extremely required field, small agricultural producers do not introduce new dzhuyut-edge technologies, do not make a sufficient number of E-eral fertilizers to produce consistently high yields of good quality. Most organic fertilizers and favorable weather UMO-you is critical improve productivity of this important food culture.

Analysis of basic research and publications. Contributing to the increase effective activity in potato both theoretical and practical terms, made by such scholars as A. Bondarchuk, N. Bunyak, V. Vitenko, Vlasenko, M. Kalinchyk, A. Kobylkin, V. Kononuchenko, A. Rice, V. Kutsenko, R. Lavrov, A. Maslak , L. meh, Polozhenets O., E. Khodakivskiy and others.

The aim - to consider proposals to balance During the year, improving infrastructure and supply increase industry competitiveness in the global market, providing kartop Leia-processing enterprises.

Based on balance sheet becomes apparent that at consistently high production no significant demand for such a valuable food crops like potatoes. Solve the problem by introducing necessary efficient mechanical and drew the sales promotion and processing. In a market demand environment is the main indicator that determines necessary Production volumes for the market. That is, at all stages of promoting productivity-tion from the producer to the consumer must be specific owner, provide post harvest handling, and if necessary also storage and sale of commercial products. This will allow denial of service-vatsya small-scale middlemen who buy products at low prices or through barter. Given the large dispersion in potato field in the private farms, farming should be introduced for

complex moves, in turn seed station should provide access to luxury potato varieties not only businesses, and the public and through the media to provide recommendations for controlling pests and diseases.

FORMATION CONSUMPTION FUNDS AGRICULTURAL ENTERPRISES

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The mechanism of formation of fund-ing consumption of the agricultural enterprises. The structure fund consumption and the impact of the individual components of the social security workers agricultural enterprises.

Agricultural enterprises, Consumer Fund-tion, payroll, labor productivity

Problem. Although a large number of state programs and scientific developments agribusiness Ukraine znaho-ditsya in crisis. At the beginning of the XXI century. tendency to decline in agricultural production, instability of its functioning, deepening the negative social and economic processes in the development of rural areas. In particular in some regions of production decreased twice or three times. This problem decent wages in a rather de presyvniy solution leads the industry by increasing efficiency formation fund consumption.

Analysis of basic research and publications. The problem of wage Manpower agrarian sphere considerable attention paid in the works OA Avramchuk [1] AV Kalina [2], VS Diyesperov [3] and others. Their efforts, we have created a solid theoretical and methodological foundation of this trend, solved many practical aspects. However requires deep stud-Jenie problem of the relationship of poor fund formation con-sumption and wages.

The aim of the study is to examine the general principles of formation consumption fund agricultural enterprises and opratsyuvan-poles of possible improvements. In agricultural-governmental enterprises of Ukraine barely paid attention to the formation of consumption funds. The absence of this fund causes over-payments crisis wages in this area. Because of the low pay AIC loses leading experts and turns on the scope of nekvalifiko-labor force. Implementation of scientific planning and formation mechanism Fort consumption fund for enterprises to overcome prob th payments, labor shortage and critical state of the agricultural sector.

Therefore, the study of effective mechanisms for formulating fund-con sumption agricultural enterprises sector needs further research. In our opinion, possible improvements lyahamy form of fund-consumption are:

- System Recovery planning and forecasting production, allowing more efficient use of available financial resources and stop the practice of non-payment of salaries of workers;

- Implementation of the state program of preferential tax treatment for agricultural enterprises that fund social measures and carry out their own social security workforce;

- Provision of soft loans to agricultural enterprises to repay the arrears of wages; Promotion of rozrobkam agribusiness, ensuring sustainable rural development economy.

DETERMINATION OF RATIONAL LAND USE SIZES AGRICULTURAL ENTERPRISES

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Consider the need for optimal size of agricultural enterprises and improvement of their territory as a prerequisite for rational use of land resources in the context of sustainable rural development.

The optimal size of land, agricultural land-governmental, rational use, competitive production.

Problem. Issues of the day are you value rational dimensions of agricultural land-governmental enterprises and on this basis to improve their use-Thann and preservation and reproduction.

The optimum size of the agricultural land use production necessary to introduce the required number of scientific reasonable rotation and thus maintaining soil fertility for Viko-use of the whole range of new technologies and machinery for the production and processing of raw materials to finished products.

Studies show that the level of use of land significantly independent of the organizational forms of production. To a greater extent effective-ness of land use depends on the size zemlekorystu-Wan. From the size of agricultural land and farms depends largely on the effectiveness of agricultural products and the level of competitiveness of enterprises.

Analysis of basic research and publications. The problem of determining the ra-size-ethnic land farms the subject of numerous studies and publications. Contribution to the this problem did Andreychuk BV [1] V. Horlachuk [2] Malik M.Y [8] Me-sel-Veselyak V. [3-8] Sabluk PT [8] VV Tarasov [9] and others. At the same time, remain controversial issues further improve optimization ro-zmiriv land use newly created agricultural enterprises and organizations of their so-conductor, designing environmental protection measures, structuring land land-based sustainable rural development.

The aim - to determine what size of land farms are optimal to provide competitive and sustainable agricultural production land use; creation conditions for effective agricultural production, raising the sub-competitiveness in both domestic and external markets, it is only possible under optimal size to company-size enterprises vah.Optymalnyy is relative and depends on several factors, some of which help to increase size businesses while others limit.

In small enterprises difficult to achieve efficient and rational utilization of land, resources, and large are difficult to manage. Thus, the optimal size-enterprise is one that will help reduce zemllemistkist agricultural production and increase its competitiveness-petitiveness.

The formation of the size of the enterprise in modern conditions not re-hulyuyetsya law and depends primarily on the goals put ne-ed an enterprise and the means to achieve them. But recent experience operation of agricultural holdings whose size reaches 20-30 hectares of land households, argues that the state can not ignore this impor-cially issue. As in the use of land can not be put aimed at improving profitability by any means, relying on maximize profits. It is important to establish a balance between formed their own strategic goals of the company and OJEC chenie reproduction and conservation of soil fertility.

SOCIAL INNOVATION AS A FACTOR OF FORMATION HUMAN CAPITAL IN VILLAGE

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The essence of social innovation and feasibility of their exercise of, in the countryside. The basic directions of social innovation in rural areas. Defined their role in the formation of human capital in rural areas.

Social innovation, human capital, rural areas, the rural population.

Problem. In the development of market relations in competitive environment quality characteristics of workers pidp-ryemstv is one of the main factors determining their economic status, stable market position and competitiveness. This applies Agrar-enterprises. Therefore the problem of human capital formation in salt-forming area is perceived as the most important prerequisite exit ar-rarnoho sector crisis. In turn, human capital can not be formulated, appliance only without proper investment in innovation and it directly influence its formation. Very often the innovations in its social-tial manifestation cause human desire for learning samorozvy-ment and learning, that are the driving force to form-tion of human capital.

Analysis of basic research and publications. By the fundamental studies that reveal the content of the concept of social innovation, Classification-cation and determination of their features include the works of scholars: NV Bass [1] LV Boyko-Boychuk [3] AA Nabatov [4] VL Romanov [5] L. Fedulova [8]. OM Borodin [3] reveals the conceptual approaches to the definition of social innovation in the rural development and connects them with activation of communities and individuals. However, in spite nezva-great scientific interest in social issues innovative development, many unresolved issues. In particular, the research-kladnishoho need social innovations rural territo swarm and their impact on human capital formation in rural areas.

The aim - to justify the feasibility of social innovations in rural areas, to identify the main trends and their role in shaping human capital in the countryside.

Social innovation is the basis for human capital in rural areas, because spry-nating at improving working conditions, the problems of health, education and culture. In modern conditions are necessary for the development of each individual. Based on the research identified three areas of social innovation in rural areas: psychological, economic and education that are interrelated and to some extent affect each one-foot. The implementation of social innovation and the creation of legislative foundations contribute to rural development and the formation of decent human capital in rural areas.

ECONOMIC EFFICIENCY OF BEET DINING ROOM DEPENDING ON THE VARIETY AND SOWING

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Research on selecting the best varieties and sowing Bu ryaka table and the estimation of economic efficiency manufac-tion of this culture by organic methods in Western Ukraine.

Varieties, organic product, cost, profitability.

Problem. Among the factors of anthropogenic loads on the biosphere, special chemicals given to farmers-tion, which gives self-regulation in wildlife, weakens the defenses plants, animals and humans. Undue doses of fertilizers, Num-added processing of chemical plant protection violation Technology applications and intensive tillage is causing many non-environmental-negative results. Organic farming system pre-foresees maintaining and improving soil fertility mainly due Manure and eliminated from synthetic fertilizers and pesticides. Organic production covers not only plant and livestock, but also processing industry [1, 2].

The study is an optimal growing technology through selection of table beet varieties suitable for application by chnoho-production method, and determine the optimal seeding time. To the goal of the study were assigned the following tasks: - Choose the most suitable varieties of table beet for c-tion for organic production method; - To assess the economic and technological elements of biology beet growing in Western steppes of Ukraine. Experiments were carried out on the farm Terebovlia area Ternopilskoyi area, which is engaged in the production of organic by-products is also certified by European and Ukrainian standards. For the study were selected varieties of table beet Bordeaux Kharkov (control), red ball, cylinder, Opole, payonovani for a given soil-climatic zones. Field experiments complementary laboratory. How to choose the sort of control Bordeaux Kharkov. The quality of the beet root crops after harvesting yield on the basic biochemical parameters were determined in the Ternopil center "Oblderzhrodyuchist." The reliability of the data obtained sub-statements by analysis of variance. For com-som agronomic, biochemical, technological and organoleptic performance in terms of organic vegetable growing all investigated co-RTI beet proved good. The highest and stable results were obtained when planting a variety of cylinders, giving sub-grounds to recommend it to production.

DEVELOPMENT ISSUES ENERGY IN AGRICULTURAL PRODUCTION

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The problems in terms of energy efficiency improvement efficiency and profitability of agricultural production.

Energy, energy consumption, energy technology.

Problem. In agriculture, ne-redusim in crop, livestock, greenhouses ovochivny-tstvi, there are major deficiencies in terms of economic usage burn-vno and energy consumption, power consumption, electricity consumption in the pla-bnyttstvo agricultural products. For example, in the US, Germany, Japan on 1 kg of fuel in the processing of agricultural products at is 5-7,5 profit of-mind. units. proty0,5 mind. units. in Ukraine. Energy intensity in We v2-5 times the average in the EU countries, technical losses dosya-hayut18-20% power consumption v3-5 times higher serednoyevroping, for example in the production of meat 320-400 to 80-120 kWh / t, when growing vegetables in accordance 120-150 kWh / t. This supports IP-nuyuchu view that the economy of agricultural production should coordinated energy values, such as minimum-you waste electricity per unit of output.

The main material. Enerhoekonomiya in rural households ers possible by:
- Introduction of new design solutions in the design of salt-skohospodarskoyi machinery and power equipment, providing reduce specific energy consumption and metal;

- Improving the structure tractor fleet, maximum increasing the share of diesel transport, formation trains from you-use of trailers and caravans;

- Meet the needs of agriculture typical Oil tanks, mobile fueling stations, some raise their performance, reliability and fuel supply;

- Development and improvement of road network in rural Miss tsevosti;

- The introduction of industrial production technologies bezvidhod-technologies and processing of agricultural products;
- Intensifying the process of photosynthesis;
- The use of agricultural by-energy re-resources;
- Involvement of alternative and renewable energy sources;
- Increased heat-protective properties of industrial designs apartments and houses.

In all cases, you can use several options energrihayuchy measures. Best (rational) energy saving option measures selected by calculating relative cost-effective efficiency investments with comprehensive analysis of cost and Senateral indicators. When choosing a variant used, extreme-tion method and the generalized difference difference. It is necessary to use two of last-no. In the calculations for determining the difference by the difference you-consolidated expenses only for those indicators for which different options, giving to simplify calculations. In developing new designs aggregates schemes of non-waste technology, usually no feasibility information. In this case, it is advisable to compare options-tion method uses generalized aggregate cost difference, where difference of worn-to specially selected parameter characteristic of type tasks. Techno-economic comparison is possible only if their similarity. Bringing includes feasibility studies, of quantitative and qualitative analysis of options to ensure the identity of bases-factors. The latter is compared options for ACT-zhyvachiv products, use of different energy, determination of modern economic efficiency of creation enerhoustonovky. Vrahuvannya identity social conditions produced by performance and safety conditions, level-we mechanization and automation, environmental protection. Integrated solution you-energy efficiency - one of the most likely to Ukraine Poles successfully overcome the economic and energy crises, vho-tion in community-developed countries. The solution to this problem, of our country will drastically reduce the dependence of the economy on energy imports, decommission a number of generating power w-dren, to technological upgrading of energy-intensive industries and structure-Turnu restructuring

commercial complexes to form optimal levels samoenerhozabezpechennya regions and sectors, to create a domestic industry issuance and implementation of a competitive energy-saving ob ladnannya significantly limit the influence of anthropogenic factors on the se-dium, provide social and welfare needs of man.

Enerhozberezhenniyata reducing the energy preferably carried out in all areas and sectors of energy consumption even while maintaining constant prices or if their relative decline. Basis reduction enerhoyemnosti sphere of material production equipment and services, buildings newest technologies and equipment that meet modern scientific and technical level of human development.

INNOVATIVE PROCESSES AND COMPETITIVENESS INDUSTRIAL AND ECONOMIC STRUCTURE

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The definition of industrial and economic structures institution, outlines the impact of innovation processes and manufacture idents innovation in industrial and economic competitiveness structure as a whole, it is modeled as a system outlines each of element.

Innovation, investment, innovation processes, innovative leisure-time activities, competitiveness.

Problem. Construction of industrial society based on the effective use of scientific knowledge and high-tech-nologies. Problems innovation institution in terms of current market transformations become fundamentally important knowledge chenie. Feature industrial and economic structure is it is the union of industrial and financial capital, giving able to combine funding opportunities at the expense of their financial akumulova-block structure, and rapid introduction of producing industrial unit results. Thus, the Act raises the problem of flax-impact research and product innovation innovative technologies for industrial and economic competitiveness of an institution.

Analysis of basic research and publications. Significant extra-scientific contribution to the study of innovation and problem-konkurentospromo zhnosti enterprises in the following domestic and foreign scholars, including: AS Abramov, IV Alekseev, EA Besarab, LI Belousov, AE Voronkov, NA Drobitko, JB Ivanov, MK Kolesnik, AE Kuzmin, VA Kuzmins-cue NN Lepa, Y. Markov, AN Matrosov, AA Mihranyan, EF Paley-Hov, DF Skrypnyck, GM Skudar, M. Statkevich, AM Tishchenko et al.

However, analysis of scientific publications shows that the investigation of influence product innovation and innovative technologies, which are among the main factors ensuring competitiveness in the market of eco-strength paid insufficient attention. Therefore, the current conditions of the national economy

Nazi-needed research is the impact of innovavatsiy and innovative technologies on the competitiveness of industrial and economic structures.

The purpose of the study. According to recent scientific developments and publications in which a study of industrial and economic structures and innovation, treated aim:

- Determine the effect of each of the elements of the impact of innovation technologies and implementations on the competitiveness of industrial and economic structure as a whole;

- Explore the mechanism impacts product innovation and innovation technologies for industrial and economic competitiveness of an institution

Development cooperation and integration between enterprises and capital will result in an increased interest-tion to the formation of large financial groups, industrial, intellectual capital and the formation of industrial and economic structures. The effect of product innovation on con competitiveness of industrial and economic structure in general terms systems perspective, outlines each of the elements specified system-topic. The results of the study can be used by researchers competitiveness and management of industrial and economic structures, Touro in schools, to develop scorecard the impact of innovation on industrial and economic competitiveness structure.

BIOGAS AS A PROMISING USES OF AGRICULTURAL WASTE

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The analysis of biomass in Ukraine and Ternopil Oblast's, in particular. The perspective directions for use of biomass biogas production.

Biohaz, organic waste, biofuels, biomass, biogas technology, by-products.

Problem. One of the innovative areas energy-saving agrarian enterprises is the use of biological types of energy-gies, raw material for which supply agriculture. Rezul-tachi studies indicate that the views of scientists on the feasibility of the product-ment of biofuels like biodiesel and bioethanol are inconsistent with.

Given the very expensive technologies and get them some eco-logo-economic aspects of the use of biomass resources. Given this extremely important biogas production based on bioenergy recycling organic waste obtained as a result of economic performance, UAH Duration, nights farms.

Analysis of recent research and publications. Problems secondary use and disposal of agricultural waste require substantial research. Relevance is the question of producing biogas from agricultural waste. A number of scholars critically assess global and domestic trends of biogas-tech technical, organizational and economic aspects of obtaining biogas from different raw materials. These include such scholars as G. Geletukha, IN Demchak, AA Dolinsky, TA Zhelyezna, MN Zhovnir, GM Kaletnik, Y. Kern-syuk, MI Kobets, AE Konenchenkov, VM Forester and others.

The purpose of research - analysis of the problems and prospects of production Biogas as an innovative energy-saving trend in farm-governmental work.

The main material. Today the modern situation Ukrainian village is seen as threatening the destruction of all kinds production, including agricultural and social

infrastructure tours. Not perfectly developed a comprehensive program of rural development areas. Law of Ukraine "On a personal farm", "On Agricultural Advisory Services", "On the Fundamentals of 113 Noah Agricultural Policy for the period do2015 Year" and other related se-Peasant farms are more declarative and you-Law purely protective function of this form of management. Nezvastite the large number of scientific and practical developments in the development of agriculture, most of the results and recommendations are not implemented in practice.

The prospective area for agriculture is its re-orientation of energy consumers to producers. The village has a great potential of bio-mass available for energy production. Biomasa- biologically-organic residue of organic origin, undergoing biological decomposition (walk-on agriculture (crops and livestock), forestry households and the related technology industries, as well as organic of industrial and domestic waste [5].

Biomass is one of the key renewable energy resources of the future, as it provides 14% of primary energy. The consumption of biomass increases notable pace. In Ukraine pig-plant energy production and efficiency of their use comes to the fore. Rapid environmental degradation due to the accumulation of waste in agriculture requires a strong introduction of promising methods of waste disposal. Great danger can create organic waste suitable for fermentation. Their disposal leads to significant chemical and biological contaminants territory. Under-sufficient recycle waste for energy production, but should you korystovuvaty-technology with low anthropogenic impact on the environment. Environmental Protection. Biogas technology, in our opinion, is the most effective for scrapping of organic waste suitable for fermentation. In further studies will be analyzed economic Effectiveness biogas production in Ukraine.

STATE GRAIN FARMING TRENDS REGION AND ITS AGRICULTURAL DEVELOPMENT UNDER TRANSFORMATIONS

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The state of grain farming and trends in its development in the region. Ways to increase efficiency and stabilization of grain production on the basis of innovation.

Grain farming, efficiency, productivity, crop area, sales, profitability, price, innovation.

Problem. The problem of improving the efficiency of grain sector to ensure high rates of agricultural sector economy becomes extremely relevant in modern conditions. But now there is a situation in which a constantly hampered development agricultural sector and grain farming in particular.

Sustained and targeted economic growth can be achieved by agrarian formations transition to an innovative development model oriented in quality and competitive products.

Analysis of basic research and publications. The problems of grain sector has always paid deep attention Ukrainian scientists with them V. Boyko, A. Ermakova, MY Kulish, MG Lob, AV Olejnik, PT Sabluk, LM Khudoliy, June II, SM Chmyr. However, the question effects of grain production at the regional level needs further study, researcher and practical use.

The aim of the study is to analyze the dynamic trends of grain farms in the region and working out measures to improve its efficiency.

The main material. For the current state of agriculture Ternopil characteristic is the expansion of grain crops 44.5% in 1990 p. to 60,3% in 2011 g., Mainly due to the decrease of fodder crops due to the reduction in livestock industries. Most farms are focused on intensive use of natural farming. Currently, among the forest-steppe regions dominated by crop. The highest grain yield in the study area for the intermediate zone of Ukraine achieved in 2011 - 44 kg / ha, which is 35.8% more than in the 1990, the 2010. The average grain yield kg / ha. Over

the past ro-ki grain farming region characterized by instability development. The diversity in output due to the presence of non-impact-negative factors, such as: poor logistics and poor agrochemical manufacturing process ensuring grain, low implementation in the production of science excellence through chro-night and a shortage of working capital, material resources leads to violations of the production process, use yrokoho extensive driving factors of grain production. An important factor in improving the competitiveness of the grain economy is to develop innovative type of agrarian economy.

The main components of the innovation in the development of grain production region is a system of crop rotation with a reasonable use of the system convey-Rennes fields and feed crops, the introduction of varieties of intensive type, advanced methods of tillage, integrated security ro-saliva from disease and kidnykiv, weeds, etc.

EFFECT OF CONCENTRATION OF PRODUCTION THE EFFECTIVENESS OF OPERATIONS AGRICULTURAL ENTERPRISES

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The effect of concentration of production efficiency economic activity of agricultural enterprises.

The concentration of production, efficiency, farm-governmental enterprise.

Problem. The low level of production and activities of the deepening crisis in agriculture show-ness to light a number of unresolved problems in the functioning of agricultural enterprises. In particular, the need to address the issue of the impact of the concentration-tion on production efficiency.

Analysis of basic research and publications. Problems influence concentration on the efficiency of social production devoted their Labour VG Andreychuk, PS Berezovsky, VP Halushko, MN Il'chuk, SM Kvasha, LY Miller, SA Mocherny, P.T. Sabluk, VK Savchukta Institute and scientists. The aim - to determine the effect of concentration on the effective-ity production of agricultural enterprises Terno-pilskoyi area.

The main material. One of the important factors that affect the efficiency of the production structure and pre-acceptance is the concentration of agricultural production. This form organization of production involves improving performance production activities by focusing it the means of production and items of work. At the same time increases the concentration of production and market-ing competition, which leads on the one hand, many bankruptcy enterprises and absorption of other quite well-cal Agricultural encourages producers to voluntary associations. The concentration of production have a significant impact on its effective-ity. With the growing increase in economic indicators of economic of enterprises by the scale factor positive action you-duction [1]. This delivers savings in fixed costs and better maneuverability material resources, increasing productivity. Labour and profitability of production. Etsya observed trend by which increases with increasing concentration of

effectiveness of production. The most effective is a high-tech, bahatohalu zevi sized enterprises farmland ponad2 thousand. Ha.

For efficient operation on farms term recommended adhere to international quality requirements agricultural production and certification of, you zabezpechuva-expanding investment and innovation, to improve the economic environment based on risk minimization and active maintenance state agricultural producers.

POSITIVE TRENDS IN THE SUGAR BEET INDUSTRY IN THE COUNTRY

S.A. Stasinevych, PhD, Associate Professor

The basic parameters of sugar beet in production, acreage, yield, cost, price sales, profitability and other indicators for 2009-2012. The modern trends in the industry were analyzed.

Sugar beet crop area, yield, production, implementation, sugar content, cost, price, profitability, corporations.

Problem. Sugar beet - an important industry crop production in Ukraine, the only one that provides domestic raw materials you sugar-duction krayini-traditional valuable product, one of the bases, sources of carbohydrates in the diet Ukrainian.

Analysis of basic research and publications. Problems of development and economic efficiency of sugar beet sector in Ukraine, preparation sugar beet actively investigated renowned scientists and practice-we Barshcheuski P., A. Hare, M. Kodenskoyu [1] V. Rybachuk, Bondar, A. thorn [2] and others. The aim of the study is to analyze the current state of the sugar beet and first identify the main trends in its development.

The main material. In recent years, there has been Ukraine trend of increasing of the volume and improve production efficiency domestic raw materials for the production of raw sugar beets. Thus, the gross collection of sugar beet increased by 87% - from 10 million tons (2009) to 18.7 million tons (2011). Area under sugar beet in three years extended more than na60% - z320 ha ha do516 Especially impressive pre-achieving in terms of productivity culture, u2011 g. Yield stanovyla362 kg / ha, but u2012 p. na30 as of November (according ZAR of-ministries of Agriculture and Food) in Ukraine vykopano18,27 million tons of sugar beet from 454.1 thousand. ha (average yield - 402 kg / ha) at Square posiviv466,3 ha Analysis show-ers volume and efficiency of production and sales tsuk-rovyh beet in Ukraine in recent years gives grounds alleged stabilization and formation tendencies improve the functioning of the sugar beet th in the country.

Positive changes in the state sector is a prerequisite for increasing of the volume, you start with domestic raw sugar - to achieve self-sufficiency and create export potential sugar country.

MAIN LINES OF RURAL FINANCE ERYTORIY

O.B. Burova, applicant

The current state of socio-economic development of rural areas. Compared to government funding of the agricultural sector Ukraine and the EU. The measures for development rural areas and improve people's lives.

Rural areas, funding level of rural of the population.

Problem. After the global financial kryzy2008-2010 years. Ukraine suffered tangible results. This negative impact on all areas of the economy, but most of all - on agriculture. The decline of the village reached a critical point, socio-economic development of salt-ing areas is very slow, resulting in reduced levels of the rural population, reduced amounts of agricultural production-governmental, threatening the reputation of our country in the international-level. Despite a number of unresolved problems are socio-ecological-economic nature, there is an urgent need for qualitative changes in all spheres rural development, accompanied by the first revival of agricultural production, the development of non-farm activities, sub-raising the living standards of the rural population to at least the countries of Europe.

Analysis of basic research and publications showed that the study problems of rural development the subject of many scientific-Framework in the publication of national scientists: A. Borodina, OH Pins, VS Diyesperova, OY Ermakova, AN Onishchenko, MK Orlat, AI Pavlova, IV Prosecutor-pi, PT Sabluk, VK Tereshchenko VM Trehobchuka, VV Yurchushun, KI Yakubu et al. However, they do not cover the range of development issues Rural and require in-depth study. The aim of the study is to analyze the current state of development of rural Ukraine and territories in government spending on the example of the EU.

The problems of rural terythorium in recent years turned into one of the most controversial regiotional issues. The solution should be to begin to assess the economic and co-socially-cultural situation, including industrial, demographic, environmental-tech and other features. Therefore, to ensure harmonious development rural areas should be based on the principles of unity and integrity,

relationship centralization and decentralization of public-policy field, with the obligatory account historical, economic, environmental, geographic, demographic characteristics, and ethnic and cultural pricetions each territorial unit. Complex rural development is a key component in the development of agro-economy sector of the country. Their development policy should aim at protection of rural living space, environment, sub-raising the standard of living, quality of agricultural products and recovery of depressed areas. To achieve the objectives at the recently held certification villages an urgent need to make an assessment of the current state of social infra-structure development perspectives of each village to work co-standards and regulations on the living conditions of the rural population and on this basis to develop regional socio-economic development of rural areas, which provide funds non-arounds for the organization of the planned activities.

FORMATION OF EVALUATION OF ACTIVITIES MANAGEMENT OF RURAL ERYTORIYAMY

A.M. Seleznev, a student of Master

Complex research existing evaluation system of local authorities in Ukraine, found out priority areas of udoskonation.

Governments, local authorities, si-tem assessment, evaluation, efficiency of public administration.

Problem. The effectiveness of management depends their ability to organize themselves so that operational responding to problems and mobilizing all resources to achieve social meaningful goals.

Low social competence of government Ukraine could explain the lack of officers practical management skills that torial systems in the market, their total demoralizatsitsiey and low adaptability to change, distance from the needs of a thunder-citizens, divergence social objectives and targets and bureaucracy-population. This requires specialists state and local government had CHO new knowledge and skills that require review of existing evaluation system activities.

Analysis of basic research and publications. Problems evaluation management bodies are considered such foreign scientists K. Weiss, E. Vedunh, LA Pal, D. Veymer, A. Weiningen, G. Simon, VB Bouzman, J. Strausman, P. Rossi, J. Hawley; among national footprint B. Tertychka call, I. Rozputenko, Yu wanted Kilizhvycha A. et al. Pere vast majority of scientists focusing on theoretical and metodolo-tech grounding system of evaluation of state-of managerial. This practical aspects of this issue, particularly at the local level, remain poorly understood.

Determination of efficiency and detection performance place-ment of vladyye one of the least studied areas of science to management. More questions arise in the process of identifying practical action UAH Duration, nights-government and management. However, it is clear that assessment of effectiveness is of utmost practical value because the permissions-lyaye discover how well chosen activities and which re-sults it brings, and to identify the specific contribution of government

in stimulating economic growth. The purpose of the study. Based on international experience and generalization analysis of existing evaluation systems of local governance in Ukraine identify priority areas of improvement.

The main material. Among the variety of assessment Activities of vldy- from the international to the local level is none universal. In each case, the researcher has choose the type that may be the most appropriate and effective in certain conditions. This choice is determined by both the nature of the investigated problems and opportunities assessment. Formation evaluation system authorities promote the strengthening of the Capetion managers, their ability to respond flexibly to changing environment, stimulate the introduction of new techniques- prepared for vky, adoption and implementation of management decisions. This will consolidated nude-relation between professional knowledge of staff, training and career.

ADAPTATION OF FOREIGN EXPERIENCE BEFORE LAND OF RELATIONS IN UKRAINE

V.M. Vdovych, PhD, A.P. Slyusarchuk student of Master

The experience of land reform in developed countries, as the role of the state in their regulation. Significant defined areas of improving the system of land relations in Ukraine.

Land issues, state, private property.

Problem. In the process of land reform Ukraine relations the son faced considerable difficulties instytuttsionalnoho, social and psychological problems. Today our country is one-it with the world record for the duration of land reform. To resolving conflicts that have arisen in the system of land relations, useful will study the experience of foreign countries and its adaptation to local realities. This will help predict the development of land relations and thermal protection shields, Whips adverse effects in the reform process.

Analysis of basic research and publications. Problems of Development system of land relations, its regulation are considered domestic science-kovtzi as IG Kirilenko, MI Malik, V. Mesel-Veselyak, OM Onishchenko, AE Dankevich, PL Kulinich, MN Fedorov, AV Shkilov, VV Yurchushun and others.

The aim - to summarize the international experience of system-theme of land relations and on this basis to determine priority areas its improvement in Ukraine.

The main material. In countries other state support -stytutu private ownership of land, Fostering effective landowners is essential for the further development of the agro-th entrepreneurship, social development of rural areas, securing working population in rural areas in modern conditions quantify natural zmeshennyasilskoho population. To ensure effective zemlekory-stuvannya in developed countries have a system of control and supervision.

The issue of introduction of agricultural land market in Ukraine and its on-consequences for the economy, given the current state of the Ukrai someone villages, require the use of appropriate methods for their solution, which should take into account both domestic and international experience. Nasampe-ed, you

should find out what will be the future model of rural development of state-tem, which forms farms shall prevail Depending on the Poles will be identified and methods of further land-transformations in Ukraine. International experience suggests the existence of different models manitnyh-land relations, which can be effective, as the national interests and needs of the country.

APPARATUS FOR DETERMINING PONYATYEVOHO SUSTAINABLE DEVELOPMENT OF RURAL ERYTORIY

Y.D. Pishchik, graduate student

The theoretical aspects of the conceptual definition of equi-Ratu sustainable rural development.

Sustainable development, rural development, sustainable development of salt-ing areas of social and economic development.

Problem. In recent years in Ukraine actively the problems of sustainable development. Rural areas have achieved and somebody condition for the release of which is necessary to search and process quality new approaches to the organization of agrarian nature-based H-rmonizatsiyi society relations, production and nature, requiring new sustainable development strategy.

Analysis of basic research and publications. An important contribution to dos lidzhennya sustainable rural development did our scientists OM Borodin, IG Kirilenko, MI Malik, AL Popov, VK Tereshchenko, VV Yurchushun, and others.

The main material. Use of the term "sustainable devel-talk" (Eng. Sustainable development) in official international documents associated with the name of Prime Minister of Norway Gro Harlem Brundland that formulated its report "Our Common Future" prepared for Council and published in 1987 by the International Commission on Environmental environment and development. Sustainable development in the formulation is un- devel-current society, to meet the needs of present generations, without causing codes with opportunities for future generations meet their own needs [2]. The international community understands sustainable development strategy for IP-ning of the XXI century, its main task is displayed in the "Agenda for the XXI Century" pryynyatomuv Rio de Janeiro in 1992. Constant seen as a development that not only generates but also contributes to modern economic development, restoring the environment to a greater extent than reducing it, promotes opportunities for people, not impoverish them [9, 10].

Towards sustainable development is to optimize the life of mankind in terms of safe environment and relationships inside Souss-society, and between different communities. One of the most important prerequisites for sustainable rural development, conductor that is systematic and comprehensive work on solving existing problems both at the state and local level. This is reflected in State target program of the Ukrainian village for the period do2015 year and the concept of Sustainable Rural Development in ne-riod 2020 roku. Meta programs - creating legal, economic financial and organizational conditions for residence in rural areas, diversification and increased employment rural population and reduce migration, formation com-tive agricultural sector, environmental protection and reproduction Natural Resources. Locally Sustainable Development Strategy has designed, planned and implemented by the efforts of village councils, district authorities, the private business and public pre-acceptance, NGOs and the participation of the population. It should be emphasized that the complex issues at the present stage of development of rural areas requires an initial initsiatives farmers in shaping strategy for rural development and direct participation in programs and projects for rural development, participation in local-population in decision-making on development strategy and determination of its top priorities. Another of the conditions of implementation strategies Sustainable Development is to promote information environment and the countryside stimulation of the social and labor activity farmers. In view of the above we can conclude that "sustainable rural development "- a system of organizational, economic, political and legal measures to ensure their proportions, and simultaneously, irreversible and progressive changes in the stable-producers-keeping, social and environmental fields that occur in proportion and single simultaneously in each of the components of rural areas [1].

MANAGEMENT AGROHOLDINGS IN DIRECTLY FROM THE SCALE TO EFFICIENCY (EXPERIENCE OF AVANGARD)

K.B. Miller, a graduate student

The aspects of the origin and functioning ahropromys-lovyh forces in Ukraine and their impact on the development of farmer-tion. The system of control and features of sal-Nes process of vertically integrated companies (holdings). The main positive and negative aspects of their activities.

Agro, a vertically integrated company, EBITDA, export, organizational structure management, profitability, market egg business model.

Problem. The current stage of economic development characterized ryzuyetsya-emphasize the agricultural sector, which plays an important role for Ukraine. In the state's economy significantly affect global globalization and integration processes. According to the United Nations Food and Agriculture Organisation (FAO), in recent years there has been a significant higher world prices for food products. To a greater extent, this is the END-vayetsya due to the rapid economic growth of countries like China and In-performance, accompanied by an increase in consumer incomes and in demand. According to the estimates of international organizations, increasing demand for on-contentment can be achieved only through a small number of countries-tries, including Russia, Ukraine and Kazakhstan. Ukraine has significant opportunities you-duction of agricultural products due to favorable climatic conditions and strong human potential. In view of this, and also because of insufficient effective regulatory mechanism in rural households ers Ukraine increases the concentration of capital, agricultural technologies and agricultural land in the so-called vertically and horizontally integrated companies of holding type (holdings). The situation current market food and imperfect land relations, associated with low demand for agricultural land, together with their availability were the main prerequisite for the formation and development Agrokhim-ldynhiv in Ukraine. At this stage, constantly increasing demands for justification Executive management and operation of agricultural holdings.

Analysis of recent research and publications. Some aspects of this problem-examined following leading national agricultural economists as B. Andreychuk, A. Hutz, M. Pugachev, S. Demyanenko, M. Demyanenko, Sabluk P., V. Sytnyk A. Dorosh, Krivov V., V. Haivoronsky Nychyporuk A., I. Kotkalova, P. Stetsyuk, Popov and others. However, prospects of agricultural enterprises require further study economic, environmental and social performance in a market transformation of land relations in the countryside. Stage of issues operation of agricultural holdings, as reflected in the economic literature, does not disclose any questions facing modern economic science-Coy on this line of research. Not enough highlights issues agriholdings management, because of agricultural holdings will show etsya as constructive and destructive, so there hidnist-A necessary analysis and justification management of agricultural holdings.

The aim - to analyze management system VERTIC-I no- integrated enterprises (holdings), to determine for building a person-their business processes and substantiate measures for Improvement-ment of state regulation. Specific studies of manuf-on materials agricultural holding «AVANGARDCO IPL».

The main material. With the transition of the economy in Ukraine market principles of agriculture as an industry with seasonal pro-tion and slow turnover, is in worse conditions in comparison with comparative-industries. Among the most important problems in agriculture (APC) are: low efficiency of agricultural produ-of production and which does not provide the expanded reproduction; lack of motive-tion work, unemployment, poverty and labor migration, social decay in-frastruktury, dying villages; deindustrialization agriculture (provision of agricultural enterprises technique stanovyt45-59% over 90% of which need to be replaced because of their harmony) [7, p. 4-6]. To accelerate the development and introduction of new mechanisms of the Lord enti- ties that ensure sustainable agricultural development production may lyahom development of new organizational and legal forms. First, the lack of institutional support movement of land, and secondly, inadequate legisla-tion rental and any control by the state for land use deigned to-develop process of concentration of agricultural land

agriholdings, including foreign capital, using hundreds of thousands of hectares of land in their commercial interests. results for the first nine months of 2012 continued to deliver strong growth in all key financial and operational indicators confirming the leading position in the market of egg production and egg products in Ukraine and Eurasia. The strategy is focused on increasing production volumes ob search for new markets and cost control justifies its cost efficiency, the company's revenue for 9 months increased na33% and net profit increased na43%. The results to-reach due to increases in production and steadily grow demand for products in the world. Please note that the price of eggs and egg products is growing, and profitable strategy for procurement of grain positive impact on production costs and allows the Company to protect against fluctuations grain prices.

MANAGEMENT AGROHOLDINGS IN DIRECTLY FROM THE SCALE TO EFFICIENCY (EXPERIENCE OF AVANGARD)

K. B. Melnyk, a graduate student

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THE PROBLEM OF ECONOMIC DEVELOPMENT INVESTMENT THE INDUSTRY OF NATIONAL ECONOMY

S.O. Ermakov, applicant

Theoretical, methodological and practical aspects of investing-economic development of enterprises sectors of national households ers and worked out proposals for its improvement in order efektyvosti increase industrial and business-goods producers.

Economic development, investment, business, industry, organizational and economic mechanism national economy.

Problem. The national economy of Ukraine combines several sectors, which include industry are plabnychoyi and non-areas or facilities. The complex harakteryzuyetsya structure of production - the ratio between the Galois-zyamy, which expresses the proportion of economic and social status of these great-division. The structure of production is defined as a natural and cost-mi indicators (GDP, gross value added, or consist ing-employed, the cost of capital). The basis for selection industrial complexes is a collection of industrial proportions of public production you. This sector of the national economy is coherent set of organizations and enterprises, united by common functions that they perform in the social division sling. Territorial structure of production reflects the production proportions in certain areas production between different areas of the country. Depending on the Galway-Zee role in the national economy allocate the production of goods and you-duction and services. Main link industrial complex is promyslovist- nayva zhlyvisha-producing industry, which includes companies engaged in the extraction and harvesting of natural raw materials, production facilities pla-bnytstva and commodities. Industry is the main trudopohly-nayuchoyu industry commodity production, its development as a whole must development of other sectors of the national economy. The nature pla-bnytstva items of work and industry, in turn, divided into mining and processing industry. Extractive industry combines industry-taken divided by the extraction of raw materials component of natural resources. Treat-the industry as a set of industries, companies which treated and

processed raw materials include paint industries that create products ready for consumption. Oil extraction industry-VNA is sometimes called the resource. The structure of industrial-sti Ukraine can be represented as a generalized form of four large interdisciplinary complexes - fuel and energy, meta lurhiynym, Mechanical and Chemical. One branch production complex structure is divided into: industry, agriculture and production infrastructure. A special place in the structure of production complex occupies industr love-production of raw agricultural products of origin, of which, together with agricultural, released in separate AgroProm-industrial complex. As part of this complex set of function-relevant enterprises of different ownership and management that the segment-considerably by abnormal development and investment.

Analysis of basic research and publications. The problem to invest Nia economic development of agricultural enterprises devoted to scientific work II Vinnichenko, V. Heytsya, II Dorosh, MJ Demyanenko, MI KISIL, MY Kodenskoyi, II Lukinova and others.

The purpose of research- processing of proposals to improve investment process of economic development enterprises branches national economy as the basis efektyvosti increase production and economic activity commodity in modern terms host tub. Problem of economic growth is closely linked to the availability of resources for development economy and improve its structure, and the most important source resu-rsiv economic growth of any sector of the national economy act as an investment. The analysis of investments in fixed Kapital Ukraine by economic activity performed by all sources of funding for the period 2001 - 2011 pp., shows that today more than half of this funds of enterprises and organizations. But there is a ten-dentsiya reduce their percentage in the total investment. Investment model of economic development enterprise sectors national economy in the future is expected change of orientation-shooting to ensure effective management, ie the transition from investment targets mainly on technical re-equipment and rehabilitat tion of existing agricultural units and buildings of a farm

first appointment to a new direction in their construction of production and market infrastructure, including expansion of existing-ing the agricultural enterprises.

EFFECT OF BOLOGNA PROCESS FOR EDUCATIONAL AND PROFESSIONAL DEVELOPMENT POTENTIAL RUDOVOHO APC

E.O. Lanchenko, PhD, Associate Professor

The positive and negative aspects of the Bologna process agricultural universities in Ukraine and its impact on quality of specialist-farmers. Actuality further integration into the international Institute of Higher Education to improve the quality of education and professional characteristics of labor potential APC.

Bolonsky process agricultural higher education institution profile, specialist employment potential.

Problem. Agricultural higher education plays an important role in formation of qualitative characteristics of labor potential of rural territory. Is therefore important to consider issues related to the modern international university-term integration of agricultural profile and quality of specialist training for APC. About implications, challenges and positive aspects of joining Universities Ukraine, Russia and many other countries of the former "socialist camp" the so-called Bologna process may conclude each to his scientific staff member higher when these countries. Mentioned means the process of reforming the traditional system of higher education, which developed approximately 70 years and a half decades after the collapse of the Soviet-Union, and its approach to the mechanism of educational activities in pre-transition countries, including Western Europe.

Analysis of basic research and publications. Research on social-work-related AIC Ukraine pay attention to many scientists economists-in agrarian research institutions and higher agricultural education. The subject of the research they choose mostly related sub raising the productivity and efficiency of labor resources, improve motivation mechanism in agriculture, enhance socio-economic development of rural territories. However, under-enough attention is paid to the development and improvement of educational and professional component of the employment potential in rural areas in the context of international integration, Higher Education.

The purpose of the study. Coverage of international integration-process in higher education Ukraine, to identify its positive and negative hundred-parties to a profile and agricultural universities in shaping employment potentials, potential-APC. Positive party of Ukraine's accession to the Bologna Process is an international interests-grace and unification of educational work in the agricultural universities and in-rodoohoronnoho profiles, improving vocational qualifications char-terystyk students - future specialists APC trained and / or practical training abroad, ie educational component, characterized rystyky employment potential of the village. Abroad they adopt re-experience dovyv organizational, economic, technical, technological and innova-vative and social management principles and effective hospodaryuvan-tion in agriculture. Thus, the exchange of students between agricultural institutions teach-lnymy world significantly improves educational and professional level future specialists AIC.

Integrating into the European and world community in education, you should not abandon the principles of traditional education system, should combine effective teaching teaching traditional techniques and modern education system. For example, when compiling studntamy modules can be combined "Ticket" and test forms with the Accounting distasks that yroko apply the scientific and educational activities author and other university professors Ukraine.

PSYCHOLOGICAL DEVELOPMENT RIGHTS IN THE EXISTENCE OF FAMILY TRANSNATIONALNOYI

*O.I. Makuch, Ph.D. in Psychology, Art. Teacher, S.I. Kutsan, p. Teacher,
Separated subdivision NUBiP Ukraine "Berezhany Agrotechnical Institute"*

The problems of migration and its psychological-nological us directly influence the formation of man. Will offer a new interpretation probes the family as a transnational, considered no-social-psychological causes of this phenomenon in terms of globalization suspilstva.

Labour migration, psychological factors, anxiety, transnatsionalna family.

Problem. Socio-political and economic crisis directly related to the problem of employment and self-rokyh masses. The ability of citizens to have freedom of political, its a Basic Income-choice, freedom of movement and freedom even self-beaten tion from one capitalist mercenaries who have lost the right to social welfare. Society has entered the period of large-scale globalization changes. In the this context, it is advisable to note that, according to the researchers, development Advanced technology is one of the main and most powerful components of Globalizatsiyi and is responsible for the emergence of a new society. Except of globalization and its effects largely affect mobility People migrate and spawn in the transnational context. notion "Transnatsionalnist" covers a range of two individuals who related effects of migration. That is why the Ukrainian science and sous-common practice, a new understanding of the transnational family.

Analysis of basic research and publications. Explaining the meaning of the concept, based on the study of national and inozenyh scientists we find out that the first time the term "transnatsionalnist" offered R. Boum, which marked a new way of thinking in relations between Ku lturamy. Later this concept sociologists began to use in the study of migration in E replacing the familiar term "international migration". IOM considers the trans-nationalism as a process in during which people establish and maintain social and cultural ties Th-cut geopolitical boundaries [6]. Needs to refine theoretical aspect slidzhennya-migration, as reflected in the works local scientists such as E. Libanova, E.

Malinowska, M. Nikolaichuk, A. Pozniak, A. Puryhina, A. Homra and others. Get to know the characteristic causes of migration and research problems in the context of the family, we analyzed the essence of pro-family as a social institution in question in TV works Andreeva, NY Maximova, MA Halahuzova and others. Psycho-tech preparedness dear, motivation, attitudes, knowledge about the family of analog-zuyutsya in research, MI Alexeeva, LF Burlachuk, VI Zatsepin, AM Parishioners, psychosocial factors and formation of the future-stage of practical identity is revealed in the writings of Freud, K. Horney, A. Adler, Erich Fromm and others.

The purpose of the study is to clarify the psychological effects of IP-ning transnational families. Based on this goal, authors have set the task: to reveal the nature and specificity of transnational family as a new form of social groups, analyze the impact of these trends families on the psychological development of man. Socio-economic changes in society lead to violations role of the family, disharmonious personality development and system-Heugnes psychological time, which may adversely affect the development of the human psyche and its behavioral activity.

Globalization of our measurements should be directed to the good-bottles and social cohesion policy people at the transnational ditch, no, because migration flows require social protection, and psychological-term comfort, respect for values and saving the national identity.

PSYCHOLOGICAL ASPECTS OF BUSINESS

L.V. Kovalenko, p. Teacher, O.V. Mykytiuk, student

Depth understanding of the issues of entrepreneurship and important individual psychological characteristics of personality pidp-ryyemtsya in Ukraine. Obtained new evidence on the relationship between success business with individual psychological consciousness entrepreneurs.

The economic effect, efficiency, economic stability, the direct-efficiency, entrepreneurial drive, tsilesp-ryamovanist, responsibility, communication.

Problem. The transition to a market economy and modern terms of economy of Ukraine heightened interest in the study of psycho-logical aspects of the business, whose contribution to the process of updating social life is very important. Relevance of research is conditioned by specific historical fact-ndentsiyamy revival of business in Ukraine that is la means of assigning one person to the various functions related to activities of the firm: the entrepreneur as owner, manager, artist. The reality of our days show the urgent need for qualified entrepreneurial sub-frames, but scientific and psychological principles to meet its insufficiently studied.

Analysis of basic research and publications. In studies of pi-tan business authors such as LF Burlachuk, SD Maksimenko, YL Trofimov, VA Tatenko, AB Kovalenko, VG Panok, MN Kornev, YM Shvalb, EL Nosenko, Karl Vesper, BC Blockhouse, P. accumulated Horvits data helped to isolate some personality traits that define human tendency to successful entrepreneurship. The urgency of the problem, its practical importance, lack devel-blenist theoretical and methodological aspects in the context of the Ukrainian mentality, determined the choice of research topic.

The aim - to provide basic psychological aspects enterprises that determine the effectiveness of entrepreneurship. All necessary quality, skills, skills that help managers to resist negative influences him-and threats that accompany their activities are part vocational and psychological preparedness of business activity,

which is a crucial factor that affects a take away mine-snennya professional activities, and conformance and psychological security.

SOCIO-ECONOMIC PROBLEMS UNEMPLOYED YOUTH IN UKRAINE

O.D. Balan, PhD

The state of youth unemployment in Ukraine analyzed problems faced by young people in search of work. Posted ways to improve youth employment.

Bezrobittya, employment, labor market, youth.

Problem. Real employment, including mo-Lodi, is a clear identifier of the economy, and social parameters the investment climate. The need to improve the run-workers in the national labor market conditions present causes of new-exercise of qualitative transformations, including the important place belongs employment during youth. Regulation of employment, including mo-Young professionals plays an important role in social and economic development any state, especially in an environment where task-you will achieve sustainable, long-term growth in all areas of life. Attracting young people to develop the economy and society- this strategic Pole-tion to ensure a decent existence not only the individual, but also the entire state.

Analysis of basic research and publications. Youth Issues employment and youth unemployment in Ukraine is reflected in works of such scholars as Goddess, Bogucki, Grishnova, Diyesperov, split, Kupalova, Lebedynska, Makarov, Lower, Petrov, Jaremenko and others.

The aim - to address the challenges related to employment and youth employment, identifying the causes of low youth employment and identifying key trends shaping and regulating mechanisms labor market based on the situation in the country today.

The main material. Youth segment of the labor market -most problematic share of the national labor market. Search first job, young discrepancy requests and suggestions ro-botodavtsiv, lack of experience, the discrepancy between the level and quality of education professional responsibilities increase tension on the labor markets,. According to official data, over the past few years, ACT-sterihayetsya was time the number of unemployed youth. Thus, the basis-governmental measures that have conducted to reduce unemployment. Youth should be the basis

for regulating labor and employment exclusively by us legis-Ukraine, yrokomasshtabna campaigning and education work it particular need:

1. To regulate the legal and regulations on employment, dis-do by legislation favorable conditions for starting a business youth.

2. Create a Youth labor exchange.

3. Developing the local government, cal-convertible financing active measures to promote employment among the mo-Lodi.

4. Conduct research to determine specialties professional skills and qualifications, which should have release-ers take into account the results of these studies in the curriculum.

Prior to these studies are involved sociological laboratory-torii universities.

5. Given the importance and magnitude of the problem of unemployment. Youth at the state level, the establishment and operation of sub-sections on employment promotion institutions of higher learning should be prescribed by regulations with you-CB validity.

6. Develop a mechanism for promoting students and students work-you-resident in their free time and organization of experimental-industrial enterprises in schools.

7. Develop and implement a mechanism of financial, fiscal and other second support enterprises, institutions and organizations involved in the re-employment programs mentation youth.

8. Conduct training on job search techniques and distribution materials on issues of employment, expansion of information field the state of the local labor market with potential employers, etc. to create the conditions for self-entity.

9. Conduct informative and educational seminars and workshops on employment opportunities, enhance their own efforts in addressing employment problems and increase self-esteem.

10. Organize meetings with employers and unemployed ex-they who have successfully found employment or set up their own business. Provide whith positive experience yroke coverage by the media.

11. Implement programs in education technology courses job search and extracurricular activities with own business.

12. Conduct coordinating international activities: in part exchange students to internships, voluntary and temporary execution work and so on. And to finally manifest itself as a market economies confirm integration ambitions Today Ukraine faced with the task of providing decent jobs everyone who applies to it seeks, in particular young people, and this realization of effective youth policy is only possible through cooperation between the state, employers, schools and the very young.

NEED FOR IMPLEMENTATION OF THE STUDY SUBJECTS METHODOLOGY OF AGRICULTURAL COOPERATION IN THE CURRICULA OF HIGHER EDUCATION INSTITUTIONS

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The causes that prevent the successful development of salt-skohospodarskoyi cooperation. The necessity and provided proposals for the introduction of a learning process for higher education, puts specialized courses "Methodology of organization and development agricultural cooperation in Ukraine. "

Agricultural cooperatives, agricultural ob sluhovuyuchyy cooperative, cooperative education, training di subject matter, training, retraining, information, software, staffing, higher education.

Problem. Today is the development of rural areas priority Poles of state and a key-on direction of Ukrainian authorities. In turn, the most effective direction of the revival of rural areas and an important component of the current kturnyh-economic transformation in rural areas in modern conditions is agricultural service cooperatives. Cooperatives in rural areas are the foundation of agricultural market infrastructure, an important pre-language protecting the interests of owners and subsistence farmers farms enable farmers to obtain significant benefits on all hundred-action motion grown products and counteract uncontrolled expansion in Serednytska structures. Agricultural co-operation as vysokoorhani-zovana form of mutual aid, promotes social integration peasants, growth of real incomes of getting cheap service pos-alkali production and joint solution of social and domestic problems community, job creation and so on.

However, the cooperative movement in rural areas not yet acquired yrokoho in yrennya in Ukraine. The vast majority of land and property shares have not become full owners, and newly-spodarski rural cooperatives are not able to withstand large monopolists, retail chains or intermediaries. Not least of it-takes

place due to lack of information, lack of system of agricultural Dorado ing services in this area, inadequate staffing, and most far reaching, undermines, through absolute absence of the corresponding long-term training programs on agricultural cooperation and systems is depth training of students in higher education institutions of a certain discipline.

Analysis of basic research and publications. Problems caste tion, creation and development of agricultural cooperatives current-erostructures rural studied such famous domestic scholars of our time, as MI Malik, Dr. Tereshchenko, NA Burial, FW Horbonos, OM Onishchenko, VV Goncharenko, O. Krysalnyy, MP Gritsenko, VV Zinovchuk, OA Panteleymonenko, LV Moldovans V. Yurchushun and others. In their work significant attention is paid to the peculiarities of the creation and management of cooperative-tive entities of their work, highlighted aspects of internal economic activity, stage of practical service cooperatives, their interaction with other participants in the agricultural market regulation mechanisms of cooperation at the state level, reveals the conceptual framework of others. However, the on-scholarly writings actually completely missing an inquiry obtained-class specialized professional education and shaping the system training, retraining and advanced training of specialists in the field agricultural cooperation in higher agricultural education. Given the importance of cooperation in the agricultural sector, it defines the great relevance of this study.

The aim - identifying problems hampering the development of cooperatives, rural and study proposals for intro-mentation into the curriculum and the learning process for higher education, puts major subjects of study methodology Agricultural-governmental cooperation. Therefore, implementation of the courses "Methodology of organization and development agricultural cooperation in Ukraine "in higher education programs Agricultural education is largely due to the growth of pot-reby specialists who have had comprehensive knowledge and practical how to create and organization of agricultural flat co-op locally. Specialized professional education on the basis of com-snoho-depth study of all aspects of the organization and operation of agricultural cooperatives, securing

education production practices provide students with comprehensive knowledge of theory and practical on-vychkamy organization and operation of cooperative groups.

As a result, modern specialist who comes from an institution of higher agricultural profile will have actual knowledge of the creation of agricultural cooperative, the order of registration, membership in the cooperative management cooperative activities, planning its activities, to know the characteristics. Tax and Accounting in cooperative structures navigate the various aspects of economic cooperatives, understand aspects of state support cooperatives and others. In ent th, at the higher educational institutions will be implemented agrarian pro-tional system training or postgraduate education in the field of agricultural cooperation that will go a long to increase the educational level of professionals, civil servants, keriv-operation of cooperatives, members of village / town councils, owners OSG and farmers and others.

РОЛЬ ДЕРЖАВНОГО РЕГУЛЮВАННЯ РОЗВИТКУ ГАЛУЗІ ХМЕЛЯРСТВА

*Т.М. Коба, аспірант**

Висвітлено проблеми законодавчого державного регулювання та бюджетного фінансування галузі хмелярства в Україні та надано рекомендації щодо подальшого удосконалення діючої нормативно-правової бази.

Державне регулювання, агропромисловий комплекс, галузь хмелярства.

Постановка проблеми. Незалежність України та перехід до ринкових відносин зумовили потребу в державному регулюванні економіки. Особливо це стосується аграрного сектора як визначальної частини економіки. Тут постає питання про ступінь втручання держави в ринкові процеси, про те, в якій мірі держава може і повинна регулювати ринки, забезпечувати їх функціонування.

Стратегічною метою аграрної політики є виведення сільського господарства і всього агропромислового комплексу на рівень найбільш розвинутих в аграрному відношенні країн світу. Повною мірою це стосується розвитку аграрного сектора економіки регіонів, де комплексні соціально-економічні дослідження проведені недостатньо.

Аналіз основних досліджень і публікацій. Проблемам державного регулювання аграрного сектора економіки присвячено багато досліджень вітчизняних та зарубіжних учених, зокрема: А. Дьоміна, В. Карсекіна, М. Корецького, Л. Дідівського, Л. Головка, С. Чистова, Дж. М. Кейнса та ін.

Питання аналізу стану галузі хмелярства, підвищення економічної ефективності виробництва хмелю та виявлення перспектив розвитку досліджували Р.С. Басун, А.А. Годований, І.С. Єжов, В.В. Зіновчук, М.Г. Ковтун, І.П. Куровський, М.І. Ляшенко, Т.М. Ратошнюк, О.Я. Стойко, В.М. Федорець, А.С. Шабранський.

Незважаючи на високі наукові досягнення ефективність аграрного виробництва залишається низькою, виснажується природно-ресурсний потенціал, недостатньо відновлюється матеріально-технічна база.

Мета дослідження – проаналізувати роль держави у прискоренні ефективного розвитку галузі хмелярства в Україні, дати рекомендації щодо подальшого удосконалення діючої нормативно-правової бази.

Виклад основного матеріалу. Підтримка сільськогосподарських товаровиробників в Україні проводиться відповідно до цільових програм і обсягів їх фінансування, які щорічно затверджуються Державним бюджетом України, а також шляхом пільгового режиму оподаткування держав-

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них підприємств. Тобто в Україні, згідно з класифікацією СОТ, підтримка сільгосптоваровиробників здійснюється переважно у вигляді заходів „зеленої скриньки”. У 2005 році набрав чинності Закон України „Про державну підтримку сільського господарства України” [1], який визначає основи державної політики у бюджетній, кредитній, ціновій, страховій, регуляторній та інших сферах державного регулювання щодо стимулювання виробництва сільськогосподарської продукції та розвитку аграрного ринку, а також забезпечення продовольчої безпеки.

Державне регулювання економіки – це система заходів, інструментів, методів і засобів задля здійснення підтримуючої, компенсаційної та регулюючої діяльності держави, за допомогою яких держава впливає на діяльність суб’єктів господарювання і ринкову кон’юнктуру з метою створення нормальних умов для ефективного функціонування ринків сільськогосподарської продукції та вирішення складних соціально-економічних проблем аграрної економіки і економіки сільських територій.

Об’єктами державного регулювання економіки є: економічний (інвестиційний) цикл; секторна, галузева та регіональна структури господарства; умови нагромадження інвестиційного капіталу; зайнятість населення; грошовий обіг; платіжний баланс; ціни та умови конкуренції; підготовка та перепідготовка кадрів; довкілля; зовнішньоекономічні зв’язки.

АПК країни - це сукупність галузей, пов’язаних із виробництвом сільськогосподарської продукції, її переробкою, реалізацією та обслуговуванням самого сільського господарства.

Окреме місце в системі державного регулювання та підтримки сільськогосподарського виробництва належить галузі хмелярства. Вітчизняне хмелярство досягло найбільшого розвитку в 70-80-х роках минулого століття. У середині 80-х років Україна за площею насаджень та валовим збором хмелю вийшла на п’яте місце в світі після Німеччини, США, Китаю та Чехословаччини. Це давало можливість повністю забезпечити внутрішні потреби України та частину хмелю відправляти за кордон і в сусідні республіки.

Важливим напрямом державного регулювання сільськогосподарського виробництва в країнах з ринковою економікою і високо розвинутим аграрним сектором є регулювання обсягу виробництва окремих видів сільськогосподарської продукції. В умовах насиченого ринку, як з’ясувалося, цінового регулювання недостатньо, щоб запобігти зниженню доходів фермерів і перевиробництву продукції. В ряді країн таке регулювання здійснюється у вигляді квот – максимально допустимого обсягу виробництва конкретного виду продукції кожним виробником. В окремих випадках здійснюється контроль за розміром посівних площ і поголів’ям тварин. Перевищення встановлених квот карається штрафами, водночас такі адміністративні обмеження, як правило, супроводжуються вагомим матеріальним стимулюванням фермерів. Так, наприклад, в Англії за скорочення посівної площі зернових на гектар фермеру видається державна компенсація в розмірі 150-200 фунтів стерлінгів.

Протягом своєї історії хмелярство України зазнавало як піднесення,

так і спадів, але завжди вітчизняний хміль мав широкий попит на внутрішньому та зовнішньому ринках. Значні коливання валових зборів хмелю в Україні свідчить про те, що хмелярство ще не знайшло свого місця в ринкових умовах і тому не стало у державі стабільною галуззю і надійним гарантом отримання цінної продукції. Держава зацікавлена в її розвитку, що позбавить країну від імпорту хмелярської сировини, зміцнить економіку господарств-виробників хмелю, збільшить грошові надходження до бюджету усіх рівнів.

Розпорядженням Кабінету Міністрів України від 18 серпня 1998 р. №695-р з метою створення матеріально-технічної бази з виробництва гранул шишок хмелю для забезпечення потреб пивоварної промисловості України та підтримки вітчизняних товаровиробників було виділено ВАТ „Український концерн хмелярства „Укрхміль” (м. Житомир) безвідсоткову інноваційну позичку обсягом 2,8 млн грн для придбання обладнання з виробництва гранул шишок хмелю [2].

Враховуючи кризовий стан хмелярства та з метою забезпечення пивзаводів і інших галузей промисловості вітчизняною сировиною у 1999 р. було прийнято Закон України „Про збір на розвиток виноградарства, садівництва і хмелярства” [3], який визначає порядок справляння та використання збору на розвиток зазначених галузей. Платниками збору є суб’єкти підприємницької діяльності незалежно від форм власності та підпорядкування, які реалізують у оптово-роздрібній торговельній мережі алкогольні напої та пиво. Об’єктом оподаткування є виручка, одержувана від реалізації даної продукції. Ставка збору становить один відсоток від об’єкта оподаткування.

Законом України “Про збір на розвиток виноградарства, садівництва і хмелярства” від 09.04.1999 р. №587 визначено порядок справляння та використання збору на розвиток виноградарства, садівництва і хмелярства.

Платниками збору на розвиток виноградарства, садівництва і хмелярства є суб’єкти підприємницької діяльності незалежно від форм власності та підпорядкування, які реалізують у оптово-роздрібній торговельній мережі алкогольні напої та пиво.

Об’єктом оподаткування є виручка, одержувана від реалізації у оптово-роздрібній торговельній мережі алкогольних напоїв та пива. Ставка збору становить 1 % від об’єкта оподаткування. Ці кошти використовуються на розвиток виноградарства, садівництва і хмелярства, будучи розподіленими наступним чином:

- 30 % нарахованих сум збору залишається на спеціальних рахунках управлінь Державного казначейства в Автономній Республіці Крим, областях та м. Севастополі (цими коштами розпоряджаються органи виконавчої влади, які здійснюють державну політику у сфері виноградарства, садівництва і хмелярства, за погодженням з відповідними формуваннями Укрсадвинпрому та Асоціації хмелярів України відповідно до поточних та стратегічних потреб галузей), розподіл даних коштів регулюється Наказами Міністерства аграрної політики України “Про забезпечення ви-

користання 30 відсотків коштів 1-відсоткового збору на розвиток виноградарства, садівництва і хмелярства” [7-10];

- 70 % коштів розподіляється таким чином: на розвиток виноградарства – 70 % від цієї суми; на розвиток садівництва – 20 %; на розвиток хмелярства – 10 % (розпорядником коштів хмелярства є Міністерство аграрної політики та продовольства України).

Даним Законом держава розширює сферу підтримки галузі хмелярства на: виготовлення проектно-кошторисної документації та проведення проектних робіт; придбання посадкового матеріалу, засобів захисту рослин, добрив; підготовка ґрунту, зрошення, закладення, ремонт і догляд за молодими хмеленасадженнями; встановлення шпалери на хмільниках; придбання кілків, залізобетонних стовпчиків та підв'язувального матеріалу; створення технологічної інфраструктури; здійснення заходів з поліпшення умов, безпеки та гігієни праці; придбання на умові лізингу матеріальних ресурсів; удосконалення системи управління розвитком галузі.

Завдяки комплексу вжитих заходів вдалося започаткувати тенденцію до відновлення галузі. Підприємства отримали кошти у вигляді прямих дотацій на закупівлю підвісного матеріалу, мінеральних добрив і енергоносіїв.

Починаючи з 2000 року, спеціалістами Асоціації хмелярів України та Міністерства аграрної політики і продовольства України, а з 2005 року і Інституту сільського господарства Полісся НААН, щорічно готується програма на наступний рік, в якій характеризується стан галузі і пропонується ряд заходів на майбутній рік; при цьому визначається розмір коштів, необхідний для розвитку галузі в плановому році.

Державна підтримка виробників хмелепродукції, яка практикується у більшості країн європейського і світового економічного співтовариства, є важливим регулюючим чинником відродження, стабілізації і планомірного підвищення темпів розвитку хмелярства. Поряд з гарантованою державною дотацією на стимулювання сортозаміни і сортооновлення, закладання молодих хмільників, догляду за хмеленасадженнями до досягнення стадії плодоношення у провідних країнах-виробниках хмелю широко практикуються довготермінові контракти товаровиробників із споживачами хмелесировини.

З боку ж вітчизняних пивоварів неодноразово ініціювалось питання зняття ввізного мита на хміль та хмелепродукти, що може призвести до значного зниження цін на хмелесировину. Прийняття такого законодавчого акту матиме негативні наслідки для хмелярських господарств, враховуючи рівень їх виробництва та досить високу собівартість вітчизняного хмелю. На сьогоднішній день ставка ввізного мита на хмелесировину складає в Україні складає 20% (табл.). Подальше її зниження може призвести до витіснення вітчизняних товаровиробників з внутрішнього ринку хмелю України, повторного спаду виробництва.

Сьогодні задоволення попиту на хмелепродукцію в Україні проводиться в основному за рахунок імпоротної хмелепродукції, і держава при цьому веде активну протекціоністську політику. Так, Законом України “Про

порядок ввезення в Україну солоду та окремих видів хмелесировини у 1999 році” від 16 липня 1999 року були встановлені митні обмеження на ввезення в Україну подрібнених, порошкоподібних і гранульованих шишок хмелю.

Ставки ввізного мита на хмелесировину в Україні

Код	Назва	Ставки мита, %		
		преференційна	пільгова	повна
1210	Шишки хмелю сухі, подрібнені або неподрібнені, розмелені або у вигляді гранул; лупулін			
1210100000	- шишки хмелю, не подрібнені, не розмелені, непресовані	-	20	20
121020	- шишки хмелю, подрібнені, розмелені або у вигляді гранул; лупулін	-	20	20
1210201000	- шишки хмелю подрібнені, розмелені або у вигляді гранул, з високим вмістом лупуліну; лупулін	-	20	20
1210209000	- інші	-	20	20

Джерело: Закон України „Про Митний тариф України” [4]

До 31 грудня 1999 року була встановлена тимчасова нульова ставка ввізного мита для 200 тонн хмелесировини [11]. Механізм регулювання імпорتنних поставок солоду та окремих видів хмелесировини та хмелепродукції визначався у відповідній постанові Кабінету Міністрів України від 22 вересня 1999 року. Згідно цієї постанови Міністерство зовнішньоекономічних зв'язків і торгівлі за заявками суб'єктів зовнішньоекономічної діяльності, погодженими з комітетом харчової промисловості, забезпечувало видачу згідно із законодавством ліцензій на імпорт гранульованих шишок хмелю з терміном дії до 31 грудня 1999 року. Митне оформлення гранульованих шишок хмелю, що ввозилися в установлених обсягах (200 т) лише як сировина для виробництва пива, здійснювалося за нульовою ставкою ввізного мита на підставі ліцензій.

В 2001 році українські пивовари покладали великі сподівання на прийняття законопроекту “Про порядок ввезення хмелесировини в Україну в 2001 році”, згідно якого передбачалось встановлення до 1 вересня 2001 року квоту на безмитний ввіз в Україну 228 т гранульованого хмелю, 400 т хмелю шишкового та 18 т екстракту хмелю. Однак законопроект про безмитний ввіз хмелю не був прийнятий у Верховній Раді починаючи з 2001 року.

Якщо у прийнятті зазначеного законопроекту зацікавлені пивовари України, то хмелярі лобюють підняття ставки мита до 100 %.

У 2004 році Міністерством аграрної політики та продовольства України затверджено також Порядок проведення конкурсу з визначення виконавців розвитку хмелярства, що фінансується з державного бюджету [5].

Метою проведення конкурсу є забезпечення ефективного використання коштів Державного бюджету України, що спрямовуються на виробництво продукції хмелярства та закладання і нагляд за молодими хмельниками.

Ще одним нормативно-правовим актом, що впливає на розвиток галузі, є прийнятий у 2005 р. Міністерством аграрної політики та продовольства України Порядок використання коштів одного відсотка збору на розвиток виноградарства, садівництва і хмелярства з фінансування витрат на проведення науково-технічних досліджень та розробок у цих галузях [6]. Ним передбачено, що фінансування науково-технічних досліджень та розробок здійснюється на основі процедури державних закупівель товарів, робіт та послуг і проведення тендерного відбору установ відповідно до Закону України „Про закупівлю товарів, робіт і послуг за державні кошти”. Оплата фактично виконаних науково-технічних досліджень здійснюється на підставі затверджених актів здавання-приймання науково-технічної продукції установленої форми згідно з календарним планом окремо за кожним договором.

Законом України від 7 липня 2011 р. № 3609-VI «Про внесення змін до Податкового кодексу України та деяких інших законодавчих актів України щодо вдосконалення окремих норм Податкового кодексу України» внесено зміни до ст. 3 Закону України № 587 від 9 квітня 1999 р. «Про збір на розвиток виноградарства, садівництва і хмелярства», згідно з якими підвищено ставку збору на розвиток виноградарства, садівництва і хмелярства з 1% до 1,5% від об'єкта оподаткування. Підвищена ставка збору на розвиток виноградарства, садівництва і хмелярства застосовується з 1 серпня 2011 р. [11].

На розвиток галузі хмелярства у вигляді 1%, а потім 1,5% відраховань від реалізації алкогольних напоїв та пива надходять кошти в сумі від 20 до 40 млн. грн. в рік. Так, в 2007 році держава виділила на дотації галузі 29,7 млн. грн., в 2008 – 40,8, в 2009 – 40,0, в 2010 – 26,0, в 2011 році – 20,4 млн. грн. (рис.).

Оскільки механізм державного відшкодування фінансових витрат на виробництво хмелю не завжди використовується цілеспрямовано, очевидно доцільним заходом стає інвестування в розробки і впровадження новітньої техніки, засобів боротьби з хворобами і шкідниками рослин, що сприятиме зменшенню трудомісткості та підвищенню економічної ефективності, а також введення тимчасової протекції для подолання впливу зовнішніх негативних чинників періоду рецесії галузі.

У будь-якому випадку при прийнятті законопроектів, що регулюють зовнішньоекономічну діяльність, слід брати до уваги той факт, що імпорт, який перевищує виробництво у власній країні є небезпечним для економіки.

Щодо безпосередньо галузі хмелярства, то, з одного боку, ми маємо спеціальний закон, спрямований на акумулювання коштів та спрямування їх на розвиток галузі (ЗУ “Про збір на розвиток виноградарства, садівництва і хмелярства”), з іншого боку, існують високі митні тарифи на ввіз хмелесировини та хмелепродукції. Держава проводить сильну протекціоністську політику по відношенню до галузі хмелярства, яка не однаково радіс-

но підтримується підприємствами-виробниками хмелю, переробними підприємствами та пивзаводами.

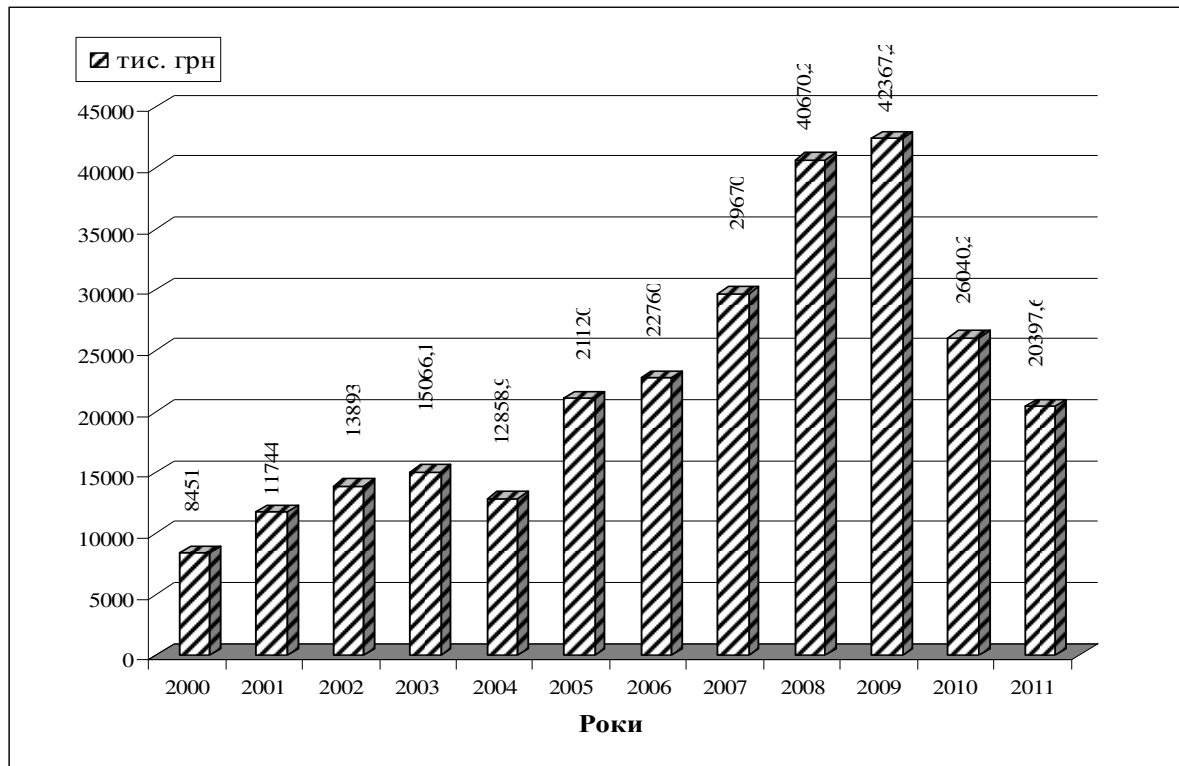


Рис. Бюджетні кошти, спрямовані на розвиток хмелярства, тис. грн.

Джерело: дані Головного управління статистики України.

Як правило, державний протекціонізм розглядається як тимчасовий захід для галузей, що мають труднощі у власному виробництві і реалізації продукції (галузь хмелярства в Україні). Однак найбільш складним питанням у ситуації із застосуванням протекціонізму є визначення оптимального строку заходів підтримки, а також врахування інтересів та довгострокових стратегічних тенденцій розвитку всіх причетних до галузі суб'єктів підприємницької діяльності.

Висновки та перспективи подальших досліджень. Загалом проведена оцінка сучасного стану нормативно-правового регулювання розвитку галузі хмелярства в Україні свідчить, що прийняті розрізнені економічні та організаційні заходи підтримки виробництва хмелю і регулювання його ринку в силу відсутності єдиного чіткого управління галуззю не охоплюють всі аспекти проблеми і не дають кардинальних позитивних результатів.

На нашу думку, саме зважена державна політика у сфері законодавчої бази, фінансових дотацій, пільгових кредитів, протекціоністських заходів дозволить відродити галузь хмелярства України. До вже існуючих заходів державного регулювання галузі хмелярства можна провести наступне:

- розширення законодавчої бази - з метою загального врегулювання відносин, які виникають між суб'єктами підприємницької діяльності в процесі виробництва, заготівлі, переробки та реалізації хмелю та хмелепродуктів, відносин, які виникають між науковими установами, розсадницьки-

ми підприємствами, спеціалізованими установами розробити та прийняти Закон України “Про хмелярство”;

- збільшення обсягів державного цільового фінансування галузі - першочергово слід зробити акцент на інтенсифікації виробництва хмелю на існуючих плодоносних площах, а згодом розширювати площі насаджень; для цього слід підтримати впровадження у виробництво прогресивних технологій вирощування та післязбирального обробітку хмелю; з метою підвищення конкурентоздатності української хмелепродукції слід виділити кошти на закупівлю лінії по екстрагуванню хмелю; джерелом надходжень коштів до державного бюджету має бути вже існуюча частина 1,5-відсоткового збору на розвиток виноградарства, садівництва та хмелярства; іншим джерелом надходжень, на нашу думку, має стати мито на хмелепродукцію, яка завозиться в Україну, – його слід повністю спрямувати на розвиток галузі хмелярства (а це як мінімум 1,5 млн. дол. США щорічно; при розширенні державної підтримки галузі хмелярства слід звернути увагу на формування системи контролю за рухом та використанням бюджетних коштів;

- ввести диференційовану систему протекціонізму галузі – так, ми вважаємо, що ставки ввізного мита необхідно встановлювати окремо для кожного типу хмелепродукції та категорії сорту хмелю.

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Проанализированы проблемы законодательного государственного регулирования и бюджетного финансирования отрасли хмелеводства в Украине и даны рекомендации относительно дальнейшего усовершенствования действующей нормативно-правовой базы.

Государственное регулирование, агропромышленный комплекс, отрасль хмелеводства.

Analyzed the problems of legislative state regulation and budgetary financing hop industry in Ukraine and recommendations for further improvement of the existing legal framework.

State regulation, agro-industrial complex, hop industry.