

## **TO QUESTION OF SKILLED PROVIDING OF SYSTEM MANAGEMENT RURAL TERRITORIAL COMMUNITIES.**

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*In the article the role and place of modern posadovh of local governments in the development of rural communities. The necessity of creating a system of training and professional development of rural councils. Directions to this problem.*

### ***Local governments, staffing, training system cars, rural communities***

**Problem.** The result of the transformation processes taking place in the agricultural sector of the state, was the reduction of rural settlement network and rural depopulation. Ukraine has 28.5 villages, home to a third of the population. During the years 2006-2012 the map Ukraine disappeared more than 70 villages, and since 1985 their number decreased by almost 700 units.

In an average year the number of rural population decreased by 1.1% or 174.2 thousand. People that the average population of the rural village of 510 people, equal to the population of 340 towns or 2 districts. Made our demographic forecast showed that further rural population decline. Consequently shrink rural poselenska network. First of all, be depopulated small villages with up to 50 people, where almost 100% of the population is elderly. The share of such settlements in Ukraine reaches 14% in some regions 25%.

One factor that contributes to the aggravation of the demographic situation in rural areas of Ukraine is very low standard of living. In particular, 60% of rural households have incomes below the average per cash subsistence level, and their structure is occupied almost half pension and income from the sale of agricultural products.

***Analysis of basic research and publications.*** Addressing the well being of farmers, strengthening the economic potential of rural areas and create a database of social transformation in rural areas to rely on local governments, especially rural and village councils. However, most local governments, which are responsible for

the creation of modern living conditions rural communities, are unable to successfully solve these problems because of the lack of qualified professionals.

In developed countries, the high efficiency of rural development is achieved primarily through the professionalisation of management of rural communities. These countries such as Canada, France, USA, Germany, Ireland, Norway, Finland and Sweden.

***The purpose of the study.*** To analyze the problematic issues of staffing management rural communities and offer approaches to their solution.

The main material. In Ukraine, the number of village councils is 11.2 thousand. Units., Uniting 28.5 thousand. Villages. The analysis of local government suggests that the professional level of their officials is significantly lower than the required time. Yes, with nearly 100 thousand. Such workers only 60% have higher education. During the year, about 10% of the whole body of local government officials improved their skills, and this is when the local government units are updated by almost 15%. That so many local government officials had to undergo appropriate training is in the year of adoption to post. However, the country is no permanent system of training and professional development of self village councils. Having regard to the legal requirements to update the knowledge of this category of officials, the training did not pass almost 17 thousand. People or 18.4% of local government officials. These estimates do not take into account that about 240 thousand. Members of local councils also receive targeted educational services. In addition, we know that in the last local elections over 50% of deputies elected for the first time different levels.

Training of specialists "Local government" is carried out at the National Academy of the President of Ukraine. The subject developed Academy Master's program is the study of local government as a specific form of public power in order to achieve the goals and objectives of the state through the local government considering its political, economic, social, legal, institutional, financial and other aspects. However, the official village (township) of local authorities should have appropriate training on economic and social development of rural areas, the

characteristics of the system government in rural communities, the formation of modern living environment in rural areas. For this he needed legal knowledge, as well as agronomy, plant protection, soil science, zooengineering processing crop and livestock production, quality and safety of standardization and certification, veterinary issues mechanization and automation of agricultural production and so on. In view of the above, these specialists have to prepare rural agricultural college.

In order to solve the problem of training for rural areas management at the National University of Life and Environmental Sciences of Ukraine in 2003 introduced a course on "Socio-economic development of rural areas" for full-time students, part-time and distance learning Faculty of Economics and Masters disciplines "Economics and Business "and" Public Administration ". Developed professional training and thematic programs that reflect the specific training in this category managers, textbooks and books on issues of socio-economic development of rural areas, guidelines for writing term papers and dissertations, practical training, educational-scientific basis for independent study courses formed scientific-pedagogical staff, established distance learning system. On the basis of the program, students have a practice of Master in village councils in different regions of the state.

Since 2008, the university organized a permanent system of training of heads of rural councils. Of classroom lessons are well-known scholars of the area of this university specialists practice, departments of the Secretariat of the President of Ukraine and the Cabinet of Ministers of Ukraine, departments and offices of various ministries and agencies, civil society organizations.

***Conclusions and prospects for further research.*** Radically solve the problem of staffing authorities rural areas possible by the introduction of discipline in 1801 "Specific categories" new specialty "Management of rural areas." This will help accordance with directions to study regional councils on the basis of any basic higher education to prepare professionals for rural and village local governments.

# **SUSTAINABLE ECONOMIC DEVELOPMENT OF THE POLISH DUO-REGION POMERANIA**

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*The aim of this paper is to determine the degree of social and economic development of poviats in the duo-region Pomerania composed of two seaside voivodships: West Pomeranian and Pomeranian.*

*The methods used include descriptive statistics and multidimensional comparative analysis (the measure of aggregation and cluster analysis).*

*The results of the ranking obtained by applying two different taxonomic methods were not the same. The varied results of the ranking and evaluation of poviats prove the need for an in-depth analysis in order to find the objective causes of this situation.*

*The presented methods could be applied to plan and monitor regional strategy with regard to sustainable development.*

## ***Sustainable development, region, taxonomic method***

Poland is a country of big regional disparities although GDP per capita does not differ from other European countries. Regional economic disparities in Poland are, on one hand, of structural nature (they result from differences in regional socio-economic structures and big share of agriculture in economy), and on the other hand, are conditioned by economic collapse of industrial areas. To determine the extent of regional variation of Poland's seaside areas and for the purpose of this study the Duo-Region Pomerania was distinguished, comprising two neighboring seaside voivodships: West Pomeranian and Pomeranian. Both provinces have similar natural and cultural environment, territory and number of self-government units. The Duo-Region comprises 34 poviats (second-level units of local government and administration) and 7 urban poviats, and spreads over 13% of total Poland's territory (41 thousand km<sup>2</sup>), inhabited by over 4 mln people, that is 10,4%

of Poland's overall population. The Duo-Region's share in the country's Gross Domestic Product (GDP) is approx.10%. Capital expenditure and gross fixed assets show comparable values. Tab. 1 provides general data about the Duo-Region in the context of national economy.

**Tab.1.**Duo-Region Pomerania in the context of national economy(2011)

Territorial units	GDP(2010) (in mln PLN)	Gross value of fixed assets (mln PLN)	Capital expenditure (in mln PLN)	GDP <i>per capita</i> (PLN)	Gross value added <i>per capita</i> (PLN)	National economy units per 10 thousand inhabitants (items)
Poland	1 416 585	2 701 110,7	243 346,2	37096	90 193	1 004
Duo-Region Pomerania	134 224	266 641,9	22 716,4	33504	91 853	1 180
Share of the Duo-Region in national economy	9,48 %	9,87 %	9,34 %	90,32 %	101,84 %	117,57 %

Source: own compilation based on data from GUS (Polish Central Statistical Office)

GDP per one inhabitant of the Duo-Region was below the national average, whereas gross value added was slightly above the average. The number of business entities was almost 17,5% higher than the national average, which is evidence of good entrepreneurship in the region. In order to specifically pinpoint the areas of the Region that develop properly, that is in line with the concept of sustainable development, it would be necessary to conduct a more in-depth analysis –ideally on the poviats level (NTS4). The objective of this study, however, is to assess socio-economic development of the poviats of Duo-Region Pomerania and their classification in terms of direction and level of development (kind of sustainability).

## RESEARCH MATERIAL AND METHODOLOGY

Research material consisted of statistical data retrieved from GUS, Polish Central Statistical Office, and reference books. The set of diagnostic variables was divided into two sub-sets:  $Z_S$  – comprising variables which describe the social

situation and  $Z_E$  – the economic situation. Diagnostic variables ( $x_{ij}$ ) meet the following criteria: they have weak correlation, high degree of variance and relatively high information value. To assess social development the following data were considered: percentage of people in pre-working age, percentage of people in post-working age, unemployment ratio, population growth and migration balance per 1000 inhabitants. Economic development was determined on the basis of: total income per capita, capital expenditure per capita and total expenses per capita. Next the authors proceeded to determine the socio-economic development of the Duo-Region poviats by applying the Zero Unitarization Method and  $k$ -means cluster analysis. The Zero Unitarization Method [Kukuła 2000] consists in standardization of diagnostic variables into synthetic aggregate measure( $q_i$ ) so that each falls within a closed interval  $[0;1]$  and takes into consideration the impact the variables have on the analyzed phenomenon (equations 1 and 2).

$$\text{stimulants} \quad z_{ij} = \frac{x_{ij} - \min_i x_{ij}}{\max_i x_{ij} - \min_i x_{ij}}; \quad \max_i x_{ij} \neq \min_i x_{ij} \quad (1)$$

$$\text{destimulants} \quad z_{ij} = \frac{\max_i x_{ij} - x_{ij}}{\max_i x_{ij} - \min_i x_{ij}}; \quad \max_i x_{ij} \neq \min_i x_{ij} \quad (2)$$

Synthetic aggregate measure ( $q_i$ ) was calculated separately on each dimension (social factors and economic factors) for each research period and for each analyzed object (powiat) according to the following equations (3 and 4).

$$q_i = \frac{1}{s} \sum_{j=1}^s z_{ij} \quad , \quad \bar{q} = \frac{1}{r} \sum_{i=1}^r q_i \quad (3)$$

$$S(q) = \left[ \frac{1}{r} \sum (q_i - \bar{q})^2 \right]^{0,5} \quad (4)$$

where:  $s$ - number of variables,  $r$ - number of instances (objects).

The resulting synthetic indicators were used to group the objects based on intervals determined by mean average  $\bar{q}$  and standard deviation  $S(q)$ . In this way a

classification of poviats, put into groups, according to their social and economic development was established. (Tab.2)

**Tab.2.** Classification criteria and diagnostic significance of groups

Groups	Interval	Diagnostic significance
1	$q_i \geq \bar{q} + S(q)$	Most developed poviats
2	$q_i \in \langle \bar{q}, \bar{q} + S(q) \rangle$	Averagely developed poviats
3	$q_i \in \langle \bar{q} - S(q), \bar{q} \rangle$	Poorly developed poviats
4	$q_i < \bar{q} - S(q)$	Least developed poviats

Source: own compilation

The *k*-means cluster analysis takes into account means for every cluster on every dimension so as to evaluate how much the clusters differ from one another. In result of the *k*-means analysis, *k* clusters of greatest possible distinction are produced. The procedure commences with *k* random clusters and next objects are moved between those clusters so as to minimize variability within a cluster and maximize variability between clusters. In this study previously standardized diagnostic variables, with classification into 4 categories and distance-based classification with a fixed interval were applied. The classification of poviats produced with cluster analysis was performed separately for every category of variables (social and economic) and for each research period (2005 and 2011). The resultant categories were tagged analogically as the classification produced with the use of synthetic aggregate measures.

The next step was to classify the poviats according to the level of socio-economic sustainability based on mean values of synthetic variables (*Sp* and *Ek*). Poviats included in groups 1 and 2 meet the sustainability criterion, whereas others were assessed as unsustainable. (Tab. 3)

**Tab.3.** Classification criteria of poviats with regard to the type of sustainable development

Group	Type of sustainability	Classification criterion	
		social	economic

I	Socially and economically sustainable poviats	$qi \geq Sp$	$qj \geq Ek$
II	Socially sustainable poviats	$qi \geq Sp$	$qj < Ek$
III	Economically sustainable poviats	$qi < Sp$	$qj > Ek$
IV	Socially and economically unsustainable poviats	$qi < Sp$	$qj < Ek$

Source: own compilation

## OVERVIEW OF RESEARCH FINDINGS

First the findings revealed by the classification of poviats by aggregate measure will be presented herein, to be followed by results of the *k*-means clustering analysis. The inclusion of individual objects in particular social development categories was performed on the basis of calculated aggregate measures. The classification of poviats according to aggregate measure for years 2005 and 2011 is presented in the charts below (Tab. 4 and 5).

**Tab.4.** Classification of poviats according to the synthetic social indicator for 2005

Groups	Intervals	Number of poviats	Poviats
1	$<0,53092; \infty)$	6	gdański, m.Szczecin, m.Gdynia, m.Sopot, m.Gdańsk, policki
2	$<0,456722;0,53092)$	9	kartuski, kołobrzeski, m.Świnoujście, m.Słupsk, m.Koszalin, pucki, goleniowski, tczewski, kwidzyński
3	$<0,382524;0,456722)$	23	kościerski, malborski, chojnicki, leborski, koszaliński, myśliborski, gryfiński, kamieński, szczeciniecki, starogardzki, człuchowski, nowodworski, białogardzki, pyrzycki, słupski, gryficki, bytowski, sztumski, wejherowski,
4	$(-\infty;0,382524)$	3	drawski, choszczeński, łobeski, świdwiński

Source: own compilation

**Tab.5.** Classification of poviats according to the synthetic social indicator for 2011

Groups	Lower limit	Upper limit	Number of poviats	Poviats
1	0,646473		9	kartuski, kościerski, wejherowski, pucki, kwidzyński, tczewski, chojnicki, bytowski, starogardzki

2	0,571297	0,646473	10	gryfiński, słupski, wałecki, człuchowski, sztumski, goleniowski, policki, myśliborski, lęborski, gdański
3	0,49612	0,571297	16	m.Gdynia, kołobrzesci, stargardzki, m. Słupsk, m. Gdańsk, gryficki, sławieński, malborski, koszaliński, m. Koszalin, drawski, nowodworski, choszczeński, białogardzki, świniński, m. Świnoujście
4		0,49612	6	pyrzycki, szczecinecki, kamieński, łobeski, m.Szczecin, m.Sopot

Source: own compilation

Based on the classification results it was concluded that in 2005 approx. 50% of poviats scored below the regional average in terms of social development. As few as 15 poviats reached the level of social development which is considered sustainable. In 2011 a regrouping of poviats took place in result of an increase in the number of poviats showing the highest and average development (18). Unfortunately, the rising trend was also seen in the least developed poviats, the number of which increased from three (in 2005) to six (in 2011). In eight poviats social development deteriorated and in result, the poviats were degraded into categories no 3 and 4. These were all poviat cities: the city of Szczecin, Gdynia, Gdańsk, Świnoujście, Słupsk, Koszalin and Kołobrzeg. However, 10 poviats were upgraded to the category of poviats showing sustainable social development, i.e.: kościerski, chojnicki, lęborski, myśliborski, gryfiński, starogardzki, człuchowski, słupski, bytowski and sztumski.

Results obtained for economic factors in 2005 with regard to the quantity of poviats in given categories were similar to the results of the social development classification. Chart 6 provides the results of classification of poviats according to synthetic economic measure in given years.

**Tab.6.** Classification of poviats according to the synthetic economic indicator

Groups	Lower limit	Upper limit	Number of poviats	Poviats
2005				
1	0,429433		6	m.Sopot, m.Świnoujście, m.Gdynia, m.Koszalin, człuchowski, m.Słupsk

2	0,37767	0,429433	7	nowodworski, m.Gdańsk, koszaliński, bytowski, łobeski, szczeciniecki, kwidzyński
3	0,325906	0,37767	28	białogardzki, sławieński, goleniowski, łobeski, gryfiński, myśliborski, pyrzycki, świdwiński, kartuski, stargardzki, białogardzki, wałecki, pucki, gdański, wejherowski, bytowski, gdański, chojnicki, człuchowski, lęborski, słupski, kościerski, malborski, starogardzki, tczewski, sztumski, m. Szczecin, kołobrzesci, policki
4		0,325906	0	
2011				
1	0,407257		0	
2	0,35098	0,407257	8	nowodworski, kołobrzesci, policki, kamieński, koszaliński, drawski, gryficki, choszczeński,
3	0,294702	0,35098	32	sławieński, goleniowski, szczecinecki, łobeski, gryfiński, myśliborski, pyrzycki, świdwiński, kartuski, stargardzki, białogardzki, wałecki, pucki, gdański, wejherowski, bytowski, chojnicki, człuchowski, lęborski, słupski, m.Słupsk, kościerski, kwidzyński, malborski, starogardzki, tczewski, sztumski, m.Gdańsk, m.Sopot, m.Świnoujście, m. Szczecin, m.Gdynia
4		0,294702	1	m.Koszalin

Source: own compilation

None of the poviats fell within the lowest category and as many as 28 were assigned to group 3 standing for poor economic development, that is below the region's average. Merely 13 poviats fell in the categories of average and high economic development. Moreover, in 2011 the economic situation in the region deteriorated. None of the poviats could be classified in the highest economic development category and as many as 33 poviats were classified in the category below the average. Only 2 poviats, that is nowodworski and koszaliński, remained in the same category of average economic development.

Finally, in accordance with the criterion of equalization of development, poviats were assigned to respective groups depending on the type and level of sustainability of socio-economic development (Tab. 7).

**Tab.7.** Classification of poviats in the Duo-Region Pomerania by type of development obtained through aggregate method

Groups	Type of sustainability	Poviats	
		2005	2011
I	Socially and economically sustainable poviats	m.Świnoujście, m.Gdynia, m.Koszalin, m.Słupsk, m.Gdańsk, kwidzyński	policki
II	Socially sustainable poviats	gdański, m.Szczecin, policki	Kartuski, kościerski, pucki, kwidzyński, chojnicki, bytowski, starogardzki, gryfiński, słupski, wałecki, człuchowski, sztumski, goleniowski, myśliborski, gdański
III	Economically sustainable poviats	koszaliński, szczeciniecki, człuchowski, nowodworski, wejherowski	nowodworski, kołobrzesci, kamieński, koszaliński, drawski, gryficki, choszczeński, wejherowski
IV	Socially and economically unsustainable poviats	kościerski, chojnicki, myśliborski, gryfiński, starogardzki, człuchowski, białogardzki, pyrzycki, słupski, bytowski, sztumski, świniowski	The cities of Koszalin, Szczecin, Sopot, powiatślobeski, szczeciniecki, pyrzycki, starogardzki, city of.Słupsk, city of Gdańsk, sławieński, malborski, białogardzki, the city of Świnoujście

Source: own compilation

Comparative analysis of the obtained results showed that none of the poviats managed to remain in the top category of socially and economically sustainable poviats. In 2005 out of six poviats only policki poviat met the criteria of group I. In 2011 the number of socially sustainable poviats rose from three to fifteen, but only one poviat – gdański – could be found in this category in both periods. From five poviats which were grouped as economically sustainable in 2005, three remained in the category and five more joined it in 2011. The socially and economically unsustainable category increased by one poviat as compared to

2005, and two poviats: białogardzki and pyrzycki remained in this category in both years.

At the second stage of research, to compare the results of poviats' classification, a multidimensional data analysis using *k*-means clustering method was performed. Clusters were formed separately for social factors (Tab. 10) and economic factors (Tab. 8) in particular years using the same as before standardized diagnostic data.

**Tab.8.** Classification of poviats according to social factors with the use of *k*-means method

2005		
Cluster	Number	Poviats
Group no 1	9	Chojnicki, goleniowski, kołobrzesci, kościerski, kwidzyński, lęborski, pucki, starogardzki, tczewski
Group no 2	21	Białogardzki, bytowski, choszczeński, człuchowski, drawski, gryficki, gryfiński, kamieński, koszaliński, łobeski, malborski, myśliborski, nowodworski, pyrzycki, sławieński, słupski, stargardzki, szczecinecki, sztumski, świdwiński, wałecki
Group no 3	4	gdański, kartuski, policki, wejherowski
Group no 4	7	m.Gdańsk, m.Gdynia, m.Koszalin, m.Słupsk, m.Sopot, m.Szczecin, m.Świnoujście
2011		
Group no 1	10	Chojnicki, goleniowski, kościerski, lęborski, myśliborski, policki, pucki, słupski, stargardzki, starogardzki
Group no 2	5	m.Gdańsk, m.Słupsk, m.Sopot, m.Świnoujście, malborski
Group no 3	16	Białogardzki, bytowski, choszczeński, człuchowski, drawski, gryficki, gryfiński, kamieński, koszaliński, łobeski, nowodworski, pyrzycki, sławieński, szczecinecki, sztumski, świdwiński
Group no 4	10	gdański, kartuski, kołobrzesci, kwidzyński, m.Gdańsk, m.Koszalin, m.Szczecin, tczewski, wałecki, wejherowski

Source: own compilation

Three poviats (kołobrzesci, tczewski and kwidzyński) from Group no 1 dropped to the lowest group and almost all poviats classified in Group no 2 (except

for powiatmalborski) were transferred to lower groups. However, three city poviats: Gdańsk, Słupsk, Sopot and Świnoujście moved up to Group No 2. Other urban poviats did not improve their position. A general deterioration of results was observed, with the number of poviats in the two top categories dropping by half, which may hint at implementation of inadequate social policy in most of the poviats.

Classification of objects based on standardized variables describing the economic situation of poviats showed less variance with regard to the size of particular groups. Tab. 9 presents list of clusters for these factors.

**Tab.9.** Classification of poviats according to economic factors with the use of *k*-means method

2005		
Cluster	Number	Poviats
Group no1	7	M. Gdańsk, m. Gdynia, m. Koszalin, m. Słupsk, m. Sopot, m. Szczecin, m. Świnoujście
Group no 2	8	Białogardzki, bytowski, człuchowski, koszaliński, kwidzyński, łobeski, nowodworski, szczecinecki
Group no3	19	Chojnicki, choszczeński, drawski, goleniowski, gryficki, gryfiński, kamieński, kołobrzesci, kościerski, lęborski, malborski, myśliborski, policki, pyrzycki, stargardzki, starogardzki, sztumski, świdwiński, tczewski
Group no 4	7	Gdański, kartuski, pucki, sławieński, słupski, wałecki, wejherowski
2011		
Group no 1	7	M. Gdańsk, m. Gdynia, m. Koszalin, m. Słupsk, m. Sopot, m. Szczecin, m. Świnoujście
Group no 2	15	Białogardzki, bytowski, choszczeński, człuchowski, drawski, gryficki, kołobrzesci, koszaliński, malborski, nowodworski, policki, starogardzki, szczecinecki, świdwiński, tczewski
Group no 3	18	Chojnicki, gdański, goleniowski, gryfiński, kamieński, kartuski, kościerski, kwidzyński, lęborski, łobeski, myśliborski, pucki, pyrzycki, sławieński, słupski, stargardzki, wałecki, wejherowski
Group no 4	1	sztumski

Source: own compilation

Detailed analysis of economic factors clustering revealed that none of the poviats changed their classification (Group no 1) which is proof of adequate economic policy being carried out by local government. Significant change was observed in Group no 2 since as many as nine poviats improved their economic results, whereas two poviats dropped to a lower category. In 2011 all poviats formerly classified in Group no 4 were upgraded to a higher category and only one (poviatszumski from the West Pomeranian voivodship) remained in the lowest category. Since the number of poviats included in Group no 2 doubled, it can be assumed that region's self-government had embarked on more adequate economic policy which produced measurable economic effects.

At the final stage, classification of poviats according to the type and level of development was performed based on the number of clusters obtained (Tab. 10). Classification in the two top categories was considered desirable, whereas the remaining two categories signified poorer development. This cross-referencing of reclassified poviats for given years served as a basis to draw conclusions about directions for further development for given objects (poviats).

**Tab.10.** Classification of poviats of the Duo-Region Pomerania according to the type and level of development based on k-means clustering analysis

Group	Type of sustainability	Poviats	
		2005	2011
I	Socially and economically sustainable poviats	Białogardzki, bytowski, człuchowski, koszaliński, kwidzyński, łobeski, nowodworski, szczecinecki	m.Gdynia, m.Słupsk, m.Sopot, m.Świnoujście, malborski, policki, starogardzki
II	Socially sustainable poviats	Chojnicki, choszczeński, drawski, goleniowski, gryficki, gryfiński, kamieński, kołobrzeski, kościerski, lęborski, malborski, myśliborski, pucki, pyrzycki, sławieński, słupski, stargardzki, starogardzki, sztumski, świdwiński, tczewski, wałecki	Chojnicki, goleniowski, kościerski, lęborski, myśliborski, pucki, słupski, stargardzki
III	Economically sustainable poviats	m.Gdańsk, m.Gdynia, m.Koszalin, m.Słupsk, m.Sopot, m.Szczecin, m.Świnoujście	Białogardzki, bytowski, choszczeński, człuchowski, drawski, gryficki,

			kołobrzesci, koszaliński, m.Gdańsk, m.Koszalin, m.Szczecin, nowodworski, szczecinecki, świdwiński, tczewski
IV	Socially and economically unsustainable poviats	Gdański, kartuski, policki, wejherowski	Gdański, gryfiński, kamieński, kartuski, kwidzyński, łobeski, pyrzycki, sławieński, sztumski, wałecki, wejherowski

Source: own compilation

None of the poviats was classified as socially and economically sustainable in both research periods. The poviat that definitely stood out was poviatpolicki, which moved from the unsustainable to sustainable category thus being the topmost example of successful and effective socio-economic policy in place. Three cities with poviat rights, that isGdańsk, Koszalin and Szczecin, were classified each time as economically sustainable. Other cities (Gdańsk, Słupsk, Sopot and Świnoujście) were upgraded from the economically sustainable to the socially and economically sustainable category. Two poviats (kwidzyński and łobeski) initially classified as sustainable were reclassified as unsustainable, and six poviats from the top sustainable category were,in the successive year, degraded to the socially sustainable category. Three poviats (gdański, kartuski and wejherowski) had the worst record as in each analyzed year they were classified as unsustainable poviats.

## CONCLUSIONS

1. The results of classifications obtained through aggregate measures revealed a similar trend in two cases (growth in the unsustainable category and decline in the socially and economically sustainable category). In case of sustainable categories the results show significant variance only on one dimension (social or economic). According to aggregate measure, the number of economically sustainable poviatsrose, whilst the number of socially sustainable poviatsfell down. Nonetheless, the results obtained through k-means clustering analysis showed a reverse trend.

2. Classification of poviats with the use of clustering method indicates that urban poviats develop towards social and economic sustainability which seems to confirm the general feeling.
3. The research conducted indicates that in 2005 the Duo-Region Pomerania was distinctly divided into central and peripheral poviats and that definitely it was the urban poviats that showed highest growth potential. In 2011 this division did not include powiat policki, home to Chemical Plant Police, which was the only powiat to meet the criteria of sustainable socio-economic development in each of the periods analyzed.
4. The variance revealed in the classification and poviats' overall assessment indicates that a more in-depth analysis should be undertaken in order to pinpoint the causes of such disparities within the Duo-Region.

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# **SUNFLOWER PRODUCTION IN UKRAINE AND ITS FORECAST FOR THE FUTURE.**

*M. Ilchuk*

*The economic efficiency of sunflower farms in Ukraine and a forecast of production volumes in 2015*

***Production of sunflower farms, market sunflower, sunflower production efficiency.***

Rising global demand for oil is constantly increasing and stimulates the production of oilseeds including sunflower. Recycling sunflower in Ukraine are nearly 10 million tons. Ukraine is the largest exporter of sunflower oil in the world and exports it to more than 90 countries. When output Sunflower 10 - 10.5 million. Tons of oil exports could reach 3.5 - 3.7 million tons. [1, 3]. However, the efficiency of the oil and fat sector in Ukraine is largely dependent on a stable and efficient production of sunflower in farms.

***Analysis of recent research and publications.*** Different aspects of production and functioning of sunflower in Ukraine devoted to the works of local scientists VG Eel, LA Yevchuk, VS Karetnikova, VV Kirichenko, VG Kukhta, SY Kucherenko, AA Waterside, VF Polar cod and others. scientists. However, prospects for sunflower production in farms are not yet sufficiently studied.

***The aim*** - to develop the scope and forecast of economic efficiency of sunflower seed farms in Ukraine in 2015

***The main material.*** During the 2000-2012 biennium. Ukraine gathered in the area under sunflower crops increased almost 1.8 times, yield - almost 1.4 times the gross fees and sunflower - 2.4 times

Sunflower seed production in Ukraine of agricultural enterprises, farms and households. In 2010 the share of agricultural enterprises accounted 63.3% of the produced volume of sunflower, the share of farms - 8.8% and the share of households - 27.9% [5].

The most favorable natural conditions for cultivation of sunflower in Ukraine are in the steppe zone (northern, eastern and central parts of it). Here in 2010 observed the highest efficiency of sunflower. Level of profitability of sunflower production in the steppe zone enterprises amounted to 69.7% compared to 59.2% in enterprises steppe zone and 2.9% in enterprises Polissian zone (Table. 2). However, earnings per 1 ha of crops were obtained in most forest-steppe zone companies (2078.2 USD) due to higher yield crops.

Forecasting demand, market size, sales of sunflower seeds in Ukraine in 2015 was carried out using the methods of economic-mathematical modeling.

To construct the mathematical model used Sunflower Market Database State Statistics Service of Ukraine, which is based on the statistical reporting farms which reported on the form number 50-SG in 2010 and 2011

2.Hrupuvannya farms (including farms \*) for the production costs per 1 ha of crop sunflowers, 2010.

***Conclusions and prospects for further research.*** Studies indicate that in 2015 the agricultural enterprises increased sunflower seed production is forecast in the amount of 7.8 million tons. In order to obtain such a crop you wish to 237.91 thousand. Tonnes of active ingredient in the amount of 2.94438 billion USD, demand for petroleum products is 332.17 ths. tons worth 4.17943 billion USD, plant protection products in the amount of 1.09268 billion USD. The total amount of cash expenditures will 18,236,070,000 USD. Odds payback in growing sunflowers with low, satisfactory, sufficient and high resource levels respectively



## **DEVELOPMENT AND STATE SUPPORT OF SMALL ENTERPRISE IN RUSSIAN FEDERATION**

*V.K. Zbarskiy*

*The essence of the concept of "development strategy" small salt-skohospodarskoho company. The evolution of the concept of interpretation in "strategy" in foreign and domestic scientific literature; you-scientist approach to the interpretation of the concept of "development strategy ent-tion" and the relationship between strategy and development.*

***Strategy development, small business, management, differently-ukladnist crisis, interest structure.***

Crucial is the ability of management not only solve strategic problems, but also to neutralize the negative effects of the objective nature and specific factors for it, namely:

- Contradictory economic interests of producers and other social interests, consumer products (goods and services);
- Inability to respond quickly producers of goods (services) to change the volume of consumer demand due to the seasonal and long-lasting process characteristic, such as for agricultural production;
- Organizational separation of small forms of economic and glass-dnist in the development of a consolidated position to protect their interests compared to large enterprises and consumers;
- Territorial dispersed in small agricultural enterprises, which defines the impact zone of climatic conditions on the formation of economic performance;
- Economic inequality of different size producers.

***Analysis of recent research and publications.*** Companies that could solve the problem of survival in a competitive environment, and were able to simultaneously facing the need to formulate a strategy for further development. Strategic management emerged in the early 60 th century. Its founders were AD Chandler, KR Andrews, J. Boveri, KR Kristens, I. Ansoff and others. The further

development of the idea-tech strategic management seen in the works of Porter, A. Thompson and A.J. Strickland, C. Omayye, P. Drucker, B. Karloff, H. Mintzberg et al. authors. Consideration ideas of strategic management actively continued Russian scientists, among them stands out Shehovtsevu NV, A. Bi-Khan, RA Fatkhutdinova, VS Yefremov. An important contribution to the theory of strategic management also made our scientists, including JS Zawadzki, OD Hudzynskyy, ZE Shershneva, SV Oborska, A. Nalyvayko V. Kolpakov, NV Kudenko, VF Oberemchuk, VA Vasil'chenko, TI Tkachenko, I.A.iBlank, VA Byeloshapka, GV wrap and others.

Despite the strong scientific contributions of domestic and zarubizh-authors are in the field of strategic management and availability of diverse interpretations on the concept of "strategy" is in an unspecified concept of "strategy of the company." Therefore, we consider it necessary ne-reosmyslennya existing developments and implementation of development you clear value of this notion.

Thus, the objectives of this article are:

- study the evolution of interpretation of the term "strategy" in foreign and domestic scientific literature;
- explore approaches to the interpretation of the term "enterprise development" and the relationship between strategy and development;
- definition of what constitutes a "strategy of the company." The word "strategy" comes from the Greek words "stratos" - "Army" and "agos" - "I manage."

Accordingly, the term "strategy" initially interpreted as the art or science of warfare. Evidence of this is the ancient Chinese treatise on the art of war "by Sun Tzu," dated V century. BC. d. [17, p. 23]. In the early 60 th century. this concept began to take in management. The first scientific results in this direction was the work of AD Chandler "Strategy and Structure."

The essence of the concept of "development strategy" small salt-skohospodarskoho company. The evolution of the concept of interpretation in "strategy" in foreign and domestic scientific literature; you-scientist approach to

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***Conclusions and prospects for further research.*** Having considered the meaning of "strategy" and "development", we can conclude that they are closely related. In our view, the strategy of small salt-skohospodarskoho company can be defined as a long-term plan that contains a set of decisions concerning the selection of developments pidp-ryyemstva, identify key goals, as well as models of action for Fort tion and efficient use of its potential and gives the ability to create favorable internal and external conditions for successful podo-ences main stages of development.

Development Company is an irreversible process, and the need for change sooner or later there no matter what the ideology of it to-trymuyetsya that

management paradigm defines the priority areas of its operation. However, how will changes be made Agrar-sector of Ukraine depends on the efficiency of the small-pidp ryyemstv in rural settlements and their existence as a whole.

The existence and development of small enterprises in rural areas, as well as any agricultural units in modern conditions necessitates the use of the main provisions of strategic management and the formulation of a clear development strategy. The choice of defining strategic model of small businesses should be given stage of its life cycle.

Studies show that systematic implementation strategy demands ro-scrolls region based on the above criteria at present not possible on the basis of the theory of optimal approaches, and the justification of acceptable behaviors entities, including the impact of environmental factors (social achievement standards of living ) [4, 5].

As the complexity of the conceptual foundations of strategic development of agricultural sector at the regional level in terms of institutional constraints and organizational changes in the economy, greatly increased the role and importance stud-Jen, reflecting provided software implementation of the system in-progress to building a strategy of social and economic development of the region. In this regard, it is necessary to define the role and function of the region in the new economic conditions, strategic priorities of its development, ground resource and organizational mechanisms for implementing strategies in the existing institutional-tional environment.

## **INFLUENCE OF ECONOMIC FACTORS ON COMPETITIVENESS OF ENTERPRISE.**

*T.P. Avramenko*

*The essence of the concept of "competitiveness". Investigated and analyzed major economic impacts and reasonable approaches to managing competitiveness.*

*Competitiveness, competition, management, economic factors, price products.*

***Problem.*** In Ukraine, under certain conditions and existence of a market economy, the role of the efficiency of enterprises of all types of property as part of the economic system and information management. Enterprise management requires systematic information on the implementation of business processes, their nature and the extent of availability of material, labor and financial resources and their use. An important feature of the market economy is competitiveness.

Research competitiveness in terms of the economic situation which has emerged in Ukraine, allows us to consider it as a comprehensive characterization of potential opportunities to ensure competitive advantage in the future, which is available for inspection (10-15 years). The sources of international competitive advantage is the progressive organizational and technological and socio-economic base of the company, the ability to analyze and timely measures to strengthen international competitive advantage.

To determine the competitive position of firms in the market should highlight factors that influence the possibility of winning or losing a competition. Relevant factors analysis helps to identify strengths and weaknesses in the enterprise and in the work of its competitors, to develop measures and means by which the company would be able to increase competitiveness and ensure its success, to increase its share in sales on a particular product market.

***Analysis of recent research and publications.*** Scientific basis of the classification of the competitiveness of enterprises were established authors such as A. Olivier, Diane A., R. Urse, Porter, A. Nikolaev, N. Yashin.

Among domestic scientific problems of competitiveness of enterprises dedicated their research O. Kostusev, I. Sivachenko, L. Balabanov, D. Korzh, V. Dikan, T. Zagorodnya, V. Savchuk, A. Voronkov.

Also review some aspects of competition and competitiveness devoted to the works of Russian scientists Horbashko E., G. Azoyeva, I. Lifitsa, P. Zavyalova, R. Fatkhutdinova more.

***The purpose of research*** - analysis of the key economic factors of competitiveness of enterprises, so that factor - is the driving force, the reason for the event or process. Study of factors helps determine how they contribute to or hinder the achievement of competitiveness.

***The main material.*** The issue of competitiveness occupies a central place in the economic analysis of various economic activities of different actors.

Since in the competitiveness of the enterprise understand its ability to achieve competitive advantage over other companies in a particular market.

Management responsibilities are competitive at all levels of management. The object management is competitive technical and economic process in which products are formed in the creation of competitive advantage, and the subject - the system's competitiveness as a tool for management.

During the competition, participants pursue the same goals - to maximize profits by winning consumer preferences. However, the means and ways to achieve this common goal are different. Therefore, the competition winner is before other has had some competitive advantage and took a steady market segment. But superiority - is just the beginning, much harder to stay on the market, while maintaining their original position.

Competitiveness indicators characterizing the cost of production profitability, productivity, profitability of production, productivity. These individual authors add more profitability, productivity, turnover, business activity, liquidity. Some scholars see in competitiveness relative characteristic that reflects the degree of difference of an organization from competitors in the degree of satisfaction with their goods consumer needs, opportunities and dynamics of adaptation to market competition.

***Conclusions.*** The competitiveness of enterprises should be considered taking into account the competitiveness of production capacity of enterprises, industries, regions and the country as a whole. Assessment of the use of interrelated and interdependent levels determined, above all, the ability of specific manufacturers to produce competitive products. Criteria characteristics and

dynamics of competitiveness factors for each of its levels have their own peculiarities. Depending on the combination of factors influence a particular enterprise is characterized by the level and the specific nature of the formation of competitiveness. In addition, a specific combination of factors are objective conditions of formation of stable competitive position on the market. The proposed hierarchy of the competitiveness of enterprises allows to develop a system of competitiveness indicators and methods of evaluation, send them to neutralize existing business problems. The following factors system allows you to create and maintain an appropriate level of competitive advantage object of study, and to identify strategic, operational activities and ongoing management of enterprise's competitiveness.

Factors - those phenomena and processes of production and economic activity and socio-economic life that cause a change in the absolute and relative value of production costs, as a result of changes in the level of competitiveness of the enterprise. They can influence in the direction of improving the competitiveness of enterprises and downward. But the presence of the factors is not sufficient to ensure competitiveness. Gaining competitive advantage based on factors depends on how effectively they are used and where, in what industry they are used.

The competitiveness of enterprises is a complex and multifaceted concept that needs to be considered both from technical and economic perspectives. Competitiveness is endogenous origin and is a concept that applies only to existing market participants to adequately reflection which should be used a range of indicators. In various literature offers many definitions of competitiveness. Summarizing scientific approaches regarding the interpretation of this category, it is reasonable allocation of at least three basic approaches to the nature of the competitiveness of enterprises. Each interpretation of the concept of complementary and defines competitiveness as a comprehensive description of the subject, which is conditioned by the system using their own competitive advantage and makes it possible to adapt to changes in the external and internal environment

to ensure the fulfillment of obligations to other entities and maintain profitability .  
Category competitiveness of enterprises is one of the most important economic



## **FEATURES OF CONSUMER CREDITING ARE IN UKRAINE.**

***L.A. Avramchuk, I.V. Kozhukhar***

*The article deals with the peculiarities of bank lending to households Ukraine. The problems in the organization of lending and prospects in the future.*

*Positive and negative aspects of consumer lending outlets and appropriateness of credit scoring systems management.*

***Consumer finance, retail chain, consumer needs scoring.***

In Ukraine, most people are not able to buy durable goods against current income. In today's market economy is important to develop the concept of consumer credit in Ukraine. The flow of credit process in Ukraine is accompanied by numerous problems. It is not just about improving technology and expanding lending kinds of credit services, as well as the production of complex new principles that will allow to simplify and improve the quality of banks' relationships with individuals. Therefore, the study of this issue is relevant for the population of Ukraine.

***Analysis of recent research and publications.*** The issue of consumer lending outlets are not systematically considered not studied domestic scientists. Indirectly this question examined from the standpoint of borrowing experience. Consumer lending examined from different perspectives: V. Vasilenko, V. Mamutov, I. Britchenko, N. Medzhybovska, A. Ulyanovsk, D. Hrynkov etc .. In their writings explored the meaning and form of consumer credit, defined directions of its development Ukraine, but the issue remains poorly understood and requires further research.

***The purpose of the study.*** Is to determine the characteristics of the functioning of the public lending by commercial banks to trade points and recommendations for improvement.

***The main material.*** In Ukraine, the concept of "consumer credit" is seen as a synonym of "credit for consumption purposes", ie only for its intended purpose,

which refers to the loan for purposes that do not have the character of business activity. However, in developed banking and adequate legal systems in consumer credit means not just agreement that meets the same criteria "consumer needs", and agreement that gives the consumer specific remedies are not typical for other bank loan agreements. Now almost all European countries adopted special laws on consumer credit [4].

The object credit can be almost any consumer goods (product or service). Economic language consumer credit - a loan that is granted only in local currency to natural persons - Ukraine for the purchase of consumer durables and services and back in installments, unless otherwise provided by the terms of the loan agreement. Consumer loan - a loan which is given to an individual for its own needs.

Consumer lending begins to develop in our country. Yes, 30-50% of all purchases in trade networks engaged in credit, including leading home audio and video equipment. The most common amount of purchases on credit - 300-400 dollars. USA. About 80% of the consumer credit market is concentrated in large trading networks "Foxtrot", "Eldorado", etc. ..

According to the National Bank of Ukraine, at the end of 2011 the growth rate of consumer loans amounted to 11.1% per year, including in national currency - 3.2% per year in US dollars - 16% per year [2]. Consumer loans population increases their purchasing power, living standards in general and accelerating the implementation of inventory, services, helps create fixed assets.

However, the average amount of loans per capita in Ukraine is about 105 euros, which is much less than similar indicators in Eastern Europe - 790 euro in Poland, and especially Western Europe - EUR 6 058 in Germany and Euro 9603 in the UK [5].

Distance to bank lending is less controllable and thus more risky, so that when you make a loan to a borrower store will pay more than the situation with registration of a bank loan [2].

All banking products are key conditions of issue unification - the minimum number of documents required for the loan, the rate of clearance (30 min.), No guarantors, borrowers age [4]. In modern terms widely used monthly fee charged on the original loan amount throughout the loan period [7]. The use of collateral to ensure the reliability of credit does not reject the use of bank insurance.

Causes of insolvency on loans for consumer deemed to death or full or partial disability of the borrower. With the birth of a situation borrower loses the opportunity to make or receive regular income. When consumer credit insurance policyholder is a physical receiver loan. Externally the transaction is life insurance. Experts believe its particular manifestation of one of the functions of personal insurance - collateral function [3].

However, the borrower ignorance of the effective interest rate makes it impossible for a precise calculation of their financial capacity, increases the risk of default, which in turn may affect the depositors of the bank that provides loans.

**Conclusions.** Consumer lending is actively developing in our country, but you need to solve a number of problems:

- Focus institutions on the attractiveness of the banking sector of consumer credits, which the current level per capita in Ukraine six times lower than the European average;

- Initiate participation of banks in the creation and expansion of credit bureaus to create a credit history of individuals who have ever applied for a loan in any country credit institution;

- Concentrate credit risk managers on developing and improving scoring systems by which based on credit history "Past" customers bank is trying to determine how large the probability that a particular potential borrower returns the



# TEORETIKO-METODOLOGICHNI OF QUESTION OF MOTIVATION AND PAYMENT OF LABOUR IN AGRICULTURAL PRODUCTION.

*O.D. Balan*

*Deals with economic aspects of motivation and incentives work in agriculture. Investigated and analyzed forms, types, wage system in agricultural production and efficiency.*

*Motivation, wages, financial incentives, agricultural enterprises, tariff system.*

**Problem.** At the present stage of development of the productive forces under conditions of impaired disparity in prices in sectors of the economy and agribusiness fields must consider the socio-economic changes and property relations that affect the expansion of the range of use of motivational factors and to improve the efficiency of payment of wage labor and motivate owners of the means of production. Given the impact of these objective factors necessary to develop and formulate directions for improvement of material incentives in market conditions, the optimal choice of pay and their correlation with the results of the final activity; improvement of species and structure of remuneration for the year and for the outcomes of management; the limitation of funds ratio of consumption and accumulation.

**Analysis of basic research and publications.** Theoretical and methodological issues of material incentives series of works dedicated scientists like AA Avramchuk, OA Buhutskyy, MH Vdovichenko, VV Vitvitskyy, VS Diyesperov, MP Kerzhentsev, II Lukin, A. Macedonian, MI Lower, VK Tereshchenko, AV Shkilov, VV Yurchushun and others. However, market conditions, many questions concerning the improvement of material incentives in agribusiness farms are not open and need further study in both theoretical and methodological and applied terms.

***The aim*** - to develop scientific guidelines and practical proposals for use in agricultural production bases of effective motivation and financial motivation.

***The main material.*** Classification of work motivation based on historical stages of their development designed academician NAASU Tereshchenko VK, they conventionally divided into four groups [1]. The first group included initial motivation system, which had its theoretical justification, and lay them on the instinct of self-preservation, the threat of human existence as a biological entity. Further development of social formations formed a second group of motivation, which acquired its theoretical justification, based lay excitatory external reasons - physical coercion. The third group motivation system formed the next stages of society - where there was a combination of external and internal part excitatory reasons, the mechanism of which was the administrative and market. With the further development of mankind and the natural necessity of participation in the labor force not only physical, but also intelligence - formed the fourth group of motivation through a combination of internal and external part excitatory reasons. There was a need for a fundamental reform of the industrial relations system formed by understanding the impact of motivation on the effectiveness of individual activities, including the activities of the working environment and in the workplace. Created on these theories applied mechanisms to attract people to work possible to achieve significant results in the development of the productive forces of mankind.

Widespread concept of "Maslow's hierarchy of needs." According to this classification physiological reasons (need for food, warmth, etc.) are primary. If you select the right incentives, such as wages, which will meet the physiological needs, the next class is activated motives - motives safety. These motifs associated with the human desire to satisfy their need for stability exist, the absence of fear, sudden changes. These needs can be met by such incentives as signing long-term contract workers while hiring and laying of clear job descriptions and so on. Al.

To meet the special role belongs factor of motivation to work. It is through the work carried out purposeful human activity, in which it is by means of labor

affects the nature and uses it to create use value to meet their needs. But the process of labor - is not only the human impact on nature. To produce wealth, people come together in certain connections and relations, ie relations of production. The nature of this relationship determines the social side of work because of the change of ownership change and motivational factors to work and relationships at work. So efficiency is determined motivational systems developed according to specific socio-economic characteristics of human behavior and psychological.

***Conclusions and prospects for further research.*** As a result of studies found the following:

- Compulsory school motivational factor in enhancing the quality of work and increase productivity bonuses and bonuses turned over by the combination of work, their performance in various types of machinery installed in agronomic terms;

- Of pay systems becomes most prevalent piece-bonus and contract, providing individualized payment depending on the skill of the worker, ability to work in a complex modern technology, high quality and timely perform manufacturing operations;

- By type of payment appeared most appropriate monetary and in-kind payment (grain, feed), subject to assessment by the cost of production.

All these activities contribute to the stabilization of agricultural enterprises and increase motivation mechanism on the part of employees and owners of the



# THE SITUATION, PROBLEMS AND PERSPECTIVES OF DAIRY CATTLE-BREEDING

*O.M. Barylovych*

*Analyzed the status and problems hindering the development of dairy cattle.  
The main priorities of the industry.*

***Dairy cattle, milk production, cooperation, integration.***

***Problem.*** Dairy cattle are the basis of domestic productive livestock and supplies essential food, valuable raw materials for food processing industries. Milk production, unlike other activities, provides a constant flow of funds to farms and households of the population during a calendar year. It is therefore particularly acute at this stage there is a problem reducing the number of animals in farms of all forms of ownership. The consequence of this situation is to reduce production and thus consumption of dairy products is a significant threat to the reliability of food security of the state. Therefore, there is need for justification strategic directions of the field and activation of the appropriate public policy.

***Analysis of recent research and publications.*** The question of the status and prospects of the dairy industry intensification of topical issues, innovative aspects of its development and main directions of improving the efficiency of milk production in farms seen in his works such scientists: V. Boyko, P. Berezovsky, A. A. Buhutskyy, VV Zinovchuk, VN Zymovets, MV prong, MP Korzhynskyy, T. L. Mostenska, GA Nagorna, PT Sabluk, AM thorn, VV Yurchushun and others.

***The purpose of the study.*** The purpose of the article is to assess the current state and future directions of study dairy farming in Ukraine.

***The main material.*** According to statistics, in 2012 the first time in a long period of domestic dairy cattle showed some improvements. Thus, the volume of milk production in all categories of farms totaled 11.4 million. Tons, 292 thousand. Tons or 2.6% more than last year. In the farms milk production have not changed and were at 8.8 million. Tons. At the same time farms increased its production by

13% to 2.5 million. Tons. The increase in milk production in farms affected mainly cows productivity growth by 13.3% - to the level of 4664 kg per cow

But really high quality milk that meets the standard, are able to produce only large specialized farms that are able to control quality at all stages, including conducting laboratory tests surrendered milk. One of the primary tasks of these companies is to increase milk production in terms of sustainable livestock. The solution to this problem is achieved both by improving breeding stock and through the use of new biotechnological developments, in particular probiotic preparations to increase the productivity of cattle that can solve a number of problems, such as increased milk yield and milk fat, scar prevention of acidosis, improve digestion of grain corn silage, dry fat replacement, sterilization mastytnoho milk for later use in feeding calves, increased safety of young animals [7].

Thus, among the major factors that hinder the development of the domestic dairy should be the following: reducing the number of cows, decline in milk production, poor quality of raw milk and thus lower prices for obsolete technology, which in its turn, leads to increased costs, reduced profitability and non-domestic rules on milk quality modern world standards.

**Conclusions.** Thus, in order to solve the problems facing the industry, it is necessary:

- Legislation to create conditions for increasing the number of cows in both farms and in households with assistance in providing production equipment and the payment of government subsidies for livestock saved;

- Improve the breeding business in dairy farming, breeding animals to stimulate the purchase of all types of enterprises, which will, above all, to increase the productivity of cows;

- To organize production and service cooperatives producing milk at the farm family farms;

- Increase the quality requirements for milk sold to dairy processors, and improve the system of control;

- To encourage the integration of agricultural and processing enterprises, creation of agricultural enterprises own production facilities;
- To stabilize the price situation on the milk market.

We believe that solving these problems will serve to address the priority



**METHODOLOGICAL APPROACHES TO THE DEVELOPMENT  
SYSTEMS OF MANAGEMENT OF AGRICULTURAL ENTERPRISES  
BASED ON INTERNATIONAL STANDARD REQUIREMENTS.**

***R.I. Buriak***

*The economic prerequisites for the formation of management of agricultural enterprises in developed countries and countries of the former Soviet Union. A detailed analysis substantive provisions and requirements of the standards of ISO 14001: 2006 "Environmental Management Systems. Requirements and guidelines for application "and ISO 18001 ONSAS: 2010" Systems management health and safety management. Requirements ". The content of the concepts of "environmental management system in agricultural enterprises", "system of health and safety in agricultural enterprises", "integrated management system for agricultural enterprises." Analyzed the methodological approaches to the development of management systems of agricultural enterprises on the basis of international standards. Methodological approaches to the formation of a unified management system for agricultural enterprises based on the full integration of target systems and overall system management.*

***Business excellence, farms, system management, quality management, quality management system according to ISO 9001, Environmental Management System according to ISO 14001 management system and health and safety personnel according to OHSAS 18001, an integrated management system for agricultural enterprises, the only management system for agricultural enterprises .***

***Problem.*** The level of business excellence bulk of domestic enterprises, including agricultural, is 150-250 points, and a similar figure most companies that operate in developed EU countries is 300-450 points [1, p. 114]. This, in our opinion is one of the key reasons for the lag in Ukraine in terms of quality of life by leading European countries.

As well as agri-food products is an important source of domestic exports, increase in business excellence bulk of domestic farms would solve the problem with the budget and positive impact on improving the quality of life of Ukrainian.

The lack of a clear understanding and due diligence of management, including quality management as key tools to ensure competitiveness and sustainable development, has led to the fact that Ukrainian farms are far behind in this respect from the developed world.

***Analysis of recent research and publications.*** The study design problems of management of agricultural enterprises on the basis of international standards known domestic scientists involved: VP Halushko, OD Hudzynskyy, JS Zawadzki, I. Venetskyy, AM Length, AM Dolzhanskiy, PY Kalita, VI Kryvoschokov, VA Mozolyuk, AI Momot, MI Shapoval and many others.

This issue was also studied in detail famous foreign scientists: E. Deming, Juran D., K. Ishikawa, Y. Kondo, F. Crosby, G. Taguchi, A. Feigenbaum, D. Harrington, JP Adler, A. Hlichev, VV Efimov, SD Ilyenkova, OM Karpenko, MG Kruglov, VA Lapidus, II Mazur, VY Ohvozdin, VV Okryepilov and many others.

However, the issue of development of management systems based on the harmonious combination of target subsystems (quality, environmental, health and safety personnel, and others.) Into a single management system for agricultural enterprises is still poorly understood and requires thorough investigation.

***The purpose of the study are:*** analysis of the main provisions and requirements of the standards of ISO 14001: 2006 "Environmental Management Systems. Requirements and guidelines for application "and ISO 18001 ONSAS: 2010" Systems management health and safety management. Requirements "; determining the content of the concepts of "environmental management system in agricultural enterprises", "system of health and safety in agricultural enterprises", "integrated management system for agricultural enterprises"; justification of methodological approaches to the development of management systems of agricultural enterprises on the basis of international standards; developing methodological framework for a unified system of agricultural management on the

basis of the full integration of the overall management system with target subsystems (quality, environmental, health and safety personnel, etc.).

***The main material.*** In order to understand the root causes of mistreatment of management systems to recall the history of the CIS. Operation of the business over seventy years in the days of the former Soviet Union - in total deficit, caused the formation of this type of enterprises in different economic sectors, including in agriculture, for which the main priority was the number of output. Thus, the increased attention paid to management systems that provide quantitative targets, and the concept of "quality" little abstract, so there was no proper motivation. As a result, the transition to management systems that focus on "quality" was for Ukraine and other CIS countries very difficult.

***Conclusions and prospects for further research.*** Management systems built according the requirements of ISO 9000, ISO 14000 and OHSAS 18000 series have much in common and, of course, there is the question of their integration. However, this integration is performed most often between the aforementioned target systems management, not the real total management system for agricultural enterprises.

Based on this perspective, we believe that in order to maximize the effectiveness of the relevant trust management system should be developed exactly as organic components of the overall management system for agricultural enterprises. Especially as the world's leading companies are a complete, balanced management solution that provides all the complex problems and achieve goals totality.

In order to improve domestic agriculture, should significantly increase the effectiveness of management of enterprises, in particular by ensuring the integrity of these management systems.

Implementation of the standards for targeted management system (quality management system, environmental management system, system management health and safety management, etc.) Should be limited to improving the overall management system that works in the agricultural enterprise. The effectiveness of

enterprise management agricultural sector can promote the use of concepts and models of excellence.

Agricultural company must have a unified management system that allows you to provide the appropriate level of quality products of high quality and business excellence provided efficient use of resources and a caring attitude towards the environment. The system management should be focused on the needs of all stakeholders: owners, staff, customers, partners and society.

Thus, the problem of developing management systems based on the harmonious combination of target subsystems (quality, environmental, health and safety personnel, and others.) Into a single management system for agricultural



# **MATERIAL WELL-BEING OF AGRICULTURAL ENTERPRISES AND PROBLEMS OF THEIR EFFECTIVE USE LABOUR RESOURCES.**

***O.V.Velichko***

*The paper investigates the availability of agricultural enterprises workforce and reasonable ways to increase their effective use in different types of farms.*

## ***Labor, productivity, efficiency, use of agricultural enterprises***

In agriculture the economy of Ukraine in the modern business environment occupy a special place the issue of human resources and their effective use. This is because in Ukrainian society in recent years there have been significant changes that have led to the extinction of villages and quality of life of rural residents. Because of strategic importance for the efficient operation of agricultural enterprises in an unstable development of market relations takes the human factor. It should be noted in this respect the consensus opinion of domestic and foreign scholars on what that would have been perfect tools and means of agricultural production, *spodarskoho*, their effective use will always depend on the main production resource - those working on the ground.

***Analysis of recent research and publications.*** Research organizational and economic problems of effective utilization of manpower farms is constantly the focus of economists, namely DP Goddess, OA Buhutskoho, PT Sabluk, VK Horkavoho, A. Ermakova, LI Mikhailov, AA Grishnova and many others. But still not investigated the study and evaluation of the factors that determine the level of efficiency of manpower agricultural enterprises of different forms.

***The purpose of the study.*** The study aims to study ways of increasing efficiency of labor in farms of the region.

***The main material.*** In recent years, a trend Ukraine progressive decrease in the rural population, the growing share of older people, a significant decrease in the number and proportion of workers employed in agriculture. The problem is compounded disabilities providing jobs for the rural population due to the decline in agricultural production, reduction of investment attractiveness of others.

An important factor and one of the main elements of which depend on the final results of production in the economy is labor. Timely and quality performance of agricultural work in optimal terms, ensure stable production volumes mainly depend on their presence in all areas of the company [1]. The number of workforce farms Hadiach, Poltava region for 2007-2011.

According to the data, labor force agricultural enterprises of different legal forms of management from year to year decreases. So, in economic entities, the figure in 2011 decreased compared to 2007 by 50% in JV - 56, private enterprises (including farmers) - by 46.9%. In the studied area Hadiach labor force farms decreased by 47.5%, which is considered as a negative trend for efficient agricultural production. The decrease in the proportion of rural youth even more exacerbates the problem of agricultural production qualified personnel younger. This is due to the migration of population movement, as well as processes such as fertility and mortality.

In the study region is worsening demographics of both quantitative and qualitative disastrous deteriorating health, increased mortality, reduced life expectancy. Yes, VS Steshenko [3] and many other scientists in his writings determine that the main component of the current demographic situation is a crisis of health as it is known, is the main quality of the population. In Ukraine rapidly destroyed traditional living room and do not form values (when a person takes care of his own health). This results in high mortality, especially due to external factors such as alcoholism, trauma, smoking; through socially caused diseases, especially tuberculosis, AIDS; observed high mortality from cardiovascular diseases. As a result, the deterioration of health and physical, spiritual and social values of a negative impact on the quality of human resources in the region.

Note that in the economic component of the demographic crisis the important role played by income level, because it depends on the basis of population reproduction and future workforce development of rural areas. If the individual income will not be included in an additional component to the birth, care, child rearing, the birth rate will not increase.

The most important feature is its labor productivity rate, which characterizes the efficiency of personnel. Productivity is a crucial factor in improving the efficiency and competitiveness of agricultural production. The economic essence of productivity is that it expresses the ratio between output and cost of work on its production. Thus, it describes the effectiveness of labor costs in the process of social production [4-5].

Consider the productivity of agricultural enterprises of different legal forms of management Hadiach, Poltava region for 2007-2011. Table. 2. Analyzing the data table. 2 is worth noting that in 2011 productivity farms study area increased 2.8 times, particularly in economic entities - 2.7 times, JV - 3.1 times that of private enterprises (including farmers) - 3.5 times compared to the data given in 2007 Productivity is an important indicator of economic efficiency of agricultural production. The dynamics of productivity shows the corresponding changes in the state agrarian economy.

Provision of enterprise workforce in the optimal quantity and quality for different socio-economic conditions of society is a necessary precondition for the achievement of its primary objectives [6]. In the farms studied region there are different security workforce. Analysis of agricultural enterprises Hadiach, Poltava region gives an idea of the impact of labor resources on economic performance. Note that with the level of labor resources increases the technical level of agricultural production and reduced production costs, increased profitability and profit.

***Conclusions and prospects for further research.*** Thus, the establishment of a regional cluster of farms provide mutual coordination of the activities of its members, which will improve the efficiency of managing every business by strengthening the material and technical base, increase productive employment, creation of appropriate conditions and health, development and implementation of a modern system of incentives work. This will ensure the formation and improve



# DIAGNOSIS OF THE SITUATION ON THE WORLD SUGAR MARKET.

*Yu.M. Galchynska*

*Investigated the situation on the world sugar market is analyzed in terms of production of sugar producing countries.*

## ***Condition, world market sugar***

***Problem.*** The deepening of globalization, the global economy, population growth led not only to an increase in sugar production, and the rapid increase and redistribution of the volume of world trade. Over the past 18 years much has changed in world sugar market, due to the rapid build-up of production of sugar cane and equally rapid decrease in sugar beet production.

***Analysis of recent studies and research publikatsiy.*** Pytannya world market sugar highlighted in the work of local experts, including Stasinevych SA, Grishchenko OY, Kodenska MY, thorn AM, Fursa AV and foreign scientists - Boeva VR, Zeldnera AG, Klyukacha VA IG Ushachova

***The purpose of the study.*** Analysis of aspects of the formation of the world market sugar, its trends and changes.

Summary of the basic structure materialu. Suchasna world sugar market evolved over several centuries largely influenced by commodity trade flows from developing countries (or earlier colonial and dependent), towards the metropolis and only a slight degree, in the opposite direction - the movement of finished goods to the final consumption. It is in the industrialized countries, especially in Western Europe (including the EU) is the main number of companies engaged in the processing of raw sugar as locally manufactured and imported, and also the largest trading companies that control the world sugar market.

Specificity of the world sugar market is, first of all, that he presented two markets [1]:

- Preferred (or controlled);
- Free.

Preferential market tsukruvklyuchaye sugar supply under special conditions through bilateral agreements signed between the government of the exporting and importing countries (the actual delivery of the goods is carried out by private companies). These agreements provide a guaranteed market for specified amounts of sugar, sometimes on just terms, including price, date of shipment, etc. Preferential market covers trade between the EU and associated with the EU developing countries. The rest of the sugar entering the world trade, sold on the open market. Free market tsukruvyznachayetsya net trade volume of the world market minus the volume of sugar sold through preferential market. Called free market is that prices are not regulated by it, despite attempts in the International Sugar Agreement to keep them within bounds. On the free market has 70-75% of world trade in sugar.

The main feature of the sugar market - absolutely identical goods from different raw materials (cane and beet). The finished product (white sugar) contains less than 0.25% impurities - that is chemically pure sucrose. According to consumer properties of sugar beet and cane identical. More than 100 countries produce sugar. Today, 77% of it is made from sugar cane grown in tropical and subtropical areas of the southern hemisphere, the rest 23% - from sugar beet in temperate zones of the northern hemisphere. Thus every year the share of beet sugar reduced. Beet production is concentrated in Europe, while the main producers of cane sugar are Brazil, Cuba, Thailand, Australia. If at the beginning of the last century, more than half of the total amount of sugar produced from sugar beet, after World War II, his production of sugar beet and sugar cane established in the ratio of 30:70. The proportion of beet sugar dropped to 25%. Most of it is produced in Europe, at least - in North America (Canada, USA), Asia (China, Iran, Japan, Kazakhstan, India, Pakistan, Syria, Kyrgyzstan) and very little - in Africa (Egypt, Morocco, Tunisia) and South America (Chile).

**Conclusions.** The increase in world sugar production is mainly due to faster growth of sugar cane. The advantage of sugar from sugar cane in some countries is based on a long term processing cane (9 months), low wages, low social security

workforce in the old, long depreciated plants and low requirements for environmental protection. These factors offset and low efficiency. A major shortcoming in the production of sugar in most countries is buryakosiynyh short period of processing of raw materials (4-5 months), lack of moisture, and the EU, particularly in Germany - high wages, social standards, land prices and



# **CATEGORY ANALYSIS OF SUSTAINABLE DEVELOPMENT AS COMPONENT OF MODERN STRATEGY OF AGRICULTURAL ENTERPRISE.**

*N.A. Gerasymchuk*

*The paper analyzed the content of the categories of "development" and "progress", "sustainable development" and defined their relationship as part of the strategy of agricultural enterprises.*

***Development, sustainable development, strategy, farms***

Strategy in the broadest sense is a long-term action plan. Identification of the main objectives of the enterprise is the first step in its functioning. Unfortunately, the fragile state of the economic system and its further destabilization, which is accompanied by parameters and relationships between its various constituent elements have led to leveling, especially in agriculture, the importance of the strategic development plan. However, the practice of recent years shows that the operation based on current plans are more costly than errors in strategic development, and ultimately - hopeless. Therefore, it is necessary to return to the practice of strategic planning with the main vector of modern economic development, defined by two opposing vector processes - development and sustainability that modern science combined the concept of "sustainable development".

***Analysis of recent publications.*** Research problems associated with the formation of choice and development strategy dedicated work of many domestic and foreign scholars, including: I. Ansoff, VA Vasilenko, AS Vyhanskoho, Y.S.Zavadskoho, OP. Gradova, VM Green, Yu.M.Derev'yanka, IA Ignatieff, ME. Porter, O. Pushkar, A. Strickland, A.A.Tompsona, VA Zabrodskoho, AT. Tooth, T. Saaty, Z.YE. Shershnev, T.I.Tkachenko, BM Mizyuka, VP Martynenko, LG Miller, and many others .. The problem of sustainable development in Ukraine engaged many scientists, including V.Heyets, O. Baranovsky, Z.Varnaliy, B. Danylyshyn, V. Sahayev, S.M.Kvasha, A.V.Lisovyy, M.Y.Malik, S. Mocherny, V.

Rusan, P.T.Sabluk. Their works include theoretical study and the methods for the assessment of enterprise strategy, taking into account national circumstances of economic development. In our opinion, they are valid and have their own special ways of understanding this concept. The novelty of the problem lies in analyzing the elements of sustainable development in the formation of modern strategies of agricultural enterprises.

*The purpose of this paper* is to analyze the categories of "development" and "progress", "sustainable development" and their relationship as part of the strategy for agricultural enterprises.

*The main material.* Category strategies quite versatile. Formation of strategic management in enterprises faced with a number of methodological difficulties, one of which - a selection of effective development strategy. The process of developing an effective strategy of agricultural enterprises are multifaceted and complex task that requires consideration of a detailed analysis of the risks, identifying a number of alternative strategies and determine their effectiveness criteria acceptable to the specifics of agricultural production. Along with issues such as strategy, we are interested in its relationship and influence of the category of "sustainable development".

Analyzing the views of different scientists to determine the strategy and their species can be concluded that there are terminological differences to determine strategies and different approaches to classification strategies signs, however, should agree with John. Middleton [4], which notes that "the definition of strategy is always related linked to the choice of the direction of the organization and the route of the movement. "The whole definition of diversity strategies can be grouped into three major groups: 1) strategy as a means of achieving the objectives of enterprises plan or model of his actions; 2) strategy, a set of rules for decision-making; 3) strategy, the program operation of enterprises in the environment, ie the program interact with competitors, customer satisfaction, pursue the interests of owners, strengthening the competitive position of the company. Thus, the first group include Meskon, Alberta, Hedouri [11], which

point out that the strategy is detailed, comprehensive, integrated plan designed to ensure the implementation of the organization's mission and achieve its objectives. An example of the second group is to determine the strategy A. Chandler - "set long-term goals and objectives of the company, adjusting activities in this regard, and attract the resources needed to carry out its objectives." According to this definition, strategy - is a means of coordination purposes and resources that best describes the concept of strategic management. Strategy for OS Vihanskomu [2] best fits representatives of the third group. We, in turn, will understand the strategy under a set of rules, methods, tools development necessary for the efficient operation of enterprises with limited resources and dynamic changes in the external and internal environments.

The strategy is closely related to the development and stability of categories, because without economic development it becomes impossible to survive, and stability is the most desirable condition for the company and the ability of withstand internal and external threats. Therefore, a detailed analysis of the origin and condition of the concepts of "development" and "progress" and the stability of oxygen is necessary for the definition of 'agricultural enterprise. In addition, to add to stability analysis and the concept of "sustainable development" that essentially the most appropriate thing to consider for the agricultural sector.

**Conclusions.** Stressing the validity of the concept of achieving sustainable economic development of the economy, including agriculture, it should be noted the fact that we have considered the concepts relate to complex multi-level categories are diverse and controversial content, and the transition of sustainable development a practical level in agriculture is complicated by the lack of actually implemented measures to achieve sustainable development at the national and regional levels. In the absence of formal evaluation indicators, there is a need for a different kind of indirect estimation of agricultural areas. The theoretical provisions of Economics revealed that the category of "sustainable development" and "strategy" are closely related, on the one hand development is seen as a result of the strategy, on the other hand - the strategy is defined as an instrument to

ensure the development of the company. All these definitions are based on the system's ability to return to its original state or remain unchanged under the influence of this system both external and internal factors that directly leads to the need to adapt the strategy formation agricultural enterprises to the conditions of



# MODERN TRENDS IN PRODUCTION, PROCESSING AND CONSUMPTION OF MEAT IN UKRAINE

*N.E.Golomsha, N.A.Shelest*

*The current state of production, processing and consumption of meat in Ukraine. Grounded Opportunities meat sector in Ukraine AIC.*

***Production, processing, consumption, profitability, market meat and meat products, meat sector.***

***Problem.*** Changes in the economic situation in the world as a consequence of the global food and financial crises, encourage national economy of Ukraine increased attention to the state, development and problems of the food market. Nowadays, an important area of research is the formation of aggregate supply and demand in certain segments of the agricultural and food markets.

Based on national circumstances, vital needs of the population of Ukraine is the consumption of meat and meat products. Therefore, to address the issue of food security is closely related to the efficient development of livestock industries that address the needs of the population in the important and essential protein products. This feature of the meat and meat products, which traditionally is the most difficult (the self-regulatory mechanisms of influence on him). The real possibility of its development in Ukraine related: from agricultural, food and social policy; forming food market of the country; influence of the environment; increase the solvency of the population; ensuring its full, high-quality, safe and environmentally friendly food products; meat consumption population of Ukraine, which does not meet the recommended standards of food [3].

***Analysis of recent research and publications:*** Investigation of meat sector in Ukraine AIC and its effective functioning problems in a large number of works of local scientists such as PT Sabluk [1] M. Prong [1] V. Mesel-Veselyak [1] L.V.Bal-Prilipko [2] O. Mazurenko [7] and others.

However, some important issues, we believe require further study, namely generalization trends of production, processing and consumption of meat in Ukraine to form predictions for the future.

***The purpose of research.*** Summarize the trend of production, processing and consumption of meat in Ukraine and justify opportunities for further development of meat sector agribusiness Ukraine.

***The main material.*** In the recent past, the meat was a delicacy product even in industrialized countries (including significant cost of its production). Even 50 years ago in the world annually consume 70 million tons of meat per year, in 2007 this figure rose to almost 3.82 times - up to 268 million tons [8]. According to estimates of the Food and Agriculture Organization (FAO), in 2012, produced more than 300 million tons of meat, which is about 11.2% higher than in 2007, while consumption of this product per capita in the world average was 42.5 kilograms per year. In particular, in 2006 the average resident of a developing country, he ate, according to the organization, averaging 30.7 kg of meat, and in 2012 - 32.7 kg, indicating a higher consumption of meat and meat products by almost 7%. Although there are still significant differences between rich and poor countries, but poor countries reduce the gap [5]. According to FAO 2050 consumption of all types of meat on the planet will increase by 73% due to population growth and increased its revenues [9]. That is great prospects for the development of the meat and meat products.

Average statistical inhabitant of the planet consumes 38.7 kg of meat, including beef 9.5 kg, 14.9 kg of pork, poultry 12.5 kg and 1.9 kg lamb. In terms of meat consumption per person per year Ukraine ranked 85 in the world (magazine The Economist, FAO data for 2007 - the last date, which allows you to compare all of the country). In the overall ranking Ukraine meat consumption inferior to countries such as Belarus, Russia, Gabon and Ecuador. [10] Low levels of meat consumption in Ukraine due to the low-income population compared with other countries.

According to the recommendations of the World Health Organization physiologically reasonable annual rate of consumption of meat is considered to be 80 kg per person [9]. This figure was exceeded only in Ukraine 1990 (84 kg), but in later years did not meet this regulation and standards established and approved by the Ministry of Health of Ukraine (MOH)

**Conclusions.** On the reduction of raw meat influenced elimination of collective and state farms; weak state support for the creation of replacement farms; lack of strict controls over production and procurement of raw meat in the country; high interest rates and short repayment period for loans in the Ukrainian market (and if necessary a full upgrade of logistics and implementation of modern technologies); Jump to petty commodity production.

Reduced profitability of livestock and poultry made to reduce this type of activity, which led to a significant reduction of herd in Ukraine. Consequently irrational structure and reducing the number of record over the years, which is the basis of high-quality meat.

Fundamentally important that Ukraine has all the necessary conditions for reconstruction and development of livestock production as a result of sufficient quality raw materials for the meat industry. In particular, experience feeding animals, climatic conditions (favorable geographical position), forage powerful, well-developed transport network, stable production and development of meat industry (growth in demand for raw materials for her), the solvency of the population (stable demand for retail market for meat and finished products from it), the development and improvement of sales channels, availability of skilled and relatively cheap labor.

And the development of meat sector agribusiness Ukraine positively affect targeted government support for the promotion of livestock as households and enterprises, as well as the inflow of investments in this industry, enabling it to



# THE PLACE AND EVALUATION OF INNOVATIVE PROCESSES IN AGRO-INDUSTRIAL PRODUCTION.

*S.V. Gorodenko*

*The essence and main components of innovative processes and market relations in agriculture, conceptual approaches to innovative entrepreneurship.*

*Innovation, innovation, innovation entrepreneurship, competitiveness, agricultural production, innovation, soil-protecting, energy-saving technologies.*

**Introduction.** The path to sustainable expansion of the domestic and foreign markets of agricultural products and foodstuffs is due to technical and technological innovation technosphere farms, adapting the whole chain of innovation processes to a market economy, new approaches to the state science and technology policy in agriculture. In Ukraine the priority issues of science, scientific and technological renovation material production base, "innovation" of the national economy is widely discussed at the highest national collections. The high relevance and significance of this problem led to the transfer vector innovative economic development a practical level, it becomes the dominant political rhetoric and rulemaking Ukrainian Government.

The scientific potential of the agricultural sector of Ukraine able to actively generate technological change and transform its achievements in concrete production, general market conditions is one of the most important competitive factors of production structures mixed economic system in the countryside.

Ukraine has chosen an innovative model of development in all spheres of public life, the foundations of which are to be incorporated in the process of economic restructuring [6]. The importance of the tasks can not be overemphasized and make them possible only if the innovative model of development in all spheres of public life and especially the economy. A role it must play a science if supported her by the state. Therefore assumed to radically improve science funding in the first phase by increasing public spending to 1.5 - 1.7% of GDP to 2.0 - 2.5%

- in the second stage and attract extra-budgetary allocations. In developed countries, at least 3/4 of GDP growth is ensured thanks to the latest technology. About 60% increase in overall efficiency in agriculture the US and Japan provide the latest technology, quality management shift mechanism for intensification of innovative processes [5]. Underestimating the role of innovation, scientific advances are one of the reasons that affect the development of agriculture.

*Analysis of research and publications* in which a solution of this problem. Scientific study of innovation considered in the works of many scientists. Noteworthy labor Sabluk PT, Yurchushun VV, MI Malik, M. teeth, Tyvonchuka SA and many others.

In the late 50's of the last century economists M.Abramovits, R. Solow, E.Denisov, D.Kendrik and others have shown that the main driver of economic growth and technological progress in the second half of the twentieth century of technological change. R.Solou his work, for which he received the Nobel Prize convinced: the economic growth of the US share of technological change factor per unit of labor was 87.5%. Thanks to the work of the above three authors in the world today is well known that the balance of power between states is measured not so much by the presence in them of certain inputs, as a comparison of real opportunities to ensure the flow of scientific and technological innovation, mastering and diffusion of new technologies.

Given the characteristics of the transition economy of Ukraine should more actively use the internal economic resources for the successful combination of market transformation using research results, high technology and information as the main source of economic growth.

*Problem and Objective:* to determine the nature and main components of innovative processes and market relations in agriculture, agricultural science, reveal conceptual approaches to innovative entrepreneurship, to determine its role in solving problems of social and economic development, improve the efficiency of agroindustrial production and use of resources. Show on factual dependence

competitiveness of agro-industrial production level in the field of innovation processes.

***The main material.*** Due to the fact that Ukraine has declared its unwavering course to innovative way of development for the successful development and implementation of innovative models would be useful to consider some guidelines to understanding the nature of the innovation process in terms of national and international standards. This view makes sense from the standpoint of identifying those features innovative development that could be used to strategy and tactics of this process in the agricultural sector to accelerate and achieve the highest possible economic and social impact, given the current economic and geopolitical situation of Ukraine in the world.

In the mid-twentieth century, the world finally got the modern understanding of the entrepreneur as an innovator. "The task of entrepreneurs - to reform and revolutionize the method of production through the introduction of inventions, and in a more general sense - through the use of new technological solutions for the production of new products or existing products, but the new method by opening new sources of raw materials or finished products new market" [11].

Search for new ideas and possibilities for their implementation - one of the challenges of entrepreneurs. Here they are required not only the ability to think creatively and find the best new or revolutionary solutions, but also to implement them in the difficult conditions of competition.

P. Drucker notes that "entrepreneurs distinguishes innovative mindset. Innovation - a special tool entrepreneurship "[1].

In domestic and foreign literature ambiguous interpretation of innovation as a process and product innovation development, due to the translation Eng. the word «innovation» (innovation): news, innovations that were perceived as synonyms [7].

Term economic category "innovation" that has developed and introduced into wide use Schumpeter - not just a concept, which means that any innovation and new production function, it is - changing its technology. In domestic and

foreign economic literature there are different interpretations of such categories as "innovation", "innovation" and "innovation". In some cases, these concepts are used as synonyms, but relevant semantic differences between them exist. 'Innovation' characterizes a certain novelty in this city and this concept is close to the understanding of the word "invention." "Innovation" - is the development of new technology, improved methods of organization and management. "Innova-tsiya" - to "activities that aimed the development, creation and distribution of new products, technologies and organizational forms "[9].

There are other definitions: "Innovation - innovation is that the complex process of creation, distribution and use of novelty (new practical tool) to meet human needs that change under the influence of society" [2], or a "innova-tsiya ... - the embodiment of new forms of work organization and management, covering not only the individual enterprise, but also their totality, the industry "[3].

When we understand innovation innovation that materializes in a new product, having a scientific-technical and innovation cycles. The very novelty (ie, scientific, scientific and technical development, invention) in-novatsiyeyu is usually in the form of goods, services, methods. Innovation cycle preceding the relevant scientific do-slidni, experimental design or design work. It should not forget that the concept of "innovation" means the process of implementation and innovation.

When we understand innovative development nasampe-red chain implemented innovations. This development dosya-haye better if no one covers a narrow scope, but also includes those areas that vply-vayut the overall result, management, marketing, training, finance, marketing and more. It bezpo-mylkovyy conclusion innovative development should take complex character. On the other hand, it can not be reduced only to the core of the innovation process. In the development of innovative systems involved factors and conditions necessary to implement it, that is - the components of the innovation potential.

***Conclusions.*** Of course, the development of agricultural production oriented to the widespread use of innovations - is quite complex and lengthy process. However, we would made a great mistake if agreed strongly recommended certain foreign and local experts. They say, actively urge Ukraine first provide a general economic recovery, and only then proceed to create innovative environment.

In Ukraine, as in all post-Soviet countries, yet extremely poorly developed market infrastructure of scientific production and intellectual property. Until now patent-licensing case is not based on market principles. As in the past, there is no system of innovation audit. These and other obstacles hampering the formation of sustained innovation market. The problems of development, innovation entrepreneurship requires a thorough theoretical study of a number of scientific concept of development priorities, and the use of modern methods of forecasting,



# **BIOFUELS AND THE PROSPECTS FOR ITS DEVELOPMENT IN UKRAINE.**

*I.V. Dvornyk*

*The essence of biofuels, its components and how to obtain. The comparative analysis of the advantages and disadvantages of fossil fuel counterparts. The state and prospects of biofuels in Ukraine.*

***Biofuels, biomass, fossil fuels, environment, land use.***

***Problem.*** In today's developed world uses a great deal of energy, for domestic purposes, transport, industry.

Burning fossil fuels - the most common way to produce energy. However, each stage of its negative impact on the environment, stands out, NO, solid particles and dust. Also thrown into the air heavy metal oxides. - The main component of greenhouse gases contributing to global warming, while other acidic gases and NO form acid rain, worsening air quality. Burning fossil fuels, including motor fuels, is the source of approximately 80% of emissions.

Nuclear power is the least disruptive to pollution, but counting the cost of new nuclear units and storage of waste from the old, and having regard to the fact that Ukraine is already a surplus of energy produced at the plant, it will not be as cheap. The problem with other forms of energy such as wind, solar, that transport and store them difficult. Cyrovyny is running, in addition there is a large environmental impact.

Thus, a particular challenge is to find a fuel that can replace practical properties of oil, but not zabrudnyuvatyme environment. At least a partial answer can only provide energy.

***Analysis of recent research and publications.*** The problem of production and use of biofuels because of its high overall importance is naturally a wide echo in the scientific literature. Possibilities of increasing the share of biofuels in the structure of the sources of the energy needs of the subject of research of domestic and foreign scientists as M. Bezuglyi, A. Hzybek, P. Hradzyuk, Volkov, M. Il'chuk, Kaletnyk G., G. Flower In . Klimenko, E. Lakemeyer, M. Malik, V.

Marchenko, I. Oil Medvedovskaya A., B. Overchenko, Predrag V., A. Redzyuk, A. Roszkowska and others. However, there is not enough studied problem of formation and efficiency of raw materials for the production of biofuels at regional level. [3]

***The purpose of research.*** Outline the benefits, opportunities and economic feasibility of the production and use of biofuels in Ukraine.

***The main material.*** Biofuels - is any fuel, energy is obtained through biological fixation of carbon - a process that takes inorganic carbon (in the form) and converts it into an organic compound. If it is a living organism, it is called "biological carbon fixation." This process can form a number of different compounds, proteins, fats, alcohol, etc. If any of these molecules will be used for the installation of mechanical energy, it is called fuel.

Where biofuels produced is difficult to understand, but its components can be like living and non-living organisms. It can also be done through chemical reactions in laboratory or industrial environments. The only requirement for the production of biofuels, the source material should be that turns into a living organism to another molecule, and the final product - fuel produced quickly, not over millions of years.

In practical use of biofuels - is any hydrocarbon produced from organic matter (biomass) for a short period of time.

Biomass - a simple organic substances. In today's world the potential for biofuels are considered and investigated the following crops: soybeans, corn, sugar cane, sugar beet, millet, rape, seaweed, cassava, palm oil, mushrooms, animal fat. In this case, the significant role played by climate where grown raw materials. Some cultures prefer cold areas, and others - tropical. For countries in the future with biofuels to be energy independent, ignore this factor is important.

Thus, the raw material for biofuels grown on a regional basis, as in the production process must take into account the following factors:

1) the use of water - it is a very limited resource, but its use should be sufficient in growing the crop, but also rational, so as not to cause a threat to the population (especially in arid regions);

2) invasiveness - culture that kill native plants which are difficult to control and not a good choice because it might endanger biodiversity and seriously damage the surrounding ecosystem;

3) fertilizer - nutrients essential for plant growth. Some cultures consume them more, others - less. Therefore, the process of fertilization should be addressed not to harm any of the types of crops;

4) restrictions - some areas are simply unable to grow raw materials for biofuels. These regions are importozalezhnymy.

Biofuels contrast to fossil fuels, which are required for the formation millions of years, and other fuels that are not based on hydrocarbons (eg, nuclear fission). The chemical structure of biofuels may differ for the same characteristics as fossil fuels.

For Ukraine, which, on the one hand, 55% dependent on imported fuels, and on the other - not fully exploits the potential of agriculture, energy production from biomass would overcome excessive dependence on imported energy, closer to Europe and to contribute to mitigation of climate change. Ukraine should create the conditions to bring biofuels to market. Now, the state loses a chance without producing biofuels, just selling raw materials and create jobs in other countries. This is wrong. You can get about 15 mln. Tons of fuel if 5 million. Ha seen as a potential for growing energy crops. With this potential, we could raise the level of agriculture, to create conditions and make a significant contribution to the environment. [1]

The use of biomass for energy production today is about half of all renewable energy sources in the world, in Europe amounts to 70%, Sweden - 64% of Denmark and Austria - 33%. For over 20 years the price of biomass will be as good skalkulovani as coal, oil or gas. Experts expect that investments in market

growing energy crops will increase by 2020 to 25 billion. US., While in 2006 amounted to 2 billion. Dollars. [1]

According to the programs for economic development of Ukraine for 2013-2014, it is planned that Ukrainian, since 2014, in their cars should use gasoline containing ethanol at least 5%. This provision is recommendatory only this year but in the years 2014-2015 it becomes binding, and in 2016 the obligatory share of bioethanol in gasoline increases to 7%. However, few ordinary Ukrainian know about this product and the benefits of its use.

Also scheduled to convert to production of ethanol using azeotropic distillation 24 alcohol plants are 5 companies transfer to produce ethanol using the technology of molecular sieves. The government expects to upgrade 5 distilleries that have already started setting in alcohol dehydration membranes in previous years. According to calculations of the Cabinet of Ministers, in their improvement and modernization to invest 350 mln. USD.

However, two-thirds of Ukrainian fleet (about 4.5 million. Units) just is not adapted for mixed gasoline with ethanol mass fraction of more than 5%. Thus, the main raw material for biological additives to the fuel in Ukraine is sugar beets. But even in the best growing areas it can only be used as an additional raw alcohol production. This is due to several factors: the complexity of the collection, which can be completely mechanized; limited shelf life that does not cover the entire period of the distilleries; low value additional products due to the low content of protein; low liquidity and low (compared to cereals) demand.

In addition, the quality of domestically produced ethanol can not use it as an additive to gasoline. According to experts, national standards for quality requirements for mixed fuels with a share of biological components than 5%, and the methods of their tests in Ukraine are not available. The negative factor is price is ethanol produced in Ukraine, which is significantly higher than average. Among the main reasons - national companies that consume four times more energy than plants in Europe, to produce 1 liter of product need to spend 8-11 kg of steam, while in Europe - no more than three.

In 2012 Ukraine produced 2.6 mln. Liters of bioethanol, which is about 10% of the amount prescribed by law (315 thousand tons). For 5% of its content in gasoline. Therefore, all of the above do not allow to increase the production of bioethanol to the specified value. [5]

**Conclusions.** The results of the analysis of foreign experience of production and use of biofuels certify its economic, social and environmental feasibility. Ukraine also has optimal conditions and potential. However, this correlation energy prices and biomass biofuel production in Ukraine is not profitable. To prevent the transformation of Ukraine into raw material for production of biofuels addition, appropriate strategy to date is its exports, saving the presence of Ukrainian products in international markets. [2]

Largely stimulate biofuel production in Ukraine can adoption and implementation of special state program, which must be duly justified and in relation to structured financing, insurance and responsibility for its implementation. [4] The main ways consumers interested in the internal market is



## **ECOLOGICAL EXAMINATION AS ECOLOGICAL AND ECONOMIC SAFE OF THE STATE CONDUCT**

*L.A. Ilkiv*

*The essence and role in shaping the environmental impact assessment of environmental security. Investigated the need for environmental impact assessment in Ukraine. The prospects of environmental impact assessment as a guarantee of environmental safety, environmental protection, sustainable use and restoration of natural resources.*

***Environmental impact assessment, environmental and economic security, economic activity, the environment, ecology and expert analysis.***

***Problem.*** In order to prevent the territory of Ukraine complete and irreversible environmental disaster must create an effective public health environment and natural resource management. The rapid development of the global economic system in the last decade and increased volumes of natural resources in the production of goods and services rise to growing problems of ecological safety of existing plants and those that are created. In this regard, there is now an urgent need to control the level of environmental quality.

In this system one of the most important places is a detailed environmental analysis of the planned and current economic activity, which consists of many socio-economic and environmental standard procedures. Achieving environmental policy is inextricably linked with socio-legal mechanism for environmental impact assessment.

***Analysis of recent research and publications.*** In modern literature research on the formation and implementation of environmental review have been addressed such scholars as Andreytseva VI, Bilyavskaya GA, Bogolyubov SA, Zerkalov DV, Karakash II, Krasnov MV ., Pogrebnoy OO, Pozniak EV, Satalkin M. Shevchuk VY and others.

Environmental impact assessment is the most common and recognized both in our country and internationally; and one that needs detailed study, research, development and improvement.

The article aims to study the nature, purpose, necessity and the prospects for environmental impact assessment as a guarantee of ecological and economic security.

The main material. Today in Ukraine there are only 6% of areas with normal natural living conditions of people (Zakarpattia, Ivano-Frankivsk, Chernivtsi and partly some other western and northern regions). A dirty and heavily contaminated areas where livelihood significantly worsened due to severe environmental conditions is 70% of the territory of Ukraine, and 1% - this area of environmental disasters, which includes the area of the Chernobyl nuclear power plant, as well as most areas of Donetsk, Dnepropetrovsk, Lugansk and other areas [7].

Development and reconstruction of existing industrial facilities and new construction projects always require foresight several options for further development and selection of the most appropriate one, given the technical, socio-economic and other aspects. Great value when choosing the optimal option for further development of the object in modern conditions become environmental safety requirements. To take account of environmental factors and prevent potential negative environmental consequences of future industrial facility should be ecological expertise [2].

Environmental impact assessment in Ukraine is a separate type of management, organizational and legal form of preventive control. By the Law of Ukraine "On Environmental Protection", "On Ecological Expertise" ecological expertise gained legal status and became a mandatory part legislative, administrative, economic, investment and other activities that affect the environment and health of the population.

Environmental impact assessment is regarded as one of the most effective mechanisms able to ensure environmental safety, because it combines the independence, transparency, social justice, ensuring the constitutional rights of citizens to safe living conditions, the appropriate level of care and the quality of the environment. Law of Ukraine "On Ecological Expertise" defines environmental review as a kind of scientific and practical activities specially authorized state

bodies, environmental expert groups and associations based on cross-industry environmental studies, analysis and evaluation of pre, design, materials or other object 'objects, implementation and performance of which may adversely affect or impact on the environment, and aims to prepare Statement of planned or ongoing activities standards and requirements of the legislation on environmental protection, sustainable use and restoration of natural resources, environmental security [3 ]. Thus, environmental expertise is preventive measures to prevent harmful activity by the user of natural resources.

***The aim*** is to prevent environmental expertise negative impact of human activities on the environment and human health and environmental safety assessment of economic activity and environmental situation in some areas and facilities [1].

International environmental law environmental review considers the goal a little more. For example, according to EEC Directive № 337/85 ecological expertise is considered "the embodiment of preventive environmental policy", which involves the assessment of the environmental impact of economic development projects on the environment, active public participation at all stages of the environmental assessment and final decision on the implementation of these projects, wide information on the results of environmental impact assessment, consultation between relevant agencies and other entities, as well as the publication of the final results of the negotiations and consultations.

***Conclusions.*** In the mechanism of contractual relations should be drivers that would take into account the results of the economic and environmental impact assessment. Therefore, the contract price is desirable to include environmental products, along with the costs of production and nature conservation in the production of additional costs environmentalizing products according to the findings of the examination.

In Ukraine there are many objects that must conduct environmental review. This is particularly true of airports, transport depots, industrial enterprises. Even cursory glance specialist ecologist gives every reason to believe that the vast

majority of these objects has no legal framework in terms of environmental legislation.

Therefore, we believe that for the normal development and implementation of environmental impact assessment system requires not only economic and legal, methodological and methodology and timely but also teaching staff of experts because in today financial and economic situation in the country thus preventing damage to the environment is the real way to ensure environmental safety, market leverage effect on the company to monitor the extent of industrial pollution and



# **ROLE OF STUDENTS' ENVIRONMENTAL EDUCATION TOWARDS SUSTAINABLE SOCIAL AND ECONOMIC DEVELOPMENT OF THE COUNTRY.**

*S.Ionina.*

The reasons of the current status of ecosystems and the biosphere, the essence of the concept of sustainable development, emphasized the role of environmentally education and environmental education in shaping environmental SRI-tohlyadu. Solved environmental impact of culture on the transition to sustainable socio-economic development. The list of forms in universities that contribute to the formation of environmental philosophy.

Environmental education, environmental education, environmental competency-tentnist, environmental consciousness and culture, the concept of sustainability, greening.

Addressing ecological possible, including four-res educative system to the new eco-educational model, which should take into account the structure of environmental awareness, social functions ecology, customs, historical experience of the Ukrainian people to self-awareness, understanding their place in nature, their relationships with them. All this, as well as natural and human ratio in environmental education at all levels, requires a deep understanding of scientific and pedagogical.

Analysis of basic research and publications. Special attention tub shape environmental awareness in their paid jobs such domestic and foreign scientists, educators and psychologists, as VI Vernadsky V. Verbyts-cue E.V.iHirusov, MI Drobnokhod, AM Zahlyebnyy, ID Zverev, AV Kyry-chuk, M.M.iKyselov, GA Kovalev, VS Krysachenko, MN Moses,

VF Morhun, NG Nychkalo, GP Poustovit, NM Reimers, VV Rybalko, VA Sukhomlinsky and others.

The aim - to study theoretical and methodological aspects of environmental education of students in educational institutions of Ukraine. Implementation of various forms and methods of work in the educational process for forming a system of knowledge, attitudes and ne-rekonan students who are laying the foundations of a responsible attitude to the environment.

The main material. Development of production and the increase in economic activity in which a person uses de further more natural resources, determine the total gain antropotehnohennoho pressure on the environment and on the imbalance in-Environmental Protection. This, in turn, leads to an aggravation of not only environmental, but also social and economic problems. Along with the depletion of non-renewable raw materials and energy-resources-energy increases pollution, especially water and air, reduced forest area and fertile lands disappear some species of plants, animals and more. This undermines the under-natural-resource potential of social production and negatively denote etsya on human health.

According to current trends in the demographic and socio-economic development of almost all countries the ability to quickly run out of Earth's biosphere preserve ecological balance and provide vital resources increasing number of population of the planet. It has become apparent need a radical paradigm shift in the development of human civilization. Otherwise, no ecological and environmental protection, even complex character and wide-ranging technical and technological innovations and hard economic mechanisms of resource-not-ecological processes can ensure normal operation in the future BIOS-fery and its component - human society.

In the context of the above fundamental importance to the UN Conference on Environment and Development, held in 1992 in the city. Rio de Janeiro (Brazil), where it was announced that the basis for solving pressing social, economic and environmental resource, problem is the transition to sustainability model.

Sustainable social and economic development means a func-tSIONUVANNYA its economic complex when both OJEC-heard: meet the growing material and cultural

needs of population-tion; ecologically sustainable and highly effective management and use of natural resources; maintaining favorable for natural health and environmental conditions of life, conservation, restoration and enhancement of environmental quality and natural-resource-pote ntsialu social production. In other words, sustainable development - a growth in which effectively solved the major problems of society without sustenance depletion, degradation and pollution.

In Ukraine transition to sustainable development of the country as a whole and its individual regions should be in close relationship with the structural, technical and technological restructuring of social production toward comprehensive greening not only basic industries but all areas of human activity, including education.

Thus, one of the urgent tasks of our time is to educate jetty doho-generation capable coexist harmoniously with nature, rational use and reproduce its wealth, psychologically ready to protect nature. This requires a reorientation of environmental education for the opportunity to train the person to go to the sustainable development strategy. Sustainable development is a new principle of human living together, future generations should have the same resource capabilities, and with the existing ones. Modern society requires competent START bystosti, which is based on independent critical thinking and responsibility will be ready and able to not only identify environmental problems to find rational solutions, but also to prevent their occurrence. [3]

Environmental education - long multifactorial process focused environmental awareness and environmental culture. Re-sults of environmental education is the formation of human motives, needs, habits and behaviors targeted environmental conservation activities of the healthy lifestyle.

The goal of environmental education and education should be focused on pho-rmuvannya environmental consciousness of personality, willingness responsibly towards the environment, education environmentally conscious behavior, knowledge of rights and duties of citizens.

The development of ecological competence of youth is one of the key ideas of modernization of education and training, and is to change the world and motives of people who make up modern society. It is associated with first-readiness and ability of young people as solely responsible for their own welfare and for the public.

Conclusions and prospects for further research. Modern eco-logical crisis is becoming more acute. Mankind soon threatened if it does not change the style of its existence and activity, determines their life values. Solving the environmental crisis lies not only in the business and economic activities of people, but also in the moral perfection of man, his culture, mutual yemostosunkiv with nature and other people. Humanity needs a new filo-sofia life, high culture and environmental consciousness.

Value attitude to nature and formed on the basis of its environ-mentally culture is a prerequisite for sustainable development, uzho-tion of economic, environmental and social factors of development.

Thus, environmental education takes priority role in education in general and in the educational process in particular. The development and formation of young environmental expertise provided appropriate upgrade all components of the educational process educational institutions (objectives, content, technology, etc.).

The basic principles of environmental education are:

1. Interdisciplinary approach in forming ecological culture stu-dent.
2. Systematic application of theoretical and practical forms of study and conservation in schools.
3. The relationship of global, national and local disclosure of environmental issues in the classroom.

Environmental education should be aimed at forming a new balloon tours relationship with nature - culture, combining the right user ID Executive natural wealth and responsibility for the environment, based on an understanding of the value of nature [4].

Solve the problem of environmental education is much more complicated than improve the system of environmental education. If environmental education determined by the totality of human knowledge about the peculiarities of interaction between society and nature, the environmental education is much more complex meaning. It is, in addition to environmental knowledge covers a wide range of variety of people-ray qualities and characteristics, a philosophy and worldview, Mora tional, legal, environmental, social principles and standards. Therefore, it is not glory in Cape-apart from the aesthetic, moral and legal education.

Environmental education is part of the moral education of people of all ages and professions. No change in the culture of nature can not expect a positive



# PROSPECTS DEVELOPMENT OF EFFECTIVE PRODUCTION ACTIVITY OF AGRICULTURAL ENTERPRISES.

*Z. Kolos*

*Grounded optimization model of Agricultural someone on perspective. The main parameters plabnychoyi structure of multi-enterprises.*

Operation and development of agricultural enterprises, charteryzuyetsya reduced production for some types of products, quality deterioration, reduced profitability of industrial activity, insufficient level of state support.

The importance of these problems led to outline a number of issues that con-buyut system analysis and forecast development prospects and direct you, teaching, monitoring and creation of model economies that pro-pechuvatymut farms extended playback-tion and increase their competitiveness.

*Analysis of basic research and publications.* The problems of production efficiency a priority in the research of famous foreign scientists as P. Drucker, R. Kantylyon, KR McConnell, J. Sei. A significant contribution to the study of the efficiency of agricultural production have our scientists, including: VN Berezovsky, MI Heyets, II Vale, MA Domaskina, AV Shebanin and other scientists.

*The aim* - to develop an optimization model effective functioning of the agricultural enterprise, recommendations and pro-projections of the future which will provide an agrarian formations-tion expanded reproduction and increase their competitiveness.

*The main material.* One of the main factors that vply-ing the efficiency of production of agricultural enterprises is the optimal structure of the economy. A necessary condition for the formation of efficient production structure acts optimal mix of industries in the enterprise, their inner balance, ratio between industrial and ancillary industries.

Creating the optimal structure of the enterprise requires consideration of many factors. The main problem here is the large number of combinations combination of fields. Effectively solve these issues by drawing and solving economic and mathematical problems. This planning method allows to consider all factors of production, and choose the best option for economic development.

The most powerful tool for analysis and synthesis of research is mathematical model. As you know, the model - is a reflection of the original and the process of its construction, which corresponds to a certain extent the original study and the application is called modeling.

Economic-mathematical model is formatyzovanyy post optimality criterion, all the conditions of the problem using sim oxen, indexes and other signs. It takes into account patterns and relationship functioning agriculture.

Development of optimal production structure of agricultural enterprises Ternopil region included the use of criteria such as minimum production costs per unit of output associated with its production, maximum net income, the maximum gross output. For the main criterion for optimality in the test case, we selected to maximize net profit.

Projects optimality sizes are mostly the same type, so they can be described by the same model. The base model of linear programming problem to be solved by simplex method, is formed as follows: to find the maximum (or minimum) of the objective function variables.

In the current economic conditions relevant is much wider application in agriculture and crop insurance system of animals, implementation of contractual relations. This pre-deigns to establish a clear system of relationships and ultimately rezul-tachi reduce the risks of agricultural enterprises.

Optimization acreage farms in the future would expand annual crops and perennial grasses for animal fodder own production, diversifying grains. The structure will result in additional revenue per 1 ha of grain at 650 USD, sugar beet - 420 UAH.

***Conclusions and prospects for further research.*** As a result of optimizing the structure of cattle farms in the studied revealed the possibility of bringing livestock dairy herd cows and 60% with the use of assignment nadremontnoho sapling growing in population. This will allow to fully satisfy the demand for livestock feed in domestic production, increasing the production and sale of animal products. Additional earnings per conventional head reaches almost 600 USD.

The improvement of industrial structure and production in the region will help to increase the yield almost doubled and holistic agricultural crops that will increase grain production to 265 thousand. Tons, sugar beet - 638 thousand. Tons of milk - 21 thousand. Tonnes live weight and fiber-ve cattle - 1.2 thousand. t. This will increase the number of work-ing places in livestock units by 1500 and to receive higher wages

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# **SOCIAL LABOUR CONFLICTS AND WORK ASSIGNMENTS IN RELATION TO THEIR WARNING**

*L.V. Kovalenko*

*Depth understanding of the management of social and labor relations with the settlement and conflict resolution.*

***The labor conflict konfliktohen, zahalnokolektyvnyy emotional state conflict.***

Strategic focus on management of industrial relations is a key position higher priority management of industrial relations at the state level, regions and enterprises are considered. However, creating an effective system of social and labor relations depends not only on legal regulation, it requires the introduction of new socio-economic approaches to labor disputes resolved.

***Analysis of basic research and publications.*** Scientific and methodological foundations of regulation of industrial relations explored in the works of economists Genkin B., H. Kleiner, G. Kozachenko, R. Kolosov, S. Masyutina, G. Melikyana, E. Palyhy, A. Yusov and foreign scholars P. Axelrod, R. Anker, P. Egger, F. Mercherna, D. Ritter and others. Background, its practical significance determined the choice of research topic.

***The aim*** - to identify the main causes of collective radi-tive disputes (conflicts) in the socio-economic sphere to develop measures to prevent; develop scientific and methodical approach to decision-making on the most effective settlement and you solutions of conflicts.

***The main material.*** Labour conflict - a conflict in labor relations concerning pratsezabezpechennya means, exactly, wages, use of professional and intellectual potential of different elements and factors of the labor process (organization, content, working conditions, etc.), prices for various goods, effective access these benefits and other resources caused by opposite interests.

The Law of Ukraine "On the procedure for resolving collective labor disputes (conflicts)" determined that the collective labor dispute (conflict) - it disputes arising between the parties of industrial relations in respect of: establishing new or modifying existing socio-economic conditions and working life; conclusion or amendment of a collective agreement; performance of a collective agreement, or their provisions; failure to comply with the applicable labor legislation of Ukraine.

Parties to a collective labor dispute are:

- At the production level - employees (certain categories of most-self employed) enterprises, institutions, organizations or their departments or trade union or other authorized hired pratsivny kami organization and owner of the company, institution, organization or UPOV-limits, his body or representative;

- At the regional, territorial levels - employees pidp-ryyemstv, institutions of one or more sectors (occupations) or administrative units or unions and associations or other authorized bodies of these employees and owners, associations or owners authorities or their authorized representatives;

- At national level - employees of one or more of Galway-Zee (professions) or trade union or association or other authorized bodies of employees and owners, associations of owners or authorized bodies (representatives) in the majority, office-tratyvno- units of Ukraine under part. 2 Art. 133 of the Constitution of Ukraine [1].

Almost 80% of the conflicts arising out of their desire Ucha-snykiv. Affect the features of our psyche is the fact that most people either do not know about them or do not give them value. Any manifestation of arrogance, aggression and inexperience (threats, rudeness, Glu-dosing, comments pohvalyannya, peremptoriness, imposing tips interrupt the interlocutor, deceit, concealment of information, etc.) - All konfliktoheny that can lead to conflict situation.

The words "can lead" in this case is the key, and cutting-ing threat konfliktoheniv. What they do not always lead to a conflict of con, dulls our guard

against them. For example, disrespectful Zvery-Thann not always able to lead to conflict, many believe that "get away with it." However, not always "go down".

Nature and cunning konfliktoheniv can be explained as follows. We are more sensitive to the words of others than those who speak for yourself. It is believed that women do not pay attention to the words, but provide important that they hear themselves. Admittedly, all this sin, not only the fair sex.

Our special sensitivity relative words appeal to us comes from the desire to protect themselves, their dignity from a possible assassination attempt. But we are not so awake when work concerns the dignity of others, and so not strictly follow your words and actions. You can not ignore a very important pattern of escalation konfliktoheniv: konfliktohen at our address we diligently respond more durable konfliktohenom often the most durable of all existing.

This pattern can be explained as follows. "Having" its ad-resu konfliktohen, the victim wants to compensate for his psychological loss, trying to get rid of irritation answer insult to insult. Such a response is not weak, but for sure done a "reserve": heavily resist the temptation to teach the offender that he will never allow himself such. As a result, power conflicts genes tends to increase.

Why so? Unfortunately, we have created - painfully react to images reveal blatant aggression.

Of course, the requirements of high moral ability to meet more constrained, and even better - forgive images. To call this religion and ethical teachings, but despite education and training, the number of asthma-spite "turn the other cheek" is not increased.

The need for safety, comfort, preserve dignity belonging to basic human needs, and therefore attempt on her right is perceived very painfully.

We must learn to resist escalating konfliktoheniv and each of us must always remember this. Then there will be fewer conflicts, especially those in which no party

is interested. Recall that the first konfliktohen can be (and often is) no particular intention, but the consequence of circumstances.

The regulatory function is to influence team members on their then-varyshiv at work, their behavior, action, activity, orientation system of value-tions. It regulates the interaction between team members and builds relationships mostly vertically (in the supervisor - subordinate). An important role in the formation of these relations manager plays. The effectiveness of its impact on staff largely depends on the organization of communication with subordinates. Managers should be unbiased, equally demanding of all employees. But demanding work when she organizational thought, psychologically grounded and expressed in a form that meets ethical standards [2].

Resolution of the conflict is to remove the contradictions that have caused conflict and establishing normal relations between the warring parties. Important in this case is to eliminate the source of the conflict and its settlement means the cessation of conflict and hostility Action, A reduction-tion significance of sources, causes of conflict. Typically, this is achieved through compromise and persuasion. Resolving conflict - the removal of visual confrontation party that does not eliminate the causes of the conflict.

You must create a system of labor management conflict of Tami and carefully studying them. This requires the Government to Moni-ing public opinion on the conflict.

***Conclusions and prospects for further research.*** Community and each of its members, region, state, and every company have huge economic and social losses due to labor disputes. This is a non-necessity of developing specific ways to overcome and smoothing an employment conflict that can not be done without a thorough analysis o



# SOYBEAN PRODUCTION FORECAST IN UKRAINE

*I. Konoval*

*A prognosis volume of economic efficiency and soybean production on farms in Ukraine in 2015.*

*Production of soybeans, farms, market soybeans, soybean production efficiency.*

The prices on the world market soya tend to increase. Ukraine exports soybeans in 28 countries. Due soybean exports in 2011 and for 11 months of 2012, Ukraine received, respectively, 410.1 and 612.1 million dollars. United States [4]. Agricultural enterprises have the ability to increase the profitability of its operations, increasing production volumes and sales of soybeans. Ukraine with a production volume of 3.0 million tonnes able to put on the export of 1.8 million tons of soybeans. However, the decision to increase production and sales of soybeans every enterprise needs a scientific justification.

*Analysis of recent research and publications.* Various aspects of producing and functioning of soybeans in Ukraine devoted to the works of local scientists A.O.iBabycha, A. Babich, Waterside, VG Mikhailov, V. Petra-Chenko, V.H.iPozdnyakova, VA Nazarov and others. At the same time there is a pot Reba problems in further studies to improve the economic efficiency of soybean in accordance with the modern changes of domestic and world market.

*The aim* - to forecasting the volume of economic efficiency and soybean production on farms in Ukraine in 2015

*The main material.* During the 2000-2012 biennium. In Ukraine collected soybean acreage increased more than 23.3 times uro-zhaynist - almost 1.6 times, while gross soybeans - at 37.4 times (Table 1). Wheat chyznyane soybean has a significant global demand due to the relatively lower prices and very good geographic location relative to major importing countries: Italy, Turkey, Greece and Egypt [2].

Of soybean in Ukraine of agricultural pidp-ryyemstva farms and farms. In 2010 the share of agricultural enterprises accounted for 75.4% will development volume of soybean, the share of farms - 5.2% and the share of state-tem of the population - 19.4% [5].

The most favorable natural conditions for growing soybeans in Ukraine are in the steppe zone (northern and central parts of it). Here in 2010 observed the highest efficiency of production. Level ren-tabelnosti soybean production in enterprises steppe zone was 37.7% compared to 10.3% in enterprises steppe zone and 2.9% - in enterprises Polissian zone. Profits per 1 ha of crops and plants in most areas Barrens (1017.1 USD).

The formation and development of soybean have a significant impact only large in size and volume producers. Therefore, economic obrru ntuvannya-volume production of soybean carried out primarily for pidp-ryyemstv that report on Form 50-SG number.

In 2012 the area under soybean collected in the agricultural pre-acceptance Ukraine was 1318.24 thousand. Ha, and in 2013 planted area is projected to reach 1353.7 thousand. Ha. Thus, the sown area under soybean farms in almost stabilized. By 2015 expect only a slight increase of 50-70 thousand. Ha compared to 2012 [1,3]. Planned soybean yield was determined on the basis of the level achieved in 2011-2012., And its growth potential for pre-acceptance of different resource levels.

Using technology developed maps for typical pre-acceptance zones of Ukraine were calculated from the production of soybean harvest in 2015 on farms Ukraine. In the calculations, there was an assumption that the proportion of acreage of soybeans, which are grown under different resource levels, remain at 2010.

As a result, payments were identified soybean crop production in 2015 on farms and ve-mask needed resources and funds for cultivation by cost element as a whole for the year and by month.

Studies indicate that the harvest of soybeans in 2015 should make 155.6 thousand. Tonnes of active ingredient in the amount of 1.31761 billion USD, demand for petroleum products is 105.26 thousand. T (1.32528 billion USD), plant protection products - 626 240 000 USD. The total amount of cash expenditures amount to 6.73545 billion USD.

Data show that the area under crop 1377.42 thousand. Ha and an average yield of 20.52 t / ha enterprises of Ukraine can produce

in 2015 2827.13 thousand. tons of soybeans. Total cost of its production is 7387480000 USD.

For sales of soybeans 2299.31 thousand. T enterprises of Ukraine may receive cash flows in the amount of 11 073 480 000 USD. Profits from the sale of soybeans will be 3783.20 million and the profitability of its production for the whole enterprise - 57.15%.

***Conclusions and prospects for further research.*** Studies indicate that in 2015 on farms soybean output is forecast in the amount of 2.8 million tons. In order to obtain such a crop you wish to 155.6 thousand. T of active substance (1.31761 billion USD), the demand for petroleum products is 105.26 ths. tons worth 1.32528 billion USD, plant protection products - 626.24 million USD. The total amount of cash expenditures amount to 6.73545 billion USD. Odds payback in growing soybeans with low, satisfactory, sufficient and high resource levels, respectively, amount to 1



# DEVELOPMENT OF MIZHBANKIVSKOGO CREDITING IS IN UKRAINE

*V.A. Kostiuk, Y.V. Pavlichuk*

*Analyzed market interbank loans in Ukraine, the main tendencies of development and the ways of improving Me-mechanism interbank lending.*

***The interbank market, financial market, banking system, financial instruments, interbank lending.***

At the present stage of development of Ukraine study of the banking system and inter-relations of particular knowledge chenie. Lending activity of commercial banks is inseparable from transactions in the interbank loans, which is used as a mechanism mCi-supported financial stability and liquidity facilities, or as a source of additional resources to channel into active operation.

Today domestic interbank loans market is one of the main segments of the financial market. But interbank loan has a special place in the system of credit relations, a well is essential locat-ed for the banking system as a whole. Streams of interbank loans affect the interests of many sectors of economic activity and interact with the securities market and foreign exchange market.

***Analysis of recent research and publications.*** Study of theory and practical policy-interbank lending promote works of local scientists and economists: L. Gulyaev, A. Kuzmaka, R. Mikhailyuk, A. Frost, M. Savluk, A. Vasyurenka, S. Mocherny, A. Yepifanova, I. Hutsalo , A. Dzyublyuka, I. Ivasiva, Lagutina V., V. Stelmakh, R. Tyrkala and foreign economists such as SL Brue, W. Lexis, KR Makonell, F. Mishkin, NG Mankiw, E. Reid, P. Rose, E. Dolan, John. F. Cinco, J. Friedman, M. Schumpeter and others.

***The purpose of research.*** The aim of this work is to study mizhbankivs someone lending in Ukraine, to identify its main trends and making suggestions for improvements in the interbank market.

***The main material.*** At this stage, interbank lending has a special place in the economy, as there is not only a source of funds, additionally to maintain the

liquidity of commercial banks, a financial stability and determines how the banking system, so i economy. During the years of independence interbank lending market and interbank loans were difficult way of formation. In Ukraine receiving loans from other commercial banks regulated by the Law of Ukraine "On Banks and Banking", the Civil Code of Ukraine, regulations of the National Bank, Charter Bank, Bank Regulation of interbank lending and loan agreements and carried out under the terms of security, return, maturity and payment.

One of the characteristics of interbank loans is their effectiveness, ie the ability to affect the efficiency of the banking system. However this issue in financial literature given non-significant attention. Therefore, further improvement becomes Relevance fur-nism interbank lending [3].

Loans are the basis for the implementation of inter-bank credit-dytnyh relations, the implementation of which is the process of inter-bank creditors Executive. In this regard, the market of interbank loans should be understood as part of the capital market, which is free redistribution of financial resources between commercial banks and the National Bank of Ukraine, a well with each other, using a variety of in-strumentiv interbank lending [4].

Interbank lending has several advantages over other sources of replenishment of the resource base of banks, a follows:

- 1) the reliability of the return of borrowed funds, in contrast to other borrowers in much higher, as banks are more reliable borrowers;
- 2) The speed of the (mobility), as in the case of pot-reby resource at any time obtain funds from other ba-nkiv who have surplus funds;
- 3) short-term - as opposed to other sources Popov-ment resource base, interbank loans, if necessary, can be luchaty in a relatively short time.

Active in Ukraine credit relations between the National Bank of Ukraine i commercial banks were likely not a market, a cess-administrative nature. This emission credits were provided at subsidized interest rates that were significantly lower than the rate of inflation, which led to a significant increase in inflation. In this regard, the National Bank of Ukraine has expanded refinancing instruments.

Market interbank loans Ukraine and carried it to process the volume of interbank lending and structure differs significantly from the markets of developed countries and development operations of banks with interbank loans is relatively low.

The analysis shows that while in Ukraine interbank loans are only short-term instruments, because they always share was above 70% in common-volume transactions in the interbank loans. The largest share occupied overnight loans and loans for 1 to 3 months. You may notice that the longer the maturity of a loan, the smaller the volume of its involvement. In general, the role of interbank lending is growing, as evidenced by an increase in 201%. The average interest rate on loans constantly varies and depends on the structure of banks' loan portfolio. In 2012, it was 5.1%.

***Conclusions and prospects for further research.*** So perspective optimization directions of banks in the interbank market credit is to improve the organizational structure of the Bank's divisions through the creation of this business unit, as interbank lending sector; creating the organizational structure of interbank credit process, with the introduction of which is expected to increase the volume of interbank lending operations, improving internal control system for all credit transactions inherent inter-ri zykamy, which in turn will help reduce their level, and thus contribute to the development of interbank lending.

## **PORTFOLIO INVESTING IN FUND MARKET OF UKRAINE**

*A.S. Kravchenko*

*Essence of the portfolio investing, methods of research of the exchange state of affairs, basic strategies of optimum investment portfolio construction*

*Portfolio investing, stock market of Ukraine, models of the portfolio investing*

Financial globalization affects the free movement of capital stock market, the volume of which can exceed the state budget. For sustainable development of the economy needed to attract investment and efficient use. Therefore, the problem of portfolio investment in the stock stock market Ukraine has significant practical importance.

***Analysis of the main research and publications.*** The issue of portfolio theory doing, as foreign as our scientists G. Markowitz and D. Tobin, W. Sharp, J. Qasim, A. Shvedov and others. Features functioning of capital markets and portfolio management highlighted in the works B. Gubskiy, B. Luciw, P. Rose and others. Despite the large number of scientists who have studied the theoretical foundations of investing in the stock market exchange, in practice, the issue is not disclosed and requires further study.

***The purpose of the study*** – it is to identify the major problems of portfolio investing in the stock stock market of Ukraine and proposing ways of solution.

***The main material.*** The essence of portfolio investment in the stock market is to invest money in securities that form the portfolio of securities. This portfolio makes passive ownership of securities (stocks, bonds, etc.) without the active participation in enterprise management - the issuer. Portfolio management - is to maintain and improve the parameters of portfolio analysis and forecasting in the stock market and

develop appropriate measures for reducing risk and increasing return on the portfolio. Because of the instability, as political and economic situation in Ukraine is quite high unforeseen risks associated with the redistribution of property. This in turn raises the risk in strategic sectors. Thus, investments in certain securities (as defined by industry basis) will have a significant level of risk and uncertainty. In this situation particularly urgent issue management and optimization of the investment portfolio. Considering the problem of portfolio investment, it should be noted that the methods of forming and managing a portfolio of securities that have been developed and implemented by scientists in Europe and the United States will not bring the expected applying them in the Ukrainian stock market. The reason why there is a significant informatization and high business activity is provided in the foreign techniques to analyze the stock market. Concerning Ukraine, the development of information support the organizers of the Ukrainian stock market and trading activity are much lower compared to Europe and the United States, which greatly complicates the use of tools of technical analysis.

It should be noted that the Ukrainian stock market due to its low kapitalizatsiyu, non-compliance with international standards, lack of infrastructure elements, weak legal framework to protect the interests of investors is extremely low intehratsii in the world and European capital markets. Undoubtedly, the Ukrainian stock market is growing rapidly, as evidenced by the following: for the period from 2005 to 2012 showed a trend increase in the total volume of transactions in securities, indicating that the economy and the stock market in general. During the study period the proportion of securities transactions placed on Ukraine's stock market has shown (Table. 1), the largest portion of shares, government bonds and bills and the smallest share of municipal bonds and derivatives in portfolio securities. This trend is due to the reliability and relevance of certain financial instruments for the current state of the economy.

**Table 1**

The share of securities transactions placed on the stock market of Ukraine for the period from 2005 to 2012, %

Type of securities	2005	2006	2007	2008	2009	2010	2011	2012
<b>Actions</b>	44.5	45.8	37.50	39.9	44.12	36.75	30.11	23.4
<b>Government bonds</b>	6.7	8.3	7.9	7.08	9.3	23.03	39.84	48.0
<b>Bonds</b>	8.1	12.7	17.85	23.2	7.6	4.52	4.83	5.0
<b>Municipal bonds</b>	0.6	0.6	0.6	0.2	0.05	0.03	0.08	0.3
<b>Investment Certificates</b>	1.4	2.9	5.35	5.0	7.14	6.93	4.83	5.4
<b>Notes</b>	33.0	28.7	28.2	21.7	25.17	20.56	16.68	16.3
<b>Derivatives</b>	0.5	0.05	0.02	0.03	0.01	0.01	0.02	1.0
<b>Other</b>	5.2	0.9	2.5	2.8	6.61	8.17	3.61	0.6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\* Source: Calculated based on data [1]

In this period the structure and the total volume of securities transactions placed on the stock market of Ukraine showed a tendency to increase the transformation of money into securities (Table. 2). However, corporate bonds have the largest amount in 2012 and lowest in 2010, indicating a decline in confidence in this type of issuers of securities, one of the factors that led to this situation was the impact and consequences of the global financial crisis (Table. 2).

**Table 2**

The total volume of securities transactions stock in the stock market of Ukraine, bln UAN

Type of securities	2005	2006	2007	2008	2009	2010	2011	2012
<b>Actions</b>	4.48	6.95	13.61	11.82	13.54	52.71	79.22	21,54
<b>Government bonds</b>	3.88	8.51	2.77	8.55	8.18	60.86	99.12	178,78
<b>Bonds</b>	6.54	12.13	17.36	16.61	7.07	6.71	21.42	26,35

<b>Municipal bonds</b>	0.67	0.99	0.79	0.46	0.03	0.14	0.46	6,39
<b>Investment Certificates</b>	0.18	0.33	0.43	0.20	7.14	7.14	11.4	5,84
<b>Derivatives</b>	0.68	0.09	0.05	0.12	0.05	3.73	23.82	24,78
<b>Other</b>	0	0.05	0.13	0	0	0	0	0
<b>Total</b>	<b>16.43</b>	<b>29.05</b>	<b>35.15</b>	<b>37.76</b>	<b>36.01</b>	<b>131.29</b>	<b>235.44</b>	<b>263,68</b>

\* Source: Calculated based on data [1]

Collective investment institutions and private investors must form their own investment policy based on: analysis of the current, retrospective and prospective state of the stock market of Ukraine; analysis of the political - economic situation in the country and in the world of strategic development programs; certain positions in the stock market, "aggressive portfolio" - directed maximum capital gains at significant risk; "Conservative Portfolio" - aims to preserve capital investment funds in the most stable, marketable securities, which combines low risk at low levels of return; "Mixed portfolio" - a portfolio of average capital growth and moderate risk; "Balanced portfolio" provides balance income and risk.

Objects portfolio investments are highly stock market instruments that have value - income paid consistently, and increase market value.

Ratio, as the main quality securities portfolio provides possibility of rapid transformation of the portfolio in cash without losing its value. The stock market can not avoid risk, but you can make it smaller by insurance and risk diversification. However, an extra large diversification can lead to negative effects: loss of opportunities for quality portfolio management; purchase not reliable, no income, no marketable securities.

Currently, in developed countries, investment institutions and private investors, the following model of portfolio investment: a model of Markowitz; Sharpe model; MW-method and others. These models are not acceptable for Ukrainian stock market through focus on markets with high levels of business activity, adaptation to modern realities, information lacking in the stock market of Ukraine.

***Conclusions.*** Effective portfolio management should: begin with the assessment of the dynamics of buying and selling prices of existing assets in the portfolio and the level of vibrations; determine the actual investment strategy, monitoring, analysis, forecasting economic and political situation in Ukraine and in the world and especially in the stock market; take measures to reduce risks and increase income



# AN INCREASE OF COMPETITIVENESS OF FARMS IS IN MODERN TERMS

*. R. Lyubar*

*Deals with the development of farms in Ukraine, defined their place and role in the formation of social infrastructure and food security. Recommendations for the future effective functioning.*

***Farm, competitiveness, self-sufficiency safety, concentration of production efficiency, optimum-mix, cooperation.***

Rural Development is inextricably linked to the effective functioning farms. At a time when declining number of rural population, destroyed the settlement network and socio-infrastructure, farms are just the element that prevents this negative process.

Development and operation of farms is accompanied by a number of economic and organizational nature that require detailed study and develop ways to overcome them, reduce the negative impact. Intensive development and efficient operation of farms can solve part of the social issues and play an important role in maintaining food security.

***Analysis of basic research and publications.*** Problems of development and improve the efficiency of farms devoted to scientific papers BV Dushyn, MI KISIL, PM Makarenko L.Yu. Melnyk, PT Sabluk and others.

***The aim*** - to develop effective ways of farm development recommendations and forecasts for the future, which by their expansion reproduction and increase competitiveness in modern conditions.

***The main material.*** Of particular importance rural state is shown in times of economic crisis, when the reduced growth rate of the economy. In recent years, agricultural Ukraine is one of the areas which ensures the growth of gross domestic

product. Thus, in recent years, the share of agriculture in GDP growth amounted to 30%, while in 2010 growth in this sector was almost no [1].

Agriculture has great potential and is a competitive industry. Land in Ukraine by the end of 2012 was

42 776.9 thousand. Ha, including 41 557.6 - farmland, including 32 498.5 thousand. Ha - arable land, representing almost 54% of the total area [2]. This figure is the highest among European countries. However, due to insufficient amounts of material and financial resources in Agricultural producers violated production technology, which in turn negatively affects crop yields and animal performance. Thus, the yield of grain in 2011 in France is 69.5 kg / ha, Germany - 66.6 kg / ha, while in Ukraine it was 27.5 kg / ha [3]. Buy-executor's animals also lower than in these countries. In Ukraine, the average annual yield on 1 cow in 2011 was 4100 kg of milk in Germany and France, respectively, 7080 and 6200 kg. It can be concluded that agriculture has a huge potential for growth and is perspective sector of the national economy.

In countries with highly developed economies operate various types of businesses. Most of them are different types of farms are different each other. This ensures the competitiveness of the industry, the degree of sustainability of agricultural production and food security. In Ukraine farm households, in addition to these issues, often performing social function. Often engaged in selling products produced by the population, giving it agronomic services, make payments to local budgets.

Analyzing the dynamics in the share of Agricultural-breeding production (Table. 1) it should be noted that households' proportion increasingly smaller proportion of the total, and the proportion of Rural-businesses and farms, by contrast, tends to increase.

On the problems in the development of farms and indicator shows gross output per 1 hectare. Thus, gross output per 1 hectare is 3725 USD, while the farms, the

figure is 5692 USD. Occupying 10% Rural land-kohospodarskyh country farmers produce only 6.5% of gross output in total. Dynamics provision of technical po-bamy indicates that there is a trend towards reduction, and only in 2012 there was no reduction.

The analysis of the number of farms Ukraine has shown that in recent years the number has declined. Since 2005 their number decreased by sector in 1769, or 6%, and at the end

In 2012 it was 40 965 units. Along with the decrease in the number of farms was observed hayetsya-dynamics to their consolidation. Thus, the distribution of farms by size of agricultural land has shown that over the past 5 years, the number of small farms has decreased, but larger farms - has increased. In 2007 farms with more than 4 thousand. Ha was 49 units., While 2011ir. there were already 58 units. Number of households with 3 to 4 thousand. Ha for the period increased by 15 units respectively, from 1 to 3 thousand. 81 ha farm.

The largest group are farms with 20 to 50 hectares. Their number is 12 711 units. and those with between 100 and 500 hectares, respectively, from 4700. It is because of the relatively small size of farms do not provide a expanded reproduction.

Studies show that farms with greater area silho-spuhid have a lower share in the total number of farm state-tem, generate more than a quarter of gross output. For example, farms with an area of over 1,000 hectares of farmland solder-gives only 2% of the total, and their share in the production of cereals and pulses is 24%. Proportion of areas that occupy these state-tem reaches 17.3%. In addition, large farms higher Stage zhaynist crops and lower cost of 1 kg pr-ck, as a result, the fault is more competitive in the markets Rural-kohospodarskoyi products.

The small size of farms hinder timely intro-of advanced production technology and lack of money can not buy a new high-performance cattle, high-quality varietal seeds. The early introduction of scientific and technological progress in production

provides producers competitiveness in intra-shnomu and foreign markets, will improve the profitability of production.

***Conclusions and prospects for further research.*** As a result of the research can be concluded that farm households ers of our country are small and as a result have a shortage of inputs. In such circumstances, it is difficult to do, except you-duction of products, its implementation, storage, introduction of new technologies. One of the goals of effective development and increasing competitiveness is con their cooperation. This will allow them to get re-scales with large-scale farms and compete with them in these modern-market conditions, which, in turn, provide them with the g



# **BIOECONOMY AS THE BASIS FOR SUSTAINABLE DEVELOPMENT OF UKRAINE**

*H.M. Makedon, M.P.Talavyria*

*The basic aspects of bio-economy on a scientific basis, based on three main components: info-, nano- and biotechnology. Bioeconomy developing scientifically, using biotechnology, which is served by renewable biological resources for the production of food and energy.*

***Bioeconomy, biotechnology, sustainable development.***

In modern conditions of agriculture and rural areas is particularly important to the development of the bio-economy. Overcoming the modern environmental crisis prevention and crisis likely not possible, without a clear understanding of bio-economy based on knowledge. Important areas should also be the development of bioenergy and biofuel production. Bioeconomy closely associated with the formation of appropriate legislative, institutional and social structures, the formation of which significantly affect scientific development.

***Analysis of recent research and publications.*** The issues of economic feasibility of bio-economy based on knowledge, engaged leading scientists of the world: S. Johnson, GM Kaletnyk, D. Meyers, A. Thorn and others. However, the relevance of the presented issues and their lack of scientific methods of research needs to be developed.

***The aim*** - to find out the main driving forces of bio-economy based on knowledge, and to identify opportunities for the development of bio-, nano- and information technology on scientific principles.

***The main material.*** Bioeconomy examines the relationship between man and nature in the use of natural resources, so based on two traditional disciplines: biology and economics. The scope of responsibility bio-economy are important areas of

society's life-tion, which determine its sustainable development, production and social sphere, ecology and demography.

That is, the bioeconomy is designed to solve such problems arising before the society of the XXI century:

- Global food security;
- Sustainable agricultural production;
- Production of safe food;
- Industrial use of renewable resources [3].

That is why the economy is now building a new type - the bio-economy - is a priority and strategic direction of the State of increasing number of countries. The volume of innovative bio-economy in Yevropeskomu Union in 2010 exceeded 2 trillion euros. According to the forecast of the economic Cooperation and Development (OECD), in 2030 the share of innovative bio-economy-tion will account for about 3% of GDP in developed countries and much more - in developing countries. OECD, EU, US, Ki-tai, India and several other countries identified as strategic Bioeconomy signif-bring the authority of its development in the coming decades. These countries have set up special programs to support bio-economy, conducted a deliberate government policy.

One of the problems of bio-economy is that it usually lo-tozhnyuyut of biotechnology, which are really just technological and innova-vative component bio-economy. The development of this national system of state-tem connected not only and not so much to the success of biotechnology as the solution of a number of problems such as optimization of relations between social groups within them, including the market, cos-Rennes convincing motivation for participants and systems their comprehensive protection (mainly social), forming an effective organizational structure and system of coordination at all levels, etc.

With regard to the concept of sustainable economic development, the international community has recognized its dominant ideology of human civilization

in the twentieth century. Strategic direction to ensure physical, social and spiritual progress of society-tion. The need to move to a model of sustainable development of the world objectively caused by demographic "explosion" modern scientific and technological revolution and the current crisis hundred Mr. terrestrial biosphere, significant reduction in its recovery, reproduce, onshore and assimilative capacity due to excessive antropotehno -hennyh stress on nature. Sustainable development - is, first of all, economic growth, which effectively solved by the major pro-life support problems of society without depletion, degradation, pollution and the environment.

Thus, it is difficult to agree with researchers who believe that sustainable development is only possible for the entire human civilization as a whole, that is, for all countries together and at the same time. Some countries, continents and territories are indeed components and subsystems kind of earth's biosphere, which is rightly considered to be a single, coherent global system. However, this does not mean that they can not alone solve the problem of sustainable development. Indeed, different countries, continents and territories have varying levels of socio-economic and technical and technological development, antropotehnohennyh pressures on the environment, natural resources, pollution, etc. [5].

As for Ukraine, the prospects are implementing the principles of sustainable development can not be seen in isolation from the ongoing market reforms in the country. Go to the sustainable development of the country as a whole and its individual regions, should be in close relationship with the radical-STRUCTURE rnoyu technical and technological restructuring of social production based on the acceleration of NTP, especially towards comprehensive greening not only basic industries but all spheres of human activity.

It represents the bioeconomy alternative solutions that could use innovation to promote economic growth and nayholov-earlier, to produce useful results for society and the se-dium.

As one example of bio-economy in the world can be divided into bioenergy. Its structure is shown in Fig.

According to experts, proven oil reserves left for 40-50 years; gas - 80 years; coal - about 400 years. Moreover, the trend of rising gas prices over the last ten years is growing rapidly, which is a prerequisite for economic activities bioenergy.

The main factors that determine the use of renewable energy sources in Ukraine are:

- Enerhodefitsytivist;
- Exhaustion of domestic energy resources - forecasted oil and natural gas remained at 20-50 years;
- Environmental consequences of energy production in thermal power plants and radioactive contamination at-areas by the Chernobyl disaster;
- The share of renewable energy in the national enerhovy-duction of countries wishing to join the EU, must be at least me-6%;

***Conclusions and prospects for further research.*** Prospects for development of bio-economy on a scientific basis in Ukraine encouraging because the development of a market economy contributes to the creation of scientific technology platforms. However, the priority is the development of bioenergy, which is a prerequisite for the development of the domestic economy as well as with international organizations.

For the development of bio-economy in Ukraine should: a clear understanding of the need for support and development of biotechnology at the state level, business and society; formation of legal, institutional and social framework that will support bioekonomitsi; demonstration of the advantages of bio-economy for man and nature; the benefits of bio-economy to improve competitiveness, environmental improvement and the development of agriculture; close interaction between participants of all levels

b



## **ENVIRONMENTAL AND ECONOMIC ASPECTS OF MODERN AGRICULTURAL DEVELOPMENT**

*M.S. Marshalok*

*Reveals the objective necessity of production and reproduction bio-economy, location and value of farming it-ers. The analysis of ecological and economic aspects of modern kohospodarskoho Rural-production status, structure and global trends in bio-economy.*

*Agriculture, bioeconomy, sustainable, eco-logical safety margins, economic development, reproductive you-duction.*

Economic development of human society is inextricably linked to the exploitation of the environment. In fact, there was so-called pryvlasnyuvalna management system based on the appropriation and irreversible consumption of natural resources and causing non-reversible effects on the environment. Pryrodoruynivnyy-hnohenny and that the economy has led to vynyknennyavelycheznoyi number of complex ecological and economic problems, chief among which are increasingly grow-thawing scarcity of natural resources, the steady increase in waste production and as a result - pollution.

All the above led to the modern world need to move to a new model of world order and the restructuring of social and economic relations that would provide sustainable, environmentally sustainable socio-economic development. If the economic subsystem grows physically, it should become relatively more growing ecosystem of which it is. And the more it is close in size to the overall system, the more it has to be similar to it on the main char-terystykamy - finitude, nezrostannyam, resource limitations, pok-Taeda on sunlight as the main energy source [1].

Largely pollutes the environment and affects the quality of its resources and agriculture. Great damage to the environment cause various agricultural chemicals and waste of poultry and livestock. Scientists estimate that agriculture accounts for

45-50% contamination zeme-lnyh and surface water resources. However, it is a leader among the other industries in the development of reproductive manufacturing sector as a key bio-economy.

***Analysis of recent research and publications.*** Consideration of environmental and economic problems of the economy and agricultural production devoted to particular research many domestic and foreign scientists: AF Balatskoyi, IK Bystryaka, GD Huculak BM Danylyshyn, Y. Smith, L. Miller, PA Mosiyuka, OG Mordvinov, PT Sabluk, VM Trehobchuka, M. Fedorov, T.O 'Riordan, S.Tradzhilli and others.

***The aim*** - to study ecological and economic aspects of agricultural development and its place and importance in the spread-reproduction and production were carried bio-economy.

***The main material.*** Existing economic and environmental problems-on led to the realization that the economic system is part ekosotsiosystemy-term total. As a result, the national economy and, above all, agriculture systems of most countries are re-in transition from a consumer approach to directly-optimum-formal combination of bioenergy and food and environmental protection - the stage of transition to a bio-economy and sustainable development.

The concept of "sustainable development" is the development of doctrine Vernadsky's noosphere. Theory and practice showed that the turn of the century theory of the noosphere was necessary platform for working triune concept of sustainable ecological and socio-economic development. The generalization of this concept was made at the UN World Summit with the participation of over 180 countries, many international organizations and leading scientists in 1992 in Rio de Janeiro and in 2002 - in Yohhanesburzi. Thus, a new concept system combines three main components of sustainable development: economic, environmental and social [2].

The term "bioeconomy" created by the active promotion and application of biotechnology in various sectors of the global economy, describing an economy that is based on the use of renewable biological resources. It means the economy using industrial production and the production of energy and biological resources of land, ocean waste of food for humans and animal feed. Also talking about the development and introduction of biotechnology in the fields of sustainable development, such as the perspective of biological waste for fertilizer production (rather than chemical) and bioenergy.

Bioeconomy includes agriculture, biofarmatsevyku, ha rchovu industry, forestry, pulp and paper industry, fo-TEC, and the production of enzymes, biofuels, bioremediation of soil and water. In the advanced economies biotechnology development and transition to the bio-economy is seen as one of the key mechanisms for overcoming the Cree-za. Already in the medium term development of bio-economy will have important consequences that will change the current trends in the important areas of the world economy.

In the field of bio-economy EU works more than 22 million people (9% of the per-shaping overall migra- employment in the EU). It includes agriculture, li-snyrstvo, fishing, wood, pulp and paper industry, chemical, biotechnological and energy industries [3].

*Conclusions and prospects for further research.* Agricultural production-governmental, as a subsystem of the economy as a whole should grow to a certain equilibrium limit, which will establish a stable steady state based on respect for economic feasibility and environmental safety.

Thus, modern production should be based on natural-ness to surrender ecosystem process and neutralize waste and recover resources. Provide a path of development designed bioeconomy, which is the basis of sustainable development as a



# **EKONOMIKO MATHEMATICAL MODEL OF CALCULATION OF EFFECTIVE PERIOD OF THE USE OF LAYING CHICKENS-HENS.**

*I.V. Melnikova*

*Processed database and developed mathematical model calculation using the effective period of laying hens.*

*Economic efficiency, mathematical model tures, poultry, chicken-laying hens.*

Economy poultry farms growing mainly due to profits, and one of the main sources of its increase is to search and use of farm reserves.

Different organizational and production conditions ptahopidpryemstv actual genetic potential and poultry market conditions, seasonal fluctuations in the price of eggs, a significant difference between the cost and molodky rejected laying hens, and a high proportion of the cost of animal feed, etc. necessitate FASHION & lyuvaty future industrial and economic processes. Therefore, special importance is the question of the development of economic and mathematical models to calculate the effective period of use trigger hens.

*Analysis of basic research and publications.* It should be noted that the basis of economic and mathematical optimization model using chickens hens laid the settlement and constructive method and technique you value optimum life of the hens is not new. The last selection using genetic breeding centers and factories, con-novlyuyuchy for each egg cross implemented in production, length of productive use layers [3, p. 56]. This dis-accounts are held on a reported basis poultry trial period. We believe that the life of the hens, set at a certain point, can not be optimal. After changing market conditions significantly reflected in terms of efficiency. Moreover, in practice, fault-cabin difficulties in determining and predicting the amount of net income to the changing technical and economic indicators. In this regard, recommen-

menduyut to facilitate effective use of time-hens appoint you the maximum amount of eggs a day tehnolohich-cycle [3, p. 58].

Indeed, the optimal period of use pi-defined layers slya justification target set. The latter figure is focused on producing maximum output and is not a possibility samofina-nsuvannya conditions of expanded reproduction. We believe that market conditions decisive factor in making economic decisions is profit. According to the German scientists [4 s.i483 - link to Zeddies J .: Betriebswirtschaftliche Betrachtungen zur Durchfuring der Mauser bei Legehennen. Archiv fur Geflugelkunde 45 (1989), H.4, S. 158-166.] In terms of sustainable production goal is to make best use Mr. or ptahomistsya available. The effective life of the hens (identical replacement) is achieved provided when average income ptahomistse per unit of time (day, week or month) is poppy-symalnoho value. This statement does not deny German scientists in front The methodology and was the author of the basis for optimization using op-laying hens in the first stage of research [2].

**The aim** - to develop a mathematical model zrahunku ro-effective use period of laying hens.

**The main material.** Under the effective period of the use-Thann laying hens mean duration of technological cycle of productivity-tive use of early egg to a point yaytsek-Ladko when further obtain eggs from hens less advantageous than the replacement flock of birds.

Effective use of time laying hens determined by sorting the income, which is defined for a set period of productive use of poultry per unit time (month, day) cycle using technological facilities for laying hens.

The period of productive use laying hens, which owns the largest (maximum) value of such income is an effective period.

Matrix production model using hens includes standard rates according to passport for each breed or cross poultry, egg performance variability and egg weight, varying with age; coefficients culling and destruction of poultry feed daily

requirement of monthly performance. Matrix economic model allows calculate the proceeds from the stock, which has survived the end of each calculation period (when the whole lot conventionally slaughtered poultry); and determine earnings and the average cost of primary chicken laying hen. To prevent fluctuations in the cost of monthly operation for a reasonable cost included in the cost of poultry production of eggs, it is useful in calculating the charge on the carrying value of 120-day molodky depreciation depending on the duration of use of laying hens.

***Conclusions and prospects for further research.*** A great economic importance are the terms of use laying hens. In industrial enterprises early culling poultry hens reduces the period for which they provide income contributes to unsustainable costs of feed, leads to an increase unreasonable costs or in growing heifer replacement acquisition, growth in risk the herd and the production of 'poultry meat per unit of output, which for enterprises egg direction is unprofitable. The economic-mathematical model can be used to develop computer version settlement period as optimal use of laying hens, and industrial and economic model development. Mobility calculating the targets of development help to reduce risk in d



## **ABOUT A MEDICAL PLANT-GROWER IN THE WORLD.**

*T.V. Mirzoeva*

*Outlined the current state of the medicinal plant growing in the world, you-svitleno which countries and regions in the world specializing in the cultivation and harvesting of medicinal plants, harvesting of wild medicinal plants for the production of herbal medicines, the basic constraints and prospects.*

***Medicinal plant, medicinal plants, herbs market, profitability cultivation of medicinal plants.***

In recent decades, consumption of drugs based on medicinal plants is characterized by a tendency to grow worldwide. If last herbs used mainly for the treatment of backward countries where traditional medicine is often the only affordable for most people, it is now interest in medicinal plants exist in most developed countries of the world. According FoodAgricultural Organisation (World Food Organization at the United Nations), at the end of last century, sales of medicinal plants has exceeded \$ 1 billion.

***Analysis of recent research and publications.*** Problems of development of Li-Kara crop reflected in scientific works such scholars as M. Bakhmat, AV Kvasha, VJ Homina, VM Komarnitsky, AB Hubanov, BB Semak, MY Bar and others. However, the conditions present you Maga further research in the context of the global market of medicinal plants.

***The aim*** - to examine the current state of medicinal plants in operation worldwide and to identify the main constraints of the industry and its prospects.

***The main material.*** In the world as a medicinal plant use-tovuyut 21 thousand. Species. Of these, the majority - in folk and Arabic, al-diyskiy, Chinese, Tibetan and other traditional medicine (eg. Chinese - more than 2 thousand. Species, different schools of Arabic - to 800, Buryat branch of Tibetan medicine - 560). [3] In scientific medicine currently used by more than 180 species of medicinal herbs. Half of them

are di koroslymy. In Ukraine, more than 50% of drugs made from plant material, and in the field of cardiovascular disease - 70%. [11] The world market for medicinal plants is estimated at 600 thousand. Tons per year. Also its capacity is the fact that over 40% of pharmaceutical products in the world is made from medicinal plants. Particularly well-stosovuyutsya they are in the US.

Opinion polls show that today more than half the population of the United States and Germany prefer herbal treatment, and almost half of the US population takes medicine based on medicinal plants daily. In general, according to the World Health Organization (WHO), about 80th% of the world population use herbs to treat various diseases. Experts WHO in the next 10 years the share of herbal medicines in the total consumption of pharmaceutical products will reach 60%. This is due primarily to the fact that about 15% of the population suffers from allergies, including synthetic and drugs [10].

In terms of today one of the world's largest commercial markets medicinal plants and herbal medicines considered the European market. European countries not only import but also a large assortment produce medicinal plants and herbal medicinal products. European consumers, for example, in France, No-ny, Italy, Sweden, Switzerland and England often used herbs as a supplement to conventional treatment drugs. In many EU countries are already properly formed national policies and programs concerning regulation of herbal medicines. State support is extremely important given that the industry is currently experiencing Western Europe hard times due to a sharp reduction of natural resources. Growing gets spread cultivation of medicinal plants, while in the world-ing markets high demand products natural pohotion as biologically purer product [9].

Areas of medicinal plant cultivation worldwide is highly profitable, given the existing and growing demand. For example, in Hungary small income from the sale of medicinal raw materials and products based on medicinal plants, up to 35 million dollars. US annually. In this country under medical culture aside about 42 thousand.

Ha, which prepare about 40 thousand. Tons of raw materials [4]. Overall profitability of growing plants Kara-Lee always several times the return on arti-schuvannya grain. Thus, the profitability of the easiest crops such as chamomile and valerian twice the profitability pla-schuvannya grain. A Chinese experience shows that growing Zhen-Chenu, Sarthe 50 times more profitable than wheat. Return ye-scale-up of some herbs from 100 to 500% or more. It depends on the type of crops. If physician-tion processing raw profitability significantly increased [8]. However, it is of note, that, given the specificity of growing plants, you achieve profitability Soko-in medicinal plant cultivation usually boring-Bent over time.

Harvesting of wild medicinal plants currently being carried out mainly in three regions of the world: Eastern Europe (mainly Russia), Asia, South America.

In the Russian market is now represented by about 100 producers li-Kara plants. [1] Most manufacturers have regional status, oski-lky sells products only within their areas, about 20% of Russian producers of medicinal plants operating nationwide. In recent years, has formed three leading centers specializing in harvesting and processing of wild medicinal plants: North East, Central region, Siberia.

Despite the relatively small number of Russian manufacturers doctor-ing plants, they produce 80% of medicinal plant resources that under-registered in the State Register of medicines of. This is quite high.

The volume of the Russian market of herbs today and its share in total pharmaceutical market is non-significant and are 11-12 million. US or 0.5-1.5%. In the EB-rosoyuzu similar products occupies 10% of the total market likars someone. However, assessing current trends of Russian market of medicinal plants, experts say that, despite the relatively small amounts, it is very promising segment of the Russian Far pharmaceutically market. In particular, a number of companies now show interest in the production of medicines.

The interest of potential producers of medicinal plants is largely driven by the relatively small size of the required investments. Thus, the organization of production processing of medicinal plants bulk of the funds required to purchase packaging equipment and hundred-constituted UAH 10 thousand. Dollars. USA. In addition, for the production fitopro-products is necessary in the Russian Federation is authorized by the Ministry of Health. In technological terms the production of medicinal plants neskla-dne, products not subject to VAT and income tax.

With specific regard to the cultivation of medicinal plants, there is a problem. Thus, the slow development of production of medicinal plants in related primarily to the fact that, despite the high profits Vista cultivation of even the simplest plants, specialized hospodars-ment created by the past, now are in a difficult economic situation. Newly established farms, usually not-you are interest in growing medicinal plants, because the impact of commercial crops have to wait a long time. Most herbs crops begin to generate revenue through at least two or three years - before picking them up is impractical. Find credits under the terms of two-three-year expectations economic impact in today almost unreal. A similar situation exists and for gathering wild herbs, although they demand not only in Russia but also abroad, simultaneously accumulate enough funds to lend cleaning company (it usually takes two - three months) is often quite difficult. The consequence of this situation is the poor quality of raw materials, collected by amateur collectors.

***Conclusions and prospects for further research.*** So UGA-halnyuyuchy above, it should be noted that: 1) medical roslynnys-TEC is one of the most profitable sectors of the world economy; 2) demand for medicinal plants is growing; 3) due to the increasing amount of medicinal plants, their resources dramatically decrease rapidly; 4) necessary to meet demand is to expand the industrial cultivation of m



# INFLUENCE AGRARIAN SECTOR OF ECONOMY ON SUSTAINABLE DEVELOPMENT OF RURAL TERRITORIES

*N.V. Morozyuk*

*The main stages of agricultural reform eco-economy and transformation of organizational and legal forms. Analyzed their place in the structure of gross agricultural output and estimated impact on the social development of salt-ing areas.*

***Rural areas, agriculture, sustainable development, standard of living.***

The main source of decent living standards and community development is the gross domestic product. In Ukraine, only in the last decade it has increased 2.1 times (if calculated at current prices). Therefore, it is theoretically possible to assume that the living conditions of the rural population for the period improved. However, the actual impoverishment of rural research requires, in addition to all-size lovoho domestic product, and other factors affecting the quality of life of rural communities and their sustainable development.

***Analysis of recent research and publications.*** The problems of rural development and agricultural sector devoted to the works of scholars such as V. Andreychuk, IV Prokop, VK Tereshchenko and many others. However, structural changes that have occurred in agriculture require new approaches in the study of its impact on the development of rural communities.

***The aim*** - to assess the impact of the agricultural sector to sustainable rural development.

***The main material.*** Development cilskyh territories against Gd last two decades associated with the reform of the agricultural sec-torus economy. A retrospective analysis of the process reveals the following milestones: the beginning of the reform - 1990-1999 gg .; development of new in-watt entities in agriculture - 2000-2005; the formation of large farms integrated structures - the middle years of zero XXI century. and now. Getting agrarian reform associated with the adoption of

the Land Code and the Law of Ukraine "On collective of agricultural enterprise." These normative legal acts pre-bachalosya land sharing and collective property and their reorganization into collective farms (PCB). The impetus for active structural transformations in agriculture was Bureau Decree-NTA Ukraine "On Urgent Measures to Accelerate reform of the agricultural sector" December 3, 1999, which indicated the need for a new organizational forms of host-based PCB through lease of land and property shares the peasants.

In 1990 in Ukraine there were 8594 farms. As a result, the practical re-mentation of the Decree of the President of Ukraine "On Urgent Measures to Rennes-accelerating reform of the agricultural sector" was reformed and changed its legal status 10 833 PCB. At their base in 2000 was cos-Renault 14 241 new private agricultural enterprises, including farms - 1254 (8.8%), private sector (private rental) - 2901 (20.4%), agricultural companies (mainly limited liability companies) - 6761 (47.5%), agricultural production cooperatives - 3325 (23.3%). Of these, 7434 the newly formed company retained land areas of former collective farms. In subsequent years, the reform process continued farms, primarily due Peretu-sion of some types of private enterprises in the other, and further increase employment of a number-peasant (farm) [1].

In 2012 engaged in agricultural production almost 56 thousand. Companies of different legal forms of the Lord enti- ties. They used about 22 million hectares Agricultural-cal land, over half of which (11.2 million hectares) are placed in host-ing companies, 20.0% - in the farms, 15.7% - in private enterprises, 3, 4% - in production cooperatives, 2.3% - in state enterprises [3]. At present, the agricultural sector END-vayetsya land consolidation. 25 largest integrated units account for more than 3000 thousand. Ha of agricultural land, or about 20% of the total. However, 67.8% of agricultural-governmental enterprises have to use less than 100 ha.

At the present stage are the following organizational forms (so-called modes) of agricultural production: private farms, farms, medium and small salt-skohospodarski

enterprises (including collective), large integrated pho-rmuvannya (holdings). They are both integral parts of the national economy and rural Ukraine shall ensure, on the one side, food security, on the other - a decent standard of living Rural someone population.

During the 1990-2012 biennium. In the agricultural sector experienced a decline in gross production (1990-2000 gg.), And its gradual growth (2000-2012 gg.). In 2011 it amounted to 82.6% of the 1990 Positive developments in agriculture is associated with the decree of the President of Ukraine "On accelerate reform of the agricultural sector" and the reorganization of collective farms to private forms of management. However, analysis of gross output shows that, although its structure and farms occupy more than 60%, the role of private farms remains an important player in ensuring food security, especially in animal husbandry.

Improving the efficiency of agricultural production, bulosya, mostly due to agricultural holdings. According to official statistical data-hundred is the most cost-effective forms of management in the agricultural sector. However, high efficiency is achieved by crop production for which there is demand in the global agro-food market. Growing mainly cereals, sunflower and rapeseed, agricultural holdings not address specific conditions agrotechnological regions. This example demonstrates the growth of sunflower crops in the northern regions of our country that deplete the already poor soil. Thus, the area sown traditional culture Polesie - flax, reduced to a minimum (see. Table) - 172 thousand. Ha in 1990 to 1 thousand. Ha in 2011. The situation is similar in the steppe zone of sugar beet.

***Conclusions and prospects for further research.*** Thus, the development of the agricultural sector is an integral strategy revival of rural areas. Despite the positive dynamics of macroeconomic indicators of agriculture, locally there are a number of negative processes, as are a threat to the sustainable development of rural communities. To overcome them requires a transformation of socio-economic relations in the country to a more active participation of the rural population in the d



# **ECONOMIC EFFICIENCY OF MILK PRODUCTION BY AGRICULTURAL ENTERPRISES OF UKRAINE**

***V.I. Radko***

*The dynamics of the main indicators of economic efficiency-ness of milk farms Ukraine and suggestions to improve its level.*

***Raw milk, farms, a-value, profitability, efficiency.***

One of the major problems of modern national economy is sustainable agricultural development. To do this, bear in A necessary to combine the efforts of government agencies, relevant NGOs and agricultural producers. However, production that offered the market should be available to consumers particularly in reduced purchasing power.

Experts say that state agri- food sector is an important indicator of socio-economic system. The agricultural sector is the main source of food resources, which according to the special significance of the production and the specific branch structure acts as a stabilizer socio-economic conditions, contributes to the creation of their own potential and conditions for expanded reproduction of most sectors of the national economy [6, c. 55].

A special place in agricultural production takes dairy cattle, as it plays an important role in providing products that utility is very difficult to replace, especially for children and the elderly. One of the important foundations for a stable functioning of the industry is the economic efficiency of enterprises in it.

***Analysis of recent research and publications.*** Economic efficiency of milk production, providing its Competitiveness in domestic and international markets pay much attention to well-known economists. It is necessary to allocate research P.S.iBerezivskoho, VI Boyko, M. Ilchuk, SR Kamilovoyi, ML Parhomtsya, PT Sabluk and many others. However, the relevance of these problems is reduced, there is a need to further their study and develop recommendations to solve them.

*The aim* - to analyze the economic efficiency of milk production by agricultural enterprises of Ukraine and development items for its improvement.

*The main material.* The development of agriculture depends on micro- and macroeconomic levels: the organization of production and sales of products to the system directly influence and ensure the profitability of activity. Recently Ukraine celebrated producers deepen orientation in plants and products. This is largely due to the fact that the amount of initial capital required for implementation of most manufacturing operations in crop is much smaller than livestock.

As a result of the global economic crisis and shortage of available financial resources, agricultural enterprises change their specialization to less expensive products. After a difficult financial and material condition of the majority of producers, regardless of volume and management, even those who have livestock on the farm, forced to move to a growing crop production. N. Rudenko notes that the relatively higher liquidity of crop significantly influenced the change in the structure of gross agricultural output is not in favor of livestock [7, p.164].

Economic efficiency is revealed through a series of indicators. In the field of milk production the most important include the cost of 1 kg, selling price, marketability, earnings and profitability.

According to the State Statistics Service of Ukraine, agricultural production in 2011 produced agricultural products worth almost UAH 233.7 billion in constant prices in 2010. Of this amount, only 30.5% were in the livestock, which is about 71.3 billion USD. Share of milk in value was UAH 28.2 billion or 12.1% of the gross agricultural output. Every year it is constantly decreasing, and in 2011 reached the lowest level since 1990.

Dairy cattle are an important part of the livestock industry and all the problems of the whole industry can be traced in the production of milk. The number of cows that steadily decreases their low productivity, notwithstanding its growth, leads to the fact that output of milk is reduced. Thereby situation every year more and more worsens.

With the reduction in market supply of milk processing enterprises in 2011 increased almost three times the level of purchase prices compared to 2006, to some extent affect the interest-Tov rovyrobnykiv to milk production and prevent further cut cattle. This had a positive effect, manifested in increasing the share of dairies in total sales to 94.6% almost reached the level of developed European countries.

During the period 2006-2011. Volume of milk increased from 1831.2 thousand. Tons to 1961.6 thousand. Tons, or 7.1%, despite the decrease ye-duction (see. Table). It is also possible to consider improvements-tion, as it reflects the growing interest in the implementation of mo-milk. We believe that an important reason for this can be considered was hit-shennya average selling price of 95.8 USD / kg in 2006 to 313.12 UAH / t in 2011, almost 3.3 times. This enabled farmers pidp-ryyemstvam get about 6.1 billion UAH income. Consequently, pla-bnyky milk obtained from its implementation UAH 957.5 million profit.

The cost for milk production is reflected in the cost. Its level during 2006-2011. Increased almost 2.6 times reaching 264.3 USD / t. The rate of growth was lower than the rate of increase for real-tion, which helped bring milk from unprofitable areas and provide at-profitability. Analyzing the structure of the cost of milk, it should be noted that during the study period increased the proportion of feed. Since productivity-ness depends on the diet of cows and their balance, the economy started to pay more attention to feeding and its improvement. This was manifested in the increase of average yields to 4174 kg of one-niyeyi cows or 15%.

***Conclusions and prospects for further research.*** For OJEC chenie effective development of milk should be combined efforts of producers and the relevant authorities. As a result of studies found that the increase in prices for dairy si-Rovinj could adversely affect the market situation by limiting consumption. To improve the cost-effectiveness should be intensified production by introducing innovative sub-moves in feeding cows, milking the organization, improving the quality of mo-lochnoyi raw materials, etc., which will reduce the cost and improve sales. We believe

that this will increase in domestic demand and increase the competitiveness of dairy products in the global market, which will have positive effects on economic e



## **MODERN DEVELOPMENT OF SMALL FORMS OF MANAGEMENT STATUS IS IN UKRAINE**

***L.Kh. Rybak***

*The current state of small business in Ukraine.*

***SMEs, small forms of management, enterprises-preneurship, employment.***

The integration processes in Ukraine the main actors of the market economy are entrepreneurs, because they are the basis for innovation environment, the driving force of the economy. Experts rightly argue that without them there exist large enterprises. In the European Union there are over 20 million small and medium-sized businesses, which provide more than half of the total value added. The number of people employed in small business in Europe is about 70%.

***Analysis of basic research and publications.*** Theory, methodology and practice of formation and functioning of small forms of management in the process of market reforms in agricultural economics reflected in numerous scientific studies of domestic scientists YD Bilyk, ZS Varnaliya, VM Heytsya, VK Zbarskoho, AP Kiselev, S. Mocherny, II Lukinova PM Makarenko, MI Malik, L. Miller, AF Mishchenko, V. Messel-Veselyaka, OM Onishchenko, PT Sabluk, VV Yurchushun and many others. However, some aspects of the multifaceted issues remain controversial and require further study. These include the study of the characteristics, place and role of small business in rural areas forms, determining the main forms of the future, optimize their operations, improving financial and credit and consultancy support.

***The aim*** - to find out the general condition of small business in Ukraine.

***The main material.*** Small business - very thin and sensitive sector that is most vulnerable to such unpredictable factors such as financial difficulties, cyclical fluctuations, inflation, and additionally pressure and so on. The economic state level,

the structure of the gross national product, its quality is largely dependent on how the small and medium businesses.

In a market economy, sustainable share of small and medium-enterprising tion in GDP is market countries: UK - 50-54% Nimech-rank - 50-53, Italy - 57-60, France - 55-62, US - 50-52 , Japan - 52-55, Ukraine - 10-15%.

According to official statistics, in small business in Ukraine, as of January 1, 2011 were 151.4 thousand. Companies that pro-pechuvaly 7% of GDP. Meanwhile, in neighboring Ukraine Czech Republic, Slovakia and Hungary, the share of small firms in GDP was determined at the level of 30-40%.

In Ukraine, the largest number of small businesses operating in Kyiv, in second place - ARC. Thus, at the beginning of 2011, the Ukrainian capital number of small firms was 243 to 10 thousand. Population-tion. In regions of Ukraine statistics were as follows: the highest concentration ratio of small business in Kyiv, Dnipropetrovsk and Donetsk regions (72, 69, 54 on 10 thousand. Inhabitants respectively), the lowest - in Rivne, Chernivtsi and Volyn regions (41, 44, 45 on 10 thousand. inhabitants respectively).

One of the main tasks of small business is the whirlpool-shennya of employment. In the EU, small and medium-sal Nes provides employment 72% of the population and 63% of GDP. In Ukraine, responsible Vienna, small and medium businesses - just 6% of employment and 5.6% of GDP, but given the shadow economy, about 30% of the per-worker in a small business.

2011. Statistical indicators show that the company reduce the number of employees. Number of workers who were employed in small and medium-sized enterprises, decreased to 2,07-2,35 million people. Thus, the average official wages was 1520 USD, which is lower than the monthly average for the whole economy (2633 USD). However, in 2011, wages in small businesses grew by 22.1% more than in the previous year to 12.1%.

It is obvious that the concentration of small and medium bi-fetch only a niche trade and services will not provide significant widening its base-Rennes and development, respectively - contribution to national wealth creation and solving the unemployment problem.

In 2011 also changed the branch structure of small business from 60.3% to 57.7% of the share of small business, engaged in trade, vleyu,. Grew fate of SMEs who were engaged in agriculture (from 3.6% to 5.1%), industrial production (from 9.1% to 9.8%).

Small forms of business in rural areas include people employed in agricultural work on individual yards, gardens and gardens, mini farms, farms, cooperatives, small businesses. In addition, the small forms of business in rural areas include the provision of services (hotels, cafes, car, rural tourism, etc.).

Thus, the small form of agricultural business as an indispensable element ri-nkovoyi economy robdyat a contribution to the total production of agricultural products, spodarskoyi that somewhat helps save resources, create the necessary environment for competition, employment provides knowledge-chnoyi population. Other advantages of small forms of management are: the ability to quickly adapt to changing economic conditions, mobility and flexibility in decision-making, and enterprise agility, commitment and perseverance, creative attitude, willingness to take risks and the ability to control it.

For effective functioning of small forms of management with the necessary to create conditions for their development, the main of which are: the freedom to choose forms of management, ownership generated productivity tion, agency channels its implementation, equality in the mother-cial and technical support, equality in state support (subsidies, loans).

***Conclusions and prospects for further research.*** Recently, Ukraine witnessed important developments in the sector of small. However, are factors that hinder the potential development of small businesses, including: limited domestic demand and

the crisis of sales in the domestic market due to lack of available funds of enterprises and decline in real incomes; very few investment activity, lack of funds overflow financial with the real economy; lack of reliable and complete information about the state and market conditions, low levels of consultancy services and special education programs, and so on.

In addition, the problem of efficient functioning of small forms of state-podaryuvannya rural and organization of production they are closely connected with the improvement of economic relations, the formation of advanced op-hanizatsiyno-e



## INSTITUTIONAL DOMINANT ECOLOGICAL AGRARIAN NATURE USE

*S.Rogach*

*Theoretical, methodological and applied aspects of eco-lohizatsiyi agrarian nature. Priorities in-styuttsionalnoho balancing areas agrarian nature through the lens of ecological dominance.*

***Agrarian nature, greening, institutional environment, agriculture.***

Acute environmental and economic contradictions that are characteristic of modern agrarian nature, the loss of productive land, reducing fertility and significant deterioration of the ecological functions of aquatic and forest resources at the present stage of socio-economic restructuring should be seen as a threat to economic independence and national security of Ukraine. Therefore the question of justification promising areas forming institutional framework greening pryrodokory agricultural and resource-stuvannya in modern conditions have to be ceded to the priorities of sustainable development and the most important area of state policy in the field of environmental protection.

***Analysis of recent research and publications.*** An important contribution to theorem-Atlantic study of the main provisions of institutional direction of modern economic science made of John. K. Galbraith, Rostow, D. North, R. Co-UGA, O. Williamson, John. Buchanan, James. Clark P. Drucker, M. Olson et al. Domestic institutional paradigm shaped by Fung-of fundamental and applied research Kapeliushnikov R., M. Tugan-Baranovsky, V. Heytsya, A. Chukhno, M. Danilyuka, V. Balyeyeva, T. Gaidai, Arhiryeyeva S., V. Yakubenko, V.iTambovtseva, S. Kirdina, Z. Gerasymchuk, Koretsky, A. Shpykulyaka, Yu.iLopatynskoho and others. In the development of con conceptual framework greening of nature and formation institutional environment of this area contributed Bystryakov I., O. Veklich, V. Golyan, I. Stadnitsky, Yu.iTunytsya, M. Hvesyk and others.

However, the theoretical aspects and issues of applied formation institutional capacity on agrarian nature as a special institution in the national scientific literature considered sufficient. However, the transition to an innovative economy raises some serious requirements to institutional foundations of the formation and development of agrarian nature, methods and mechanisms of greening in modern terms, which necessitates further research of these issues.

***The purpose of research*** - analysis of theoretical and methodological and applied aspects of greening agrarian nature as an important component of the institutional environment of agricultural areas.

***The main material.*** Need smoothing-ecological contradictions are due to the forefront with total industrialization of production relations and the inability to replace science intensive technologies natural resource factor of social and economic development. Socio-economic growth accompanied by an additional attraction of natural resources to economic exchange, which in turn undermines the balance ecological and economic systems and accelerate processes exhaustion and depletion of individual components of natural capital.

The primary task of economics is to warn society about the dangers of civilization, which can result in economic well-being, if not taken into account environmental factors, and show how the economy is dependent on the natural potential and natural phenomena.

As noted by W. Golyan, large-scale transformations in the economic complex, namely structural changes should be accompanied by appropriate institutional support for capacity expansion, change of production, introduction of new products to streamline existing natural resource base of social reproduction [1, p. i20].

Today, much of the natural resources of the countries involved in the economy of the agricultural sector, which is the most dependent on natural factors. However, it causes significant anthropogenic pressure on the environment and it is a significant polluter. Therefore, as rightly noted by scholars of environmental situation in the

agricultural domain Ukraine ambiguous. On the one hand, a significant amount of available capacity ahroresursnoho which is a significant proportion of the development of civilization, on the other - formed ekolohodestruktyvni trends that may pose a threat to sustainable progressive development of this field [5, p. 32]. This gives rise to form the essential elements of the agricultural potential and determine ekolohodestruktyvni trends of agrarian sphere.

***Conclusions and prospects for further research.*** Go to wana di agroecological strategies of agrarian sector will depend largely on effective institutional support this process both by official government agencies and by connecting informal mechanisms. This will have a value system formed coercion and incentives for businesses to comply with the rules and requirements, including international and ev-European, and implementation of voluntary state and individual farmers internationally recognized principles and Default-rtiv responsible activities. The latter are a significant component include sustainable use of natural resources and environmental protection.

Of primary importance in the development of the main directions ne-Ukraine transition to sustainable development model gets forming institutional framework, system-ethnic resursooschadlyvoho agricultural pryrodokorys Executive, which ekolohizuye attraction of natural resources in the reproductive process, contributes to th



## **ORGANIZATIONAL PRINCIPLES OF FUNCTIONING OF MARKET OF AGRICULTURAL TECHNIQUE ARE IN UKRAINE**

*V.E. Skocik*

*Problems functioning market for agricultural machinery. Particular attention is paid to the problem of market functioning agricultural machinery that was used. The measures of state regulation, designed to meet the needs of agricultural producers by technical means, including domestic production.*

*Farming, Agricultural pre-acceptance, market, Ahroservis, a technique has been in use.*

Recover lost its technological capabilities and accelerated development based on innovation - strategic objectives, the key instrument in a twinkling, whose solution in today's market conditions is agricultural machinery. But so far it can not cope with this role. The market does not form an objective assortment and pricing environment does not provide zbalansovaness of supply and demand. Domestic agricultural machines essentially foreign equivalents for technical performance, modern economic, ergonomic and ecological characteristics. Leaves ba-reap better quality and repair of agricultural machinery. However, the prices of used vehicles and repair and technical services grow ahead chymy-rate compared to the prices of agricultural products. Required systemic restructuring of the domestic market-governmental agricultural technology, bringing it in line with market standards of developed countries in agriculture and agricultural engineering, technical repair service

*Analysis of recent research and publications.* Issues Technical pro-BAKING agricultural production exploring domestic and foreign scholars and practitioners. Current Issues engineering support agricultural production, innovation and investment development, and improved logistics of agricultural production subsequent to explore in the works of scholars such as V. Andreychuk, Y. Bilousko, NV Prong, M.I.iKisil, VI Kravchuk, PA Abuse, IS Levitskii, MI Lobas, M.M.iMohylova, PA Music, GM

Pidlisetsky, PT Sabluk, VR Saiko, VP Sytnyk and others. However, the problem of engineering support ar-production rarnoho poorly understood. Additional studies con-buyut innovation and investment processes at regional level as factors improving technical support agricultural production.

During the research methods applied systems analysis of socio-economic processes in the implementation of agrarian reform: comparison - to identify the effect of individual factors on the forms and methods of management.

***The aim*** - assessment of the current state of the market for agricultural machinery operation and development of practical recommendations for its activation.

***The main material.*** Real agricultural machinery primarily depends on the development of the agricultural sector in Ukraine. In this case, the State exercises decisive influence on the dynamics and trends of the market as by regulating legislation of Ukraine, and by supporting the implementation of the procurement of domestic machinery agricultural producers.

Consider the structure of the market for agricultural machinery in the context of the target group of goods produced in Ukraine and imported technology in 2010-2011 pp.

Domestic manufacturers of agricultural machinery producing mostly 1-2 generations that have low technology, and therefore does not acquire a sufficient distribution in the domestic market, even given its low price category. Therefore Ukrainian players are forced to seek new markets abroad, increase export deliveries to preserve the profitability of production. The solution to this problem is possible by increasing public funding and investment in agribusiness sector engineering to improve the competitiveness of domestic machinery manufacturers in the domestic market.

Imported equipment occupies the bulk of the market-governmental agricultural technology, as is high quality and has the necessary technological features that cause the demand from consumers. However, nezva-spite the increase in domestic

agricultural production, its share in the total market in 2011 decreased compared to the previous year (except for the only segment of combine harvesters, where output fell). This situation is associated primarily with a shift from becoming a demand for the products of western production, which has derivatives. A necessary technological features and products are 3-4 generations (high-tech), allowing you to spend more effectively Rural-kohospodarski work and increase productivity .

Thus, considering the structure of the market for agricultural machinery in the context of group technology as tractors, zemleobrobna and sowing equipment, harvesting and harvesting machinery, it is worth noting that the Statistical Service of Ukraine, the share of domestic equipment decreased 2010-2011 in percent from 14.4% to 9.98%.

It should be noted that the state support in Ukraine will buy about 10% of engineering, with all the equipment you buy in Ukraine with government support refers to the technique of domestic production. In addition to the direct purchase of machinery, the state provides financial support through the issuance of targeting the development of certain economic sectors (mainly livestock) and by introducing tax breaks for agricultural producers. You can say that the public financial support is an important factor influencing the development of agricultural technology in Ukraine [1, c. 56].

Currently farms that are in difficult financial conditions have a significant portion of the repair and maintenance of means to carry out its own. Undoubtedly, when households feel significant financial difficulties recovery strategy maintenance repair multiple influences is mostly priority-term than full recovery strategy by acquiring and scrapping of old machinery. This conclusion is supported by narrowing the areas of new technology and increasing the share of costs for the purchase of agricultural organizations of spare parts to repair equipment. So if it arose and realized the need for long-term economic use and repeated repair machines obsolete.

Successful operation of the market is the interaction of two levels of regulation - government regulation and market self-regulation. State regulation concerning agricultural machinery market includes income redistribution through the state budget to provide financial support to agriculture in the form of guaranteed prices, subsidies, grants, concessional loans. Samorehu-market factors interact with the wording of the basic forms of market - marketyn-tion technology, logistics to promote its consumer infrastructure ri-voltage, competition.

Main directions Regulation of inputs, in our opinion, should be to achieve normal interaction of all four points of expanded reproduction - production, distribution, exchange and consumption, contribute to the restoration of full-scale value of the laws, supply and demand, competition, equivalent exchange between agriculture and branches of the first areas of AIC.

***Conclusions and prospects for further research.*** We believe that the main areas of state regulation of production facilities for the village should be: 1) reduction of inter-sectoral disparity in prices by income support rural producers under di dynamics of prices for inputs; 2) direct price caps on the major types of equipment, fuel, lubricants, fertilizers and other inputs; 3) to develop regulations that increase the responsibility of manufacturers and their dealer for service quality, completeness village products, providing technology-for spares for the full range and lifetime; 4) change in operating procedures and conditions of supply machinery leasing, which eat-mulyuvaty involvement of bank capital by providing tax benefits to banks funds in



## EXCHANGE INSTRUMENTS OF MANAGEMENT PRICE RISKS

*S.A. Stasinevich, O.S. Litvin*

*The results of the analysis of price fluctuations on the Ukrainian market of agricultural products, including exchange, the example of wheat and corn. Considered their main causes and consequences. Deals with international experience managing price risk in the stock market these products and tools proposed introduction of futures contracts on exchanges Ukraine.*

***Risk, cost, exchange, futures, options, wheat, corn.***

The risk should be considered as an integral part of the process-functioning of the market. In vain would hope that further less significant gains not due to a serious risk. If the main purpose of market participant is to maximize profits, the latter is a reward for successfully take the risk. Price risk is the main inter-ri available zyktiv market environment.

***Analysis of recent research and publications.*** Analysis of domestic and foreign scientific literature on research sources and types of risks, led to the finding of a large number of views on this issue, in particular, the problem of elimination (weakening) situations related to price risk, including the stock market [1, 2, 3, 4, 5]. On the Ukrainian stock market is no well-developed, well-structured risk management system, which also causes a crisis of trading.

***The aim*** - to address the problem of price risk on agricultural markets and use exchange instruments to mitigate their impact. To this end, we present an analysis of fluctuations in agricultural prices on the spot market as a whole and for comparison on Agrarian Exchange of Ukraine for example wheat and maize in the last three years.

***The main material.*** The analysis shows annual and monthly price changes for wheat and maize in the analyzed period (Figure 1, 2). Monthly price fluctuations for these types of crop production is largely associated with seasonal offers due to the seasonality of production, that is especially true for the price situation in 2011 Yes,

the market price of wheat in July and corn - in October 2011 drastically reduced when there is a massive harvest.

The change in prices over the years caused by several factors, including: the influence of natural factors (changes in yield, the annual gross fee (Fig. 3), respectively changing supply and demand), zdo-rozhchannyam components of prices of production costs and implementation, policy state regulation of grain production and others.

Further specifications indicated in other parameters that are common to these contracts. Thus, in the specifications on NYSE Liffe necessarily indicate product quality (specific gravity, humidity, impurities content mikotok-sons) hours trading contracts and others. The specification for data exchange CME parameters are not specified, but are determined by parameters such as Amplias-tuda price fluctuations during the trading day (for wheat contract is \$ 0.60 per bushel) and the last day of delivery - next business day after the last trading day of the month delivery.

Option - a type of short-term agreements that can be arranged as in the exchange and OTC markets. Option PUT (for sale) gives the owner (buyer) of the option the right to sell when the time for in-agreed price to a certain type or another financial asset. Seller shall PUT option to buy the asset at the buyer's option. Option CALL (for purchase) gives the holder the right to purchase when the time for the pre-agreed price of certain assets, which he is obliged to sell the seller of the option. Defined in this way options are called "European", ie those that can be performed only at a certain time in the future. There are also American-style options, or "American" that can be performed during the period before the date of expiry of the option contract.

Analyzing data specification options on these exchanges should be of note, that in both cases the Exchange unit options trading is a futures contract for the supply of goods (eg wheat). Moon in different rates - in the case of NYSE Liffe these are January, March, May and November, and for this CME March, May, July, September

and December. Step prices in the first case - 10 cents per ton (ie 5 euros for the entire contract), and one - 1.8 cents per bushel (which is 6.25 dollars per contract). Last day of trading Futures Options NYSE Liffe - 18:30 15th calendar day of the month of delivery (if non-working day, then the last working day before it), and CME Group is the last Friday of the month, but what precedes at least two working days . Fluctuations in the price per day for CME option is US \$ 0.60. per bushel.

Where applicable option on a futures contract, but the purchase of corn exchanges both options are American style, TSS, then they can be redeemed at any time before the expiration of the term. The minimum price step is the same as in options on futures on wheat. The last trading day, respectively, in the first case (Liffe) - 18:30 15th calendar day of the month of delivery (if non-working day, then the last working day before it), otherwise (CME) - last Friday of the month, but that preceded by at least two working days. Months delivered in NYSE Liffe - January, March, June, August and November, and CME Group, mo-dpovidno - March, May, July, September and December. Price fluctuations on trading day for CME - 0,40 USD. per bushel.

The analysis of the use of the above financial instruments for data exchanges shown in Fig. 6 and Table 1, 2), SRI-dchyt the growing spread of commodity derivatives.

***Conclusions and prospects for further research.*** One of the most-powerful market forces stabilization and sustainability-entrepreneur, is mnytstva Exchange. However, in Ukraine they still do not have adequate conditions for development, hence the business entities largely limited in regulation of price risks that in advanced economies ri-nkovoyu traditionally included using exchange hedging instruments.

Problems price risk on agricultural markets causing engagement exchange market for the products with the use yum-term exchange contracts, futures or option.

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# **SOCIO-ECONOMIC ASPECTS OF FUNCTIONING OF AGROKHOLDINGS ARE IN CONTEXT OF DEVELOPMENT OF RURAL TERRITORIES**

*V.A. Tkachuk*

*The socio-economic aspects of the vertically integrated agricultural units (holdings) in the current economic conditions, the advantages and disadvantages of their functioning in terms of rural development, their impact on the socio-economic situation, above and welfare of the rural population.*

*Agroholdings, socio-economic development of rural areas, vertically integrated agricultural formation, end-ntratsiya agricultural land zhyttyezabezpechennya rural population.*

Modern agricultural industry in Ukraine is characterized primarily acts vnym-marketization, globalization and integration processes, increased investment and innovation activity yuchyh-host systems, and the formation of large agricultural units are becoming more influential players in the system of national agribusiness. With the emergence of new organizational forms of agribusiness - vertical structures of classical type conglomerate - Agricultural Hall-dingo operating activities are spatially dispersed and business coordination take place on the basis of decision-making parent, socio-economic status of rural areas suffered doko-aging changes.

With a fleet of huge investment resources, Agrokhim-ldynhy successfully used the uncertainty in the agricultural sector of the state, through the accumulation of a large number of the areas and actively shuyut was hit-rate of agricultural production rapidly increase their internal and external market turnover, improve the efficiency of agricultural business.

However, these trends have led to negative consequences for the development of rural areas as farms have traditionally made a commitment to maintain their social workers who lived locally, mostly within the same locality. New agro formation, with

few exceptions, do not consider such issues as priorities for itself already leads to unemployment and the decline of rural life.

In this regard, there is an objective need to study the impact of agricultural holdings in rural development and sustenance of rural population as economic efficiency, employment and quality of life in rural areas every year becoming more problematic, and the role of agricultural holdings in these matters more is updated.

***Analysis of recent research and publications.*** Intensive development of agricultural holdings every year attracts more scientists oski-lky there is need for systematic understanding of their activities, assess positive and negative effects of their activation, forecasting trends and prospects for development.

Problems establishment and operation of agricultural holdings in the context of rural development, their impact on rural life dedicated for jobs many academic economists, the most prominent of which are the works of scientific Andriychuk [2] A. Dankevich [3] S. Demyanenko [4] V. Mesel-Veselyaka [6] P. Sabluk [7] P. Stetsiuk [9] and others.

Despite the fundamental approaches to the study of agricultural holdings and professionalism of scientists working in this area a hundred-plies a limited range of issues and need constant research in shuku that the necessity for further study various aspects praktykyyih operation. This is especially true impact of ar-roholdynhiv the economic, social and ecological habitat Ukrainian village.

***The purpose of research*** - analysis of agricultural holdings in Ukraine and study the impact of these businesses on the socio-economic development of rural areas.

The object of study is a socio-economic aspects of agricultural holdings in the context of rural development.

***The main material.*** In Ukraine there are over 60 large holdings. Experts estimate that they now control more than 6 million hectares, or about 24% of arable land and are the largest producers of cereals and industrial crops [1; 10; 12]. Holdings

are usually used innovative technology and growers competitive products. Almost all of them are planning to expand land areas.

Holdings deploying production on leased lands. For their own in land areas according to the criteria of soil fertility, their proximity to the major industrial centers, primary zones. With the emergence of holding for lease and sublease land there is increased competition. If state law governs the lower limit rent at 3% of the normative assessment, the newly formed association raised the bar to the eighth% [3].

In Ukraine is the official statistics of large tenants salt-skohospodarskyh land - or through a wide geographical placement zeme lnyh-sections that are each specifically single holding, or for any other reason - yet uniquely difficult to say. Therefore objectified cheats them involved area can only approximately.

***Conclusions and prospects for further research.*** Thus, the socio-economic conditions of rural development in the post-reform period suffered significant structural change, as new forms of private management in agriculture grabbed the initiative of the State in agribusiness.

Since a large proportion of the rural population is employed in the agricultural production-ing, its economic development is closely linked with the development of agriculture, but not identical to it. Certainly, without the development of agriculture impossible proper functioning of the village. From agriculture, the level of efficiency of its production determine the specificity of social relations in the countryside, conditions and way of life of the rural population.

Production activity of agricultural holdings should be considered in a mutually mozv'yazku the solution of social problems and social development of the respective rural areas. Agroholdings its cultivation is concentrated in large areas of farmland and most highly limited production of grain and industrial crops, leading to higher unemployment in rural areas. To enhance co-cial features of agricultural holdings should be amended in contribu-Cove and land legislation and use new financial instruments redistributive-stimulating nature.

Thus, the role of agricultural holdings in the rural development every year becomes more and more important. And if economically impact on the agricultural sector in general and the rural areas in particular have positive trends, social and environmental aspects of the characters-zuyutsya high level of uncertainty and u



## IN RELATION TO FUNCTIONING OF ECONOMIC CLEARZONES IN UKRAINE

*O.A. Tomasevska*

*The essence of free economic zones as a form of economic relations, are examples of the existence of these areas in the world, highlights of the current situation in Ukraine, analyzes the advantages and disadvantages of their non-existence, the steps that will help reconstruct the universe functioning free economic zones in our country.*

***Free economic zones, the operation of free economic zones to attract investment.***

Free economic zones (SEZ) is one of the most important forms of modern economic relations within countries and between countries. This is a special kind of state-tion regulation of foreign trade. Free, or ad hoc cial, economic zone called the country, which are more liberal compared to other territories, laws that provide businesses certain tax, customs, financial or administrative privileges. The question of the existence of SEZ in Ukraine are now at the stage of acute discussion.

Analysis of recent research and publications. Various aspects of the establishment and functioning of free economic zones considered a number of researchers. Among the authors who are active and productive work in this direction is to provide EF Avdokushyna, TP Danko, V. Ihnatova, PR Krugman, VD Kuzmenko NA Cook, KA Semenov, I. Sivachenko and others. Their works are widely covered economic, geographical and legal aspects of SEZ in Ukraine and over the world. However, the conditions of this-tion requires further in-depth studies of vitchyznyanyh free economic zones in the context of the formation of international modern economic relations in Ukraine.

***The aim*** - to explore the current status of free economic zones in Ukraine and suggest ways to restore their function-onuvannya.

*The main material.* In different countries the concept of "free economic zone" is used to describe very different areas on the status and objectives facing them. Under this common name refers to the large number of different functional types: free trade area, which are outside the customs territory of the state (in Western Europe, historically, there are many such areas - for example, Hamburg, Germany, known zone Shannon in Ireland, etc. .); production zones in which incentives to companies engaged in the sector of the economy (eg zone Layem Chabang in Thailand, special purpose etsya on heavy industry and petrochemicals); technology parks, which are the most favorable conditions for the implementation of innovative projects, (such as industrial parks are Malaysia and Singapore); free ports (both the conventional example of a port in China) and others.

It is believed that the first free economic zone appeared in 166 BC. E. e., when the island of Delos was created port free trade. Later, a form of SEZ were foreign trade zone (free port). In the further development of the mechanism of free economic zones in the world took place in XIX-XX centuries. In the 50 years of the twentieth century. real "boom" zoning caused economic success Shannon Airport in Ireland as a free economic zone. Today there are more than 2000 such zones.

They operate in over 80 countries, in developed and those that are, is developing. For example, successful examples of SEZ were in Mexico and the island of Madagascar, where basically talks with one investor objectified Chile business conditions in a particular area. Among the Persian-by current widespread and successful project is the establishment of nuclear-sprymo emyh the development of certain industrial clusters (eg, the Internet and media). The creation of free economic zones significantly strengthened the competitiveness of its economy, competitiveness of Poland and Lithuania. In positive one example is Russia, where via SEZ attracted investment in underdeveloped regions in detail selecting subjects that will operate in its territory. In general, the business world sees the establishment of SEZ as a positive

signal and active in these areas, and investing in the development of infrastructure and creating new jobs. [8]

Forming SEZ, usually in sea and river ports, international airport, near the main railway and motorway line in some industrial areas. Because of these zones is more than 10% of world trade, with exports and imports growing quite rapidly there. General international practice status EEZ areas affected by man-made disaster or are depressed.

In the mid 90s, following the successful examples of other developing countries, in Ukraine began to create free economic zones, which provide various kinds of benefits to enterprises located in them. The benefits provided in the free economic zones (SEZ) and priority development areas could include exemption from taxes on income, investments and land, VAT and import duties for certain payments.

The primary purpose of the SEZ was to attract foreign direct investment and regional development by creating an attractive investment climate. First in Ukraine in 1995 was created the North Crimean of experimental economic zone "Siwash" in the territory Krasnoperekopsky district and the city. Armjansk for five years in order of local economic experiment. In general, in Ukraine from 1999 to 2004 were created 11 economic free zones in nine regions introduced special investment activity (PDA). According to the Institute for Regional Studies of NAS of Ukraine, for 7 years in the SEZ and TPD were sold almost 800 investment projects of more than 6.5 billion dollars. Created more than 50,000 jobs. [1]

However, the evaluation of the Ministry of Economy 2005 effectiveness of these areas was poor, and this year all the benefits they have been eliminated. Laws of Ukraine "On State Budget of Ukraine for 2005" from 25.03.2005., № 2505 [5] and "On Amendments to the Law of Ukraine" On State Budget of Ukraine for 2005 "[4] introduced Mora to the thorium and approval of new investment projects in the SEZ and TPD Ukraine, canceled preferential taxation and state guarantees to ensure the interests of businesses. The explanation for this step was that the goals that were set at

the beginning, was not achieved, and most areas have become a tool of tax and customs fraud. However, the positive examples of many countries shows that these zones can be an effective tool to improve the business climate and economic development.

While the benefits for free economic zones in Ukraine and was abolished, these areas are trying to develop within composite applications, as they evolved for long periods - from 20 to 60 years. Today in Ukraine operates eleven free economic zones (see. Table) [6]. One is located in the Odessa Commercial Sea Port. As of January 1, 2013 it had attracted almost 60 million. investment and created 476 jobs.

***Conclusions and prospects for further research.*** Given the above, to restore the functioning of free economic zones in Ukraine are needed following:

- 1) create within the said Interdepartmental Commission Working Group on pi-thaw recovery of SEZ, which would include both academics and practice;
- 2) detailed study and analyze the experience of the existence of free economic zones in Ukraine in the past to take account of shortcomings in the future-it;
- 3) given the problems with the state budget, the first phase is expedient to outline just a few areas that could receive the status of free economic zones. As an option - it could be three-nayus pishnishi in the past EEZ;
- 4) during the development of pilot projects may involve a very small benefits for a probationary period.

In general, recovery and reform of free economic zones in Ukraine is a strategic direction in the development of the state and should be aimed at creating platforms for industrial imports, production-ment and sale of goods, both domestic and in



# EVALUATION OF THE COMPETITIVENESS OF AGRICULTURAL PRODUCTS OF THE DAIRY INDUSTRY

*A.A. Cherednichenko*

*Generalized approaches to the evaluation of the product and determined on the basis of this method most appropriate for objective evaluation of this indicator at each stage of development and sales.*

*Dairy, economic efficiency, quality, competition-petitiveness products, methods of assessment.*

In today's market economy there is an objective need to improve the quality and competitiveness as one of the objectified chnyh success factors manufacturer on the market. Tough fight for customers both in domestic and foreign market, you need to create and-duction of competitive products. In this regard, the problem in shuku new improved methods of evaluation of the product and effective means of growth is urgent and requires more detailed study.

*Analysis of basic research and publications.* The system management product competitiveness of its evaluation plays an important role. Different-manitni methodological approaches to solving this problem described in the works of many local and foreign scientists, including B.V.iBurkynskoho [1] M. Korzh [5], IV Zhurylo [3] NN Pavlov [7] T.S.iMelnika [6] PS Zavyalova [4] and others. Despite the large number of existing methodologies to assess the competitiveness of products, process their modifications and new approaches continues.

*The aim* - to summarize approaches to assessing the level of competitiveness-tiveness of products and determine based on this methodology, the most-more acceptable for an objective assessment of the indicator at each stage of development and sales.

*The main material.* Formation of competitiveness of milk production is under the influence of factors and of certain areas.

The main factors of competitiveness of dairy horseshoe-mpleksu are quality products, service, product sales, exterior design products, advertising, sales promotion of products and product price. Ana logically refer to the areas of competitiveness improvement of production and labor, introduction of quality management, production of high-quality raw materials, mechanism and resource breakeven production, the efficient sales and increasing technical and technological level of production.

That is why is very important generalization approaches to assessing the level of competitiveness and determination of the basis of me-todyky most appropriate for objective evaluation of this indicator at each stage of development and sales.

Methods of assessing the competitiveness of products can be grouped into three categories:

1. Approaches based on traditional method of assessment of competitiveness of the goods and describe individual and group calculations in indicators. At the first stage to name the most important consumption-Vacha criteria, dividing them into two groups: consumer (qualitative characteristics of the goods) and economic (cost of consumption).

By comparing the value of the criterion in basic model and in the sample, determine individual indicators of competitiveness. Within each group of criteria spend ranking indicators according to their relevance to the consumer. Then calculate the consolidated group performance parametric Competitiveness Index for consumer and economic characteristics and integral indicator com-tiveness. Early distinguish the most important characteristics for consumer goods, which tend to reflect the value and quality for consumption. For comparison elected baseline sample, which can be standard or competitor against the estimated product. If the overall competitiveness factor greater than 1, the product is considered to be competitive in the market.

Zhurylo IV [3] considers that this method is more appropriate to assess the stage of pre-competitive research, because it allows you to set the main characteristics

of products based on consumer surveys, provides mandatory duty of product characteristics, confirming its compliance with national and international standards.

2. The marketing approach implies the need to consider not only the requirements of its customers money when assessing the competitiveness of goods but also the factors that determine the competitiveness of all marketing activities of the company. These include: organizing service, warranty service, prompt delivery, reputation of the enterprise, the popularity of its brand and the thought of her customers, etc.

After analyzing these calculations, we note that the most competitive company is number 2 (PFE "Glade"). Coefficient of competitiveness is 10.45, even though some indicators competitiveness significantly lower than in competing companies. Generally all criteria play an important role in shaping the competitiveness of the goods, but the most important is the quality of the goods and the financial situation of the company.

***Conclusions and prospects for further research.*** Grade-ness competitiveness of the dairy industry analyzed and the analysis of their products showed that the company, despite the difficult economic conditions and the large number of competitors, retain a competitive position, but confidence in the future as the need to constantly work towards improving the quality and on implementation of measures to fa



## **ORGANIZATION OF A SINGLE CENTRALIZED MULTI COORDINATION AND ANALYSIS CENTER FOR RURAL.**

*A. Yarkovoy*

*We consider complex issues management consultancy leisure-time activities in the field of agriculture and identified key factors containment of advisory services, as the key link of a single structured system of life in rural communities.*

***Consulting, counseling, advisory services, the guidance, rural communities, rural development, social and economic development.***

In modern conditions of the agricultural sector of great importance for rural development gets advisory activities aimed at meeting the needs of the rural population and producers in the pi-dvyschenni their knowledge and improve practical skills profitable management, improving the welfare of the villagers and Rural Development [1] . However, in rural areas there are a number of interrelated problems that significantly hinder proper development consulting and advisory security in rural areas and farmers in need of cheap and quality socially oriented advisory services not being fully met. Not received its wide distribution and support advisory services ro-scrolls establishment of NGOs in rural areas and samoorha-tion of the population, has not established an effective system of Rural-Kimi territories in the information society, which would enable municipalities to merge into a single system of life.

Given the above, today there is a need for a broader coverage of complex issues related to management consulting activities in the field of agriculture and sustainable territorial development, defining the high relevance of the research.

***Analysis of recent research and publications.*** Various aspects of rural development and extension services studied such famous scientists as M.F.iKropyvko, OD Hudzynskyy, LI Kalachevska, M. Nedviga AM Beau Rodin, O. Krysalnyy, G. Zhavoronkova, TP Locally-Dubinyuk, IT Kischak, VV Klochan, IN

Kryvoruchko, MI Lobanov, IP Kudinov, MF Bloodless, PM Makarenko, MI Malik, RN Schmidt, LA Marmul, MP Sakhatsky, PT Sabluk, V.P.iSytnyk and others.

However, more attention needs to study the problem of interaction advisory services with local governments in rural areas, the development of effective management systems development consulting activities as the basis of a unified community support system, the problem of information providing farmers with modern computer technology and expansion promoted by villagers from implementation of electronic systems "feedback", as well as the widening role of extension services in facilitating the mobilization of local residents, particularly in the creation of agricultural cooperative and community organizations (COs). Today there is in need of an integrated approach to development issues advisory activities in terms of capacity advisory structures become consolidated what-factor in the socio-economic development of communities in terms of effective partnership and interaction with the state-government bodies, employers, people.

***The aim*** - to identify the major problems containment of advisory services as a basic link key link a single structured system of life in rural communities.

***The main material.*** Advisory Services is one of the most important tools, more support and development of eco-agricultural areas the country's economy, efficiency and profitability of agricultural production-governmental, and raising the quality of life in rural areas, decrease shennya-social stress by organizing alternative types and activities of the improve employment in rural areas. Providing advisory services helps in its economic and social reforms aimed at the harmonious development of rural areas as a whole, including the implementation of enlightenment functions for villagers to improve learning and management of agricultural production, promoting increased role of local government (rural communities,) in the rural development [2].

The main factors that, in our opinion, to hinder the development of advisory-farm activities and contribute to create a centralized system-topic information and management consultancy that rural development, conductor, there are.

1. The main reason - lack of system providing advisory services in rural areas. Currently, there is the problem of ensuring the efficient operation of agricultural advisory services, which are formed as legal entities ifunktsionuyut in different legal forms and have different ownership, or are the structural units of agriculture universities and research institutions. Unsystematic providing advisory services does not meet the social and economic needs of society, the level of agricultural production and food security. In fact, there is currently insufficient legislative activities of advisory services and the uncertainty of their legal status, and the Law of Ukraine "On Agricultural Advisory Services" is not implemented properly. In many rural areas are virtually no effective system to deliver information to agricultural producers, especially small and medium.

Owners households actually do not have the knowledge and skills in the market, not with modern technology in the areas of advanced technologies and crop breeding, Social-d flat co-perazim, gaining experience with ahromenedzhmentu, marketing, accounting and taxation, information technology, on the application of existing legislation, etc., while counselors are oriented mainly to large-scale producers. Also, farmers lack information about the possibility of extension services. As a result - currently advisory services actually provided no more than 15-20% of the rural population-tion and farmers (some optimistic estimates this chi-Fra reaches 29.4% [3]), and advisory services mainly confined to activities specific information and counseling centers.

These problems primarily caused by the incompleteness of the formation of a network of agricultural extension services at the regional and district level with branches in rural / city councils, neuro-hulovanosti farmers access to information as well as due to lack of funding advisory. Market structure extension yet to be defined,

extension services have only local "point" value, their network is not extensive. Thus, according to some reports, advisory services in 24% of the administrative regions of Ukraine are concentrated exclusively in regional cities and have their offices even at the district level [4]. The demand for advisory obedience not being fully met.

***Conclusions and prospects for further research.*** Thus, today the village is virtually no meaningful dialogue between government and community-us, rural communities are often not aware of the characteristics and mechanisms of implementation of the state Agricultural or social policies have no real leverage to influence the decision even local management groove-making and thus therefore, not united to effectively address local economic or social problems. Many problems stand in front and advisory services, we, the main of which is lack of funding and lack of system of service delivery. The way out of this situation has become devel-BSA and of a single centralized system of cooperative, pro-nycho and economic activities and serving rural areas on the basis of partnership advisory services, government, public a



# A NECESSITY OF INTRODUCTION OF CONSOLIDATION OF EARTHS IS FOR MODERN TERMS

*B.O. Avramchuk*

*The problems of introducing technological aspect on solidated land, closely related to legal and environmental regime on land.*

*Land consolidation, technological aspects, legal aspects, environmental aspects.*

The redistribution of land has led to the emergence of irregularities, fragmentation, distortion and incorrect placement of boundaries of land parcels. Land consolidation has to address a wide range of spatial and organizational and economic problems to achieve sustainable development [3]. Given that one of the conditions of competitiveness of the country's food security is the optimal size of land parcels, land consolidation should focus on improving agricultural production by combining fragmented land, improving land management, rural development, health and improve the quality of on-environmental Protection [4]. In addition, the technological aspect of land consolidation is to solve the problems of land and in particular ecological improvement of land and development to combat erosion.

*The aim* - to study the problem of implementation of land consolidation in conjunction with the legal and environmental regime on land.

*Analysis of basic research and publications.* Basic theoretical concepts of land consolidation by a labor AM Shvoraka where the concept of consolidation is a combination of legal, social, economic and environmental measures aimed at optimizing the size and location of land, creating favorable conditions for business entities, of which are carried out with the aim of rational and effective use of land for the owner or land user and society.

In the II National Seminar on consolidation of land and water resources AM Tretyak said that the consolidation of agricultural land for purposes - the land

formation using options in size, configuration and other constituent elements of sustainable land use, consistent with the rational use of water, recreation, nature conservation, rural labor and other resources [1].

***The main material.*** Given the ecological and economic optimization of resources, you need to analyze the effectiveness of the technological aspects of land consolidation. Today is the experience of developing and implementing various projects of land use area, which allows to determine the cost of implementing any measures - hydro-technological, agroforestry, farming and more. The need for complex and expensive measures (as the example of some countries with limited land resources) due course attempts to expand agricultural land. For Ukraine, these approaches are unfounded, since the vast majority of its territory, with the exception of mountainous regions mostly have enough space for the agricultural sector (including cultivable land).

Therefore, it is necessary to recognize the most effective as a social and economically arrangements that are as engaging in intense (and, correspondingly, to another) suitable for use only in this land (soil). Effectively the land use classification according to their suitability, ensuring compliance with environmental functions and satisfy the need in the lands of other categories. This, of course, the overall strategic approach. At the local level, a set of local conditions can be resolved individually, through the introduction of simplified or individual land consolidation.

***Conclusions and prospects for further research.*** At this stage, the issue of land consolidation is extremely important because it sprays at improving the competitiveness of agriculture, promote rural development, improve the structure of land. In addition, consolidation should be made of compliance with the requirements of the land and the environment, and promote more efficient land management.

Also, in the future, by extraction of land ownership or use, you need to lean on natural and economic factors, as later it can simplify the process of land consolidation

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# **BECOMING AND MARKET OF SUGAR DEVELOPMENT IN UKRAINE**

*V.A. Bayda*

*Investigated the formation of the sugar market in Ukraine, based retro-spective analysis highlights the main stages of its research and development of industrial and economic relations on each of them.*

## ***Market, sugar, and regulation.***

The history of the domestic sugar market can be divided into three periods, each of which has characteristics of pla-bnychyh and economic relations. The first period covers the XIX - early XX century. It is associated with the origin and formation of the sugar market in the Russian Empire. This period is divided into the following sub-periods: the origin of the sugar market incentives and state of development; self-regulation of the sugar market producers and combining them into syndicates; State-regulation of the internal market in order to increase the volume of its exports. The second period of Soviet (1917-1990 gg.) Characterized in that the sugar market was declared administratively. The third (modern) phase (after 1990) was his reform according to market requirements.

***Analysis of basic research and publications.*** The birth and caste-tion of the sugar market in Ukraine is closely linked to the development of sugar beet production in the Russian Empire and with names such as J. Bindheym,

Yesipova J., E. Blankennahed. Yes, Y.Bindheym after receiving a laboratory-dis turbance terms of sugar beet sugar, submitted to the Government a draft of his you-production and asked for authorization to open a sugar. From archival sources that the Russian Empire was the first sugar factory excitation-dovano in 1802, and in Ukraine - in 1824 in the village. Troshina that dis-disposed in the modern Kanev district of Cherkasy region.

Growing demand for sugar and high profitability contributed to the interest of the Russian Empire in the development of sugar. State promotion of the industry carried out by making use of charge-free of land for crops of sugar beet, loans to construction of refineries, permits a sugar produced from sugar residues and sell alcohol, increasing the volume of sugar exports. Measures used government contributed massive building refineries in the Russian Empire, including in Ukraine.

Events sugar market regulation in the Russian Empire, not lost their relevance today. Since agriculture uses, are the same resources and means of production, the progressive ideas of the past years should be used during the formation of the modern state policy of Ukraine.

***The aim*** - to identify the main stages of formation and development sugar market in Ukraine.

***The main material.*** At the initial stage of the sugar market in the Russian Empire demand exceeded supply. The government was forced to stimulate domestic sugar through the introduction of 1819 tariffs on imported sugar from 1871 - Gold duties, and from 1881 - 10% benefit to it. This not only helped to reduce to a minimum the import, but higher prices in the domestic market.

During the 1883-1885 biennium. Sugar beet crops expanded, production of sugar increased from 15.9 to 18.2 million tons, resulting in lower prices in the domestic market. To stabilize the government creates favorable conditions for the export of sugar.

High sugar beet harvest in 1885-1886 gg. And increase sugar production to 25.3 million tons in the domestic market of 18 million pounds led to another decline in sugar prices. The sugar producers export award was extended to July 1, 1886 During this period ceased operations 10 sugar factories. This situation forced to unite in Sugar Syndicate for independent decision-making on the volume of sugar factories.

The geographical location of the sugar industry, formed in the late XIX century later hardly changed. Big earnings sugar manufacturers, not only retarded the

scientific and technical progress, but also the organization of new productions. Neither the government nor the sugar syndicate did not support the intentions of entrepreneurs to develop the industry in new areas.

***Conclusions and prospects for further research.*** Today the mechanisms of state regulation of sugar is not involved. For example, wholesale trade deal with sugar factories, farms, individuals, suppliers of inputs and other business entities. Much of the sugar-room shayetsya beyond accounting and sold by shady schemes through absence-ness opportunities to collect and compile information on the movement and its available stocks.

Uncontrolled the internal sugar market, the lack of accounting transactions with its implementation, significant overproduction in excess of the quota resulted in 2006/07 to perenasy chenie internal market, dumping process and falling wholesale sugar prices to levels that did not cover production.

Losses from the sale of producers of sugar quotas "A" and "B" exceeded 11mlrd USD. This led to the bankruptcy of sugar mills and the agricultural-ing companies, reducing acreage of sugar beet, job losses, reduction of the budgets of all levels.

Failure to comply with the Law of Ukraine "On State Regulation of production and sale of sugar," particularly regarding licensing of wholesale then-rhivli sugar makes it impossible to form a regulated market of sugar available to assess its reserves.

Since Ukraine's WTO accession in accordance with the laws, acts, supply sugar to the domestic market is limited quota "A" - the amount of sugar to the internal needs of the state. Law of Ukraine "On establishment of tariff quotas on sugar imports to Ukraine raw cane", provides an annual tariff quota for raw sugar cane at a rate of import duty at the rate of two per cent of its customs value amounting to 260 thousand. T. This situation requires clear rules of businesses in the domestic market ts



## **THEORETICAL BASES OF DEVELOPMENT OF RURAL TERRITORIES**

***O.B. Burova***

*The evolution of theoretical propositions concerning rural development. The scientific and theoretical analysis of the categories of "rural areas", "Rural settlement network", "rural settlement" in the context of the nature, structure and terms of use resur-snoho potential.*

***Rural areas, rural settlement network, the rural population in potential.***

Problems of rural development in recent years Turn-lysyia in one of the most controversial regional issues that should begin to assess the economic, social and cultural situation, takes into account the production-demographic, environmental and other features. Therefore, ensuring the harmonious development of rural areas should be based on the principles of unity and integrity of the relationship of centralization and decentralization of public policy, with the obligatory taking into account the historical, economic, environmental, geographic, demographic characteristics, and ethnic and cultural values of each territorial education.

***Analysis of basic research and publications.*** With the recently published results of basic research Ukrainian scientists from this perspective particular depth and breadth of regional rural development and validity of scientific statements include labor OH Pins, SI Miller, MK Orlat, AI Pavlova, IV Prokop, VK Tereshchenko, LA Shepotka, VV Yurchushun and others.

The scientists made a lot of different opinions and thus strategies dis-structure of rural settlement network. However, in our view, should choose this strategy, the core of which should be of interest to the first of each local community, village resident, and then to the state and society. They have worked out theoretical principles, the basic problem of pro-rural development, Directions social and economic policy in the countryside. However, more attention needs to stud-tion

resource potential of rural areas in conjunction with its constituents and all aspects of rural life.

Developing this idea, in our opinion, deserves interpretation of science-kovtsyamy conceptual and categorical nature, rural areas, rural in selenskoyi network of rural settlement in the context of the nature, structure and terms of use of resource potential.

***The aim*** - to reveal the essence of categories and justify rural development, subject to scientific debate.

***The main material.*** Lack of knowledge of the categories of "rural area", "village settlement network" has a negative impact on decisions regarding the development of adequate living environment, the efficient use of existing potential of rural areas, the rational combination of them through the creation of powerful industrial and socio-flax areas directly in the countryside. This applies to the constituent elements of resources, but also the relationship of interests-intellectual and spiritual development of rural areas. In particular, in their mutual yemodopovnennya point-LO Shepotko, IV Prokop, AP Maximyuk: "... potential components of agriculture sector in general - human and land re-resources, material resources of agricultural production and co-production social infrastructure, forms of production and maintenance, etc. - are not in the abstract space of the countryside. Their real representatives - villagers, land, facilities, social service institutions, etc., are located, there are reproduced in specific rural settlements and surrounding areas "[7, p. 141].

In this context, SI Miller states that "rural area" - a historically settlement network element that combines organizational-traditional and functional set of towns, villages, farms, and other single-family dwelling units that are under the jurisdiction of the village (town) council [1, p. 342]. Of course, with this definition we can agree. However, one should take into account that the territory as a natural system-phenomenon must necessarily include not only the settlement network as its initial development, but also adjacent to her land territory.

This, in particular, noted V. Yurchushun, noting that salt-lic area first, not only housing, and social and natural Easy-Torovo formation, and secondly, the settlement network, part of which serves a rural area, however, is itself a component of rural subdivisions [8 p. 5]. However, it does not delineate it for territorial and social utvoryuvalnu component.

Pins AG, specifying the nature of the category of "rural areas", espe-ity, which in its organizational structure in rural areas represent a dvoblokovu construction, settlement network - a fundamental principle of their own land and territory placed on it from the forest, water and minerals. Building on this view, he stresses that in general terms under the category of "rural area" should be understood as historically formed a legally defined limits set system that combines administrative and territorial (village, rural settlement in the context of village councils, districts, regions countries in total), territorial and functional (agricultural production, processing of its storage and sale) affiliation for the establishment of appropriate working conditions and living of the rural population, employment and food security [6, p. 7].

As for the division of rural areas, it is, in our opinion, they should be considered for a four principle (Fig. 1). The first, bottom baseline and rural areas are under-yurysdyk this village (town) council. An important feature is the availability of their jointly-sti strukturoutvoryuvalnyh elements at the micro level, villages, hamlets and small single-family settlements, with adjacent territories to which the agricultural- ing and other lands located on their production and socio-lnymy objects.

***Conclusions and prospects for further research.*** Thus, the development of rural areas depends on comprehensive solution of economic, social, demographic, environmental problems. In this context, in our view, should step up rural development in three aspects. First - rural areas should be considered as a kind of self-regulatory system, capable to solve social and economic problems through the development of agriculture. The second aspect is the need for referral even limited budget resources to solve specific problems prioritized rural areas. The third aspect provides that the effective functioning of the potential of rural areas should be based on sustainable agriculture through diversification of the rural economy and improve



# PERSONNEL MOTIVATION AS A COMPONENT OF THE MECHANISM OF ANTICRISIS MANAGEMENT OF ENTERPRISE

*S.V. Vecheria*

*Grounded values motivate staff in crisis management and now identified the major trends motivating employees aimed at preventing crisis and to overcome it.*

*Motivation, crisis management, crisis stability, non-financial motivation, financial incentives.*

Ukraine is among the countries with unstable economies. According to the Global Competitiveness Index, its Ukrainian economy in 2012-2013. In the list of 144 countries ranked 73 rd place, and the stability of the financial sector - 114th place [2]. These figures indicate the probability of the economic crisis.

To adapt to the changing conditions created by the environment, and to avoid adverse internal factors, there is an objective need to develop a mechanism of crisis management.

Motivation of staff - an important part of crisis management. The level of motivation system depends on the results-ity crisis management now because it is interested in motivating their employees.

*Analysis of recent research and publications.* Various aspects of anti-crisis-self- management, including crisis management and personnel stud-dzhuvaly such domestic scientists as VA Vasilenko, V. Voronkov, AG Hriaznova, LA Lihonenko, AD Chernyavskiy, AA Shapurova, ZS Shershneva, AM Shtanhret and foreign: AA Belyaev, VV Zharikov V. Zakharov, EM Korotkov, PA Popov, J. Finneri, R. Heath, S. Schmidt.

*The aim* - to identify the specific motivation of workers in crisis management now.

*The main material.* Management of any system is always aimed at overcoming the imbalance and chaos in the system to achieve stability. However, from a

philosophical point of view, in accordance with the laws of dia-lectyky, the term "stability" can not exist by itself, without on-tylezhnoho him the concept of "crisis". The emergence of the recession, that crises in the life-cycle of each enterprise ments - a natural phenomenon of development.

Chernyavskiy AD classified by major crises with us-they occur:

- Sudden unexpected events in the environment (changes in the political situation in the country, tax laws, prices, currency fluctuations, etc.);
- Changes in relations regulator with contractors;
- Changes in management entity (loss provider zvil-ment leading experts, etc.);
- Changes occurring as a result of scientific and technical progress, re-sults of which is to develop new approaches, attitudes and orientations [4, p. 5].

VA Vasilenko notes that "the crisis should be seen as a turning point in the development of a system that gives the space a new round of economic change" [1, p. 9-10]. However, the crisis also carries the danger of destruction, or bankruptcy of a new crisis. Therefore important for the company is to develop measures for crisis management.

Crisis management is aimed at crisis prevention, analysis of symptoms and removal of threats to the emergence of crisis, and they appear - analysis and rapid measures liquidating nature with minimal losses and negative consequences. Essential in this crisis is the use of factors for further development of the company [1, p. 23].

In the implementation of crisis management plays an important role nation-ing factor. The talented American manager Lee Iacocca, to which was tasked to take the company "Chrysler" of the crisis, began its activity is to reorganize the staff of the company. "All business transactions in the company can ultimately be reduced to three words: people, product, profit. In the first place there are people. If you do not have a reliable team, with other factors, had succeeded tion from-beat "[5, p. 194]. A positive result from the implementation of crisis management largely depends on the

competence and experience of personnel, the availability of crisis mentality, from first-sonalu commitment to the company, the team's ability to quickly adapt to new conditions, ability to react quickly and find ways out of crisis situations .

Crisis management is aimed at solving two problems, the first of which - the prediction of the crisis, the second - the implementation of measures to exit. With this in mind, motivation in crisis management is done in two ways:

- 1) directing efforts at crisis prevention;
- 2) Pursue efforts to overcome the crisis.

Motivating employees aimed at preventing the crisis will have on-appliance only democratic leadership relations with subordinates. Union tures equal promotes free expression. Information obtained during such communication can help detect problems in time and in time to respond.

It is useful to periodically conduct a written survey of uchasttyu all employees to identify the strengths and weaknesses of the company, opportunities and threats. On the one hand, it helps to look at the business from multiple perspectives, to identify the problems that senior management had not noticed. In addition, taking into account the perspective of each individual worker will increase its commitment to the company. The data obtained after processing can be used to build SWOT-analysis.

At the stage of crisis prevention advisable to conduct training, including skills and crisis management. Skills development is an effective investment company, which helps shape the employees a sense of importance and necessity of it. It is advisable to periodically conduct horizontal rotation rate. Mastering a new piece of work, a person can look at it "not zamylenym eye" to see problems and enthusiastically take on their decision. Also, an employee who knows several areas of work during the crisis can combine several positions while reducing staff.

It is important to develop staff commitment to the company, person-cially among qualified specialists. Effective means of attachment formation is immaterial motivation of staff - it is aimed at the long term.

*Conclusions and prospects for further research.* In an implementation-tykryzovoho management plays important motivation of staff. Man is the main resource that can bring the company out of crisis. Well motivated employees are able to work hard and create opportunities not only for the company out of the crisis and the future of the company. Motivation in crisis management should be considered in t



# **CORN MARKET IN UKRAINE: PRESENT STATE AND THE MAIN PROBLEMS OF DEVELOPMENT**

*S.S. Galunka*

*The current status, trends and problems functioning of the market-corn in Ukraine, including domestic production, consumption, exports, imports, financial indicators of implementation. The ways of improving the mechanism of regulation of corn grain market segment of the country in the modern world.*

***Market maize adjustment mechanism, competitiveness-ness, infrastructure, production, consumption, export and import.***

Corn is one of the most important agricultural products, as evidenced by the high performance and the ability to grow in various conditions. Yes, corn contains 9-12% protein, 4.6% fat, 65-70% carbohydrates, making it a valuable product for human consumption and food in the diet of animal feed. Meanwhile, this culture has a wide range of applications in biofuel and so-called industry.

With the increase in population in the world and the rapid growth of biofuel production on the world market, there is a high demand for corn, and as a result, the formation of a competitive purchase price.

In such circumstances, and due to successful use of various factors, location, price factor, the introduction of new agricultural technologies, Ukraine has demonstrated its competitiveness by entering into the 2011/12 marketing year (MY) third in the world ranking of the largest exporters of corn.

However, this effort can not remain stable without a constantly, namely: coordinated government policy aimed at further improvements in modern production technologies, improvement of national seed breeding, existing transport infrastructure, storage units and sales channels. So, today, the main research questions of corn market in Ukraine are necessary and relevant derivatives.

***Analysis of recent research and publications.*** The development of grain market of Ukraine found coverage in research vitchyz-nyanyh scientists: MV Prisyazhnyuka, SM Kvasha, PT Sabluk, AV Overclocking. The issue of pricing trends in the grain market in Ukraine to pay attention to his writings scholars such as JS Voskobiynyk, UY Luzan, OM Thorn, AV Nikishin, IV Kaminsky. Problems grain regulation reflected in scientific works SV masters, RP Sabluk, AD Dibrova, IV Kobouta, TA Ostashko, PA Fenenko.

The aforementioned scholars largely been addressed functioning tub grain segment of the domestic agricultural market. Today require detailed analysis of major trends in one of its main components - corn market.

***The aim*** - market analysis of maize in Ukraine, establishing the basic directions of development and definition of the issues that create barriers-repony for its effective functioning.

***The main material.*** Market maize in Ukraine is developing etsya by external factors such as climate change on the planet steadily rising prices for oil and gas, increasing global aggregate demand for food and share the use of corn for you-hotovlennya alternative energy sources [6]. In our opinion, these factors set in recent years has led to a stable cure-vidnist of forage in the global market, prompting Ukraine-governmental agricultural producers to increase its share in the total sowing area of grain.

Data allow one to estimate the proportion of each culture in gener-tional area under grain in Ukraine. Thus, during the period studied in this structure the annual accounts for the largest share of the crops of wheat - an average of 43.1%, barley - 31.9%, corn - 15.5%.

Much less land allocated under buckwheat (average 2.2%), rye (3.4%), oats (3.1%), millet (1.1%).

One of the pressing issues for the corn market is duty-no-tariff regulation of export. Inconsistent commitment towards the use of quotas or export taxes lead to

disparage our state as a strong player in the global market as well as the loss of traditional buyers of Ukrainian products.

Also, the implementation of agrarian foreign policy at the state level is not practical interventions to expand markets and support existing trade relations.

Therefore, in view of the above material is based on the need to conclude an effective mechanism of market regulation *Ze-rnovyh* with current domestic and international trends development. In our opinion, the main steps in the construction should be:

- improving the legislation from the standpoint of predictability and head-above privacy of regulatory measures;
- Design of State Planning, Forecasting and prior publication of a list of objects of state targeted re-regulation;
- State support service infrastructure development (se-rnoshovysch, elevators, ports), railway, river and sea lohystych-systems;
- establishing a system of monitoring and forecasting market conditions available to all market analysis on the state of internal and external-it agricultural markets, sales channels, etc .;
- ensure smooth communication between the operators of the grain market and public agencies that are involved in the development of agricultural policy;
- Formation image competitive domestic grain market through cooperation of state with international organizations, (such as the International Association of Grain and Feed Trade, International Council for grain), Embassy of the leading countries with which Ukraine is working closely.

***Conclusions and prospects for further research.*** Ukraine has a huge potential for production and export of corn, so today is an issue about the need for comprehensive application of Regulation of cereals and prudent strategy of pricing, ta



**THE STRATEGIC DEVELOPMENT PRIORITIES OF  
AGRICULTURAL ENTERPRISES: ESSENCE AND PLACE IN THE  
AGRICULTURAL SECTOR**

*U.S. Hudzinska*

*Expediency strategy development companies skohospodarskyh salt-based priorities in terms of dy-chnoho market environment. The essence and features signif- bring the authority's strategic development of enterprises and their system, and describes the relationship of priority economic players are different hierarchical levels.*

***Priority system strategic priorities enterprise development strategy.***

In terms of international integration is a complication of economic relations and increased competitive pressure in the households dominion. This study updates the formation of strategic agricultural enterprises, complex system of adequate interest on the organization of production and distribution of business results.

***Analysis of recent research and publications.*** The problem of establishing efficient strategic development is the object of study a wide range of domestic and foreign scientists, I. Ansoff, M. Porter, R.iFathutdinova, Z. Shershnev, M. Sayenko, V. Andriychuk, N. Sirenko, O.iRevenka , I. Bug and others. Specific provisions regarding strategic devel-opment entities covered in the writings of Alexander Taryanik, V. Popova, L.iKozaka, I. Dmytrenko. However, in terms of system interaction, issues of strategic priorities are not disclosed. Development of social and economic processes in the society forms a complex system of economic agents factors that determine the need for further study and improve ways of production and economic activity.

*The aim* - highlighting the essence of strategic priorities for the development of enterprises and rationale development strategy based on the priorities in terms of complexity of socio-economic relations in the development of globalization.

*The main material.* Dynamic changes in market environment, causing higher number of threats to the effective functioning of the fatherland, their farms, including increased competition due to the openness of the national economy in the absence of an established mechanism of state regulation of the internal market, the growth of technical and technological requirements of production. Therefore, there is an objective need to develop effective strategies to adapt to environments with high levels of uncertainty to ensure the rational response to changes, an increased forgiveness competitiveness. Strategy development should be considered as a system of methods and tools you achieve realization values of target priorities, grounded on the analysis and uzho-tion of internal and external environmental factors of the organization. The priorities of strategic development and contribute to the avoidance of super-chlyvosti business objectives, which are the formal expression of interest groups of participants of economic activity: labor collective radi-tyvu, investors, customers, suppliers. Reconciliation of the company goals is through the formation of hierarchical pidpo-ryadkovanosti that reveals the mission of the company, in terms of strategic, tactical and operational level.

According to the traditional interpretation of the concept of "priority" means precedence something or someone [2]. Thus, under the strategic priorities of businesses offer the system to understand the most important in terms of ensuring the effective functioning of a competitive environment for long period provisions.

The priorities of the strategic development of enterprises play a fundamental role orientations for further organization of economic activity. However, it is the most significant goals of economic entities that meet the requirements of scientific validity, consistency, flexibility and agility, and the corresponding implementation mechanisms, ie, strategic portfolio. The system of strategic priorities entities beyond

the purely target of understanding as a mechanism of interaction with the agreed terms of balancing internal and external interests of goals and effective strategies to achieve them in the context of organizational and functional structure of the company.

A characteristic feature of the strategic priorities *pidp-ryyemstv* is their dynamics, ie, the ability of organizations to adapt to changing environmental conditions activity according to its life cycle, types of competitive behavior, state economic development company formed potential opportunities, the level of accessibility and out-vnishnih factors as additional force formation opportunities, adequate chosen strategy of the competitive environment, the state of the market demand, the level of food, financial, and resource markets, the saturation and availability of global sell-volchoho market-readiness management system to conduct their business in terms of transformational change and others.

Strategic Development Priorities farms are influenced by hierarchical dependence in the organization of the economic activities within the existing political, legal and economic fields. Decisive influence in this state with interests in accordance with: its responsibility to provide socially oriented economy, capable to meet the needs of both the domestic market and a strong position in the global market; formation systems encourage enterprise, competition policy, guarantee property rights and equitable distribution of resources; social development of rural areas; Regulation technological burden sector of agriculture and natural resources. In terms of integrated economic space requirements with those of international cooperation.

The combination of the above requirements is a system of state-signif bring the authority. Their implementation is reflected at the regional level through development programs based on complex-especially big board for all types of unique areas in terms of climatic, social, economic, scientific, technical and cultural features. Thus, the emerging local environment conditions of agricultural enterprises, matching determining reasonableness determined priorities of strategic development organizations.

***Conclusions and prospects for further research.*** Development strategy based on identifying strategic Prior-Second Opinions meets contemporary development of the world's socio-economic processes as a single mechanism contributes to the functioning of the agricultural sector through uzho-tion interests of farmers national interests taking into account social, economic and environmental requirements . Further studies relate to the integrated system-evaluation indicators of internal and



## **FORMING OF SYSTEM OF MOTIVATION IS ON INCREASE OF EMPLOYMENT IN RURAL LOCALITY**

*S.T. Devko*

*The ways of improving the system and the formation of motivation. Analyzed its impact on agriculture to increase employment-population. Research the necessity of implementing motivational mechanism for agricultural enterprises of Ukraine.*

***Motivation, employment, employment motif, rural, agricultural company.***

Rational use of human abilities rural residents is essential for sustainable development of ekonomiky. Today faced the need to establish an effective and supportive of work motivation in such a diversified economic sphere as agricultural production, as market conditions change management.

The lack of effect of motivational mechanism in modern conditions does not allow agricultural enterprises to realize their potential. In order to fulfill its agriculture functions to provide citizens with food, industry - raw materials and the rural population - full jobs that enable him to earn a decent living, it is necessary at the state level to create the institutional environment (rules, traditions and restrictions ) and the preconditions for increasing productive employment in this area by improving motivation mechanism funktsionu-vannya workforce, to promote competition (antitrust or strengthening) of rural inhabitants of labor, targeted social policies, as well as the development and implementation of guidelines for the management of labor, especially at the regional level. Encourage people to work - objectively necessary condition of any enterprise, as labor motivation is considered crucial factor in achieving the relevant objectives and both the macro and micro levels.

***Analysis of recent research and publications.*** The research work motivation problems at various times engaged leading scientists studying motivation, namely F. Herzberg, E. Lawler, Maslow, L. Porter, Taylor and others. Among domestic scientific issues of motivation, the formation of the labor market and employment

engaged V. Akimov, AA Buhutskyy, AF Buryk, MH Vdovichenko, OD Hudzynskyy, BA Dehot, B. Diyesperov S., M. J. Malik, VK Tereshchenko and others.

**The aim** - to study the role of motivation employment in agriculture in transformational period and develop proposals for improvement of motivation of employees.

**The main material.** The motif of employment - is encouraging people to active process of conscious choice of a person courses, based on the motives and incentives. Motivation in agriculture - the process of internal motivation of human labor to highly conscious choice by a certain set of labor action to meet the personal needs of the worker and the implementation of interest related to the acquisition of an owner of land and property shares. Some of the reasons are real, some - conditional; one - internal, others - external. The term "labor motivation" in modern economic literature tra-ktuyetsya ambiguous. In particular, distinguished work motivation and motivation to work. The motivation to work is motivated employment.

Motivation employment - a process of conscious choice by human occupation and employment on the labor market, and institutional structure of the tour that mediate and regulate its activity. However, employment should be considered from the standpoint of productivity, which under the Convention of the International Labour Organisation (ILO) №122 «On employment policy" provides the necessary conditions for the full use of professional skills and competencies, skills, experience, and qualifications that contribute to effective work.

Residents of the most rural areas are mainly engaged in agriculture public sector and private households - about 50%, 10-15 - working in various industries and construction 5-10 - transport and 15% - in education, health and public administration. Of the total number of employed rural population, about 25% work outside the villages and towns. Absorb part of the workforce and reduce tension in the labor market can be achieved by developing nesilskohospo-governmental activities, especially some industries. But in practice, there are inverse processes.

In recent years the village there are negative trends in the labor market. Because reform is limited sphere of labor on farms. Today they employ about 20% of the total, which is significantly greater than in developed countries. After all, a worker agricultural areas as any other worker, very difficult and requires a great strain on all the spiritual and physical strength. For full disclosure and possible use of these forces requires continued and became motivation to work - a rational combination of financial incentives and motives, moral and psychological. That is, the work is spent to ensure adequate income. It is important that workers in the workplace and especially in the completion of a series of works and obtaining final results in the form of products or other consequences of their moral feeling creative satisfaction, felt the joy and pride of a sense of significance for themselves and society of the results.

Under these conditions, especially acute question about finding the factors that would encourage people to work in agriculture. The situation in agriculture Ukraine requires high labor and social activity of employees. Improving the efficiency of work related to the study of the workers, potential productive abilities and needs, to the study of the mechanism of formation and development of their work motivation system [7, p. 82].

The transition from a planned system of training and distribution of farm-governmental personnel to market accompanied by increased competition among applicants for employment, leads to a complete reorientation meaningful participatory public participation in the system of employment and change of motives that govern the behavior of the labor process. At the forefront of the so-called external reasons of employment related to the satisfaction of material needs. Such factors as the degree of comfort work recedes into the background, does not take into account internal motives of employment, including the possibility of a comprehensive intellectual self individual *zadovo-lennya* of their labor, low quality jobs and others.

There are different types of employment: full and part-time (divided into full visible, hidden and potential), primary and secondary, basic and additional (optional divided into temporary and seasonal).

Motivation employment in agriculture due largely agricultural features. These are season-ness of production, which is characterized by annual cycles in crop production, work with living organisms in livestock, certain features of the socio-economic structure of agricultural production. Another important factor that determines the features of motivation and employment in agriculture is that by choosing agriculture as the site of its activities, the person actually chooses for himself a life - rural, which for the social benefits are less attractive compared to urban . It is very important for young people who solves the problem of the choice of our business.

Modern Ukrainian village is characterized by a weakening of motivation of employees, deformation and destruction of human values, reduced labor discipline, lack of interest of workers in developing professional skills and increase employment apathy. The main problem many that need solving, overcoming the general trend is to the economic slowdown, suspension of recession and depression modern and suspension inefficient use of resources. Changing negative to positive trends can only productive employment in rural areas.

Rural labor because of its severity, we considered one of nayneprestyzhnishyh. Imperfect mechanism and material interest of workers moralnoyi village weakens their creativity, psychological aspects, labor discipline, reduces qualifying and cultural level.

***Conclusions and prospects for further research.*** Summarizing the research, it should be noted that the development of rural areas depends on the quality of labor potential (providing conditions for its preservation and reproduction, creating opportunities for effective employment, mobility management employees, that is). The primary task of Personnel Management sils-kohospo-governmental enterprises is

to provide all staff and ensure qualified personnel. In particular, the rate of this process should be on rural residents and systematic training. Special attention should be paid to forming a corporate culture in the company, strengthen the loyalty of employees. The leading role in developing effective HR strategies to the problem of the presence of a competent leader. To achieve success in the company in the present circumstances require managers of the new formation, a new format of thinking, a new outlook.

Based on the above, it is necessary to create a computer-effective mechanism to contribute to discussion of state regulation of employment Rural someone population that based on the optimal ratio of all subjects of regulation in this area get



# THE FORMATION OF A CONJUNCTURE ON THE MARKET OF SUNFLOWER OIL IN UKRAINE

*L.S. Denysenko*

*The dynamics of productivity, production of national co-nyashnykovoyi oil is a list of major Ukrainian producers of this product. Analyzed the situation in the market price of oil. Deals proportion of Ukrainian sunflower oil in world production and exports.*

***Domestic market conditions, sunflower oil, manufac-cial, export price.***

Sunflower oil is a staple vegetable fats in the world. The demand for it is growing. On the one hand, this is due to the general in-doings, characteristic growth market of vegetable oils. On the other - increased use of vegetable oils for other purposes. Since Ukraine ex-portuye more than half of the sunflower oil is advisable to dis-look this particular market.

***Analysis of recent research and publications.*** Theoretical and practical aspects of market research and study of economic conditions and market seeds and sunflower oil are reflected in the works of foreign and domestic academic economists: VP Halushko [2] VK Zbarskoho [4] A. Maslak [7] PT Sabluk [10] AM Thorn [12], and others.

***The aim*** - to identify major trends in the domestic market of sunflower oil.

***The main material.*** Active development of oil and fat industry requires an appropriate level of security oil Syro-fault. However, leaders of production and the main producers of sunflower seed on-are Russia, Ukraine, EU-27 and Argentina.

In the 2012/13 marketing year, the area under sunflower in Ukraine totaled 5.13 million hectares, which is 8% higher than the previous (4.7 million hectares). The average yield of sunflower this year is 17 kg / ha to 20 kg / ha in 2011/12 MY.

Adverse weather conditions also affected the qualitative characteristics of sunflower seeds. In particular, market participants noted a large number of low oil content of Seeds, which in some cases did not exceed 38-40%. As a result,

2012, despite the pessimistic predictions in Ukraine was raised high enough over the past few seasons, and low compared to we nulym-season harvest sunflower, which was 8.6 million tons (vs.9.4 million tonnes in 2011/12 MY) [9].

In Ukraine in January-April 2013 production of crude sunflower oil-cle was 1.2 million tons, which is 5.8% less than four months of 2012, State Statistics Service.

According to a report in April sunflower oil output amounted to 243 thousand. Tons, which is 22.5% less than in April 2012 and 20.9% yields values of March.

As UNIAN reported earlier projected industry association "Ukroliyp rum", sunflower oil production in Ukraine in 2012/13 MY (September 2012 - August 2013) could be reduced to 3.6 million tonnes from 3.8 million tonnes in the previous marketing season, due to a decrease in yield of sunflower.

According to the State Statistics Service of Ukraine in the first quarter 2013 production of crude sunflower oil was reduced to 962 ths. Tons, which is 0.4% less than in the first quarter of 2012 [2].

Today in Ukraine there are about 10 major producers of vegetable oil, which control 90% of the total production.

The largest producers of sunflower oil in Ukraine are:

- SE "San-trade» (Bunge Ltd.);
- JSC «Cargill» (Cargill Inc.);
- JSC "Eurotech";
- ODO "Holding" grain trading company ";
- holding "Kernel Group";
- Industrial Group "KMT";
- JSC "Odessa oil and fat factory";
- JSC "Polohivskyy MYEZ" [1].

Monthly consumption of sunflower oil in Ukraine is about 400 thousand tons. The annual rate of consumption of sunflower oil is 400-450 thousand tons. In the season 2012/13 MY domestic consumption of oil is expected to reach 450 thousand tons, or about 13% of its production. Export this may be about 3.1 million tons. Consumption of vegetable oils in 2012/13 MY is expected at rational norm - 13 kg per person.

Price sunflower in April 2013 the State Statistics Committee, was 15.01 USD per 1 liter. According Derzhstatinspektsiyi, the price of oil co-nyashnykovu in January 2010 was 10.69 USD per 1 liter.

In 2012/13 MY Ukraine retains positive dynamics of exports sunflower oil, remaining in first place among world exporters of this product. The share of domestic sunflower oil on the world market is 56% and rising. In September-February 2012/13 MY Ukraine already exported to foreign markets more than 1.8 million tons of oil. And for the same period last marketing period were delivered 1.4 million tons of this product.

***Conclusions and prospects for further research.*** Growing sunflower acreage and yield stable Ukraine provided high gross fees. Among manufacturers Ukraine forefront Gross collecting seeds of this culture. Increase capacity sunflower seed in Ukraine have provided leadership in the export of oil is our country, the percentage of which participate in the world market of sunflower oil was 55.3% in the 2011/12 marketing year.

Increased production and sunflower oils are the same. Given the unquestionable leadership of Ukraine in the world market of this product, we should expect positive



## **FEATURES OF FORMING OF FOOD SAFETY OF REGION.**

***T.A. Dzyyba***

*The essence of food security at the regional level and the peculiarities of its formation and formulated significant trends-regulation.*

***Food security, agriculture, food, independence, self-sufficiency, availability and quality.***

The issue of food security is a complex and multi-level, and therefore should be considered and addressed at the state and regional levels. The need for food security at the regional level is conditioned by socio-economic differences, demographics and feature climatic conditions specific areas.

***Analysis of basic research and publications.*** Matters relating to food security seen in his scientific works such scientists as N. Basyurkina, A. Berezin, A. Hoychuk, J. Lukin, A. Pavlov, Ivan Prokop, V. Yurchushun and others. However, taking into account the diversity and complexity of the problem, many aspects, including regional, not covered and need constant monitoring and analysis.

***The purpose of research*** - analysis of the main aspects of the formation of self-sufficiency security of the region and identification of problems to formulate significant trends of government regulation.

***The main material.*** Features regional food security lies in the fact that it is based on their own farm-governmental and food production. Regions with significant production capacity of organic foods. The formation of food security in the region influenced by factors such as location-roztaşu of infrastructure development, specialization, etc.

Food security in the region depends, first, on the ability to provide food demand for the region's population in sufficient quantity, quality and variety, and secondly, on

the ability of different groups of population to buy the (rational) number of food of poor quality. One of the main objectives of regional authorities is by ensuring equitable-conditions for the agri-food market, in particular the creation of real opportunities to sell their products all manufacturers, including small, the fight against monopolization of the food market resellers [2].

Of course, in Ukraine and its regions, including the Poltava region, people are not hungry, as in the poorest countries. The problem in Ukraine-nskomu society is irrational and unbalanced diet on physiological needs, as well as smoking and alcohol abuse. As a result, degradation, chronic diseases, increased CME-rtnosti, low birth rates, which in turn leads to additional costs in medicine and social security.

Among the regions of Ukraine Poltava vydilyayetsya agro-industrial complex developed food industry, sugar beet, you duction, grain farming and meat and dairy cattle. Agricultural production is used almost 2.0 million hectares of land, of which 1.5 million hectares of arable land. The most common soils - soils, which occupy 90% of the area. In recent years, the field of agriculture provides a stable growth rate of gross output and among the top five producers in Ukraine [5].

Despite the overall satisfactory situation in the region, the complexity of IP-nuyuchoyi situation becomes apparent in the comparative analysis of the volume of producing food and actual household consumption and re-komendovanymy standards defined by the Ministry of Health of Ukraine.

These data show that in Poltava region insufficient level of meat and meat products, both actual consumption, and in terms of its recommended standards: in 2011 it was produced 33.7 kg / person, at a rate of consumption of 80 kg / person. It should be escheats that a sufficient number of production is significantly understated-consumption of dairy products. Negative trends are observed in manufac-tstvi and consumption of fruits and berries. Positive indicators are characterized, production and consumption of potatoes, vegetables and melons, as well as eggs and sugar.

For self-sustainable population of the region's own food production and improve the solvency of consumers, the key priorities of food security Poltava region is available ahroekonomichnoho increase of capacity and reform of social policy, and so on.

The main threats to food security in the region, we consider it appropriate to single out the following:

- Structural imbalance of nutrition of the people here are related to overeating, alcohol abuse, smoking;
- Price volatility in foreign markets;
- Poor quality of drinking water and many food and under-handsome control it;
- Low level of consumer confidence in food quality and, consequently, low demand;
- Lack of motivation to work in rural producers without works rd, poverty, lack of social infrastructure in villages, particularly allegiance-represented from large urban areas;
- Deepening demographic crisis in rural areas.

So there are real and potential threats to food security Poltava region, as the whole state. To increase food security should take the following measures:

- Develop a set of criteria and indicators of food security and regions;
- Create economic preconditions for effective methods of management;
- Implement such strategy approach to agricultural development that would help escalating food;
- Carry out social policies aimed at alleviating poverty and unequal access to basic foodstuffs.

***Conclusions and prospects for further research.*** Food security is in an interdisciplinary issue which covers both the natural and socio-economic aspects and affects almost all aspects of society's life-tion. To solve the problem of food security in the region requires a comprehensive approach and close cooperation of state and local authorities to ensure efficient production, processing, distribution and sale of



## **THEORETICAL ASPECTS OF DEVELOPMENT OF BIOECONOMICS**

*M.V. Dobrivska*

*Grounded and definitions of "bioeconomy". Studied its characteristics, challenges and opportunities for development.*

***Bioeconomy, biotechnology, biomass, life sciences, dis-round production.***

The concept of "bioeconomy" refers to sustainable production, re-tvoryuye biomass in the range of food, health care, industrial products and energy. Biomass includes any mate-rial (agriculture or forestry and animal origin including fish) as the product itself and / or as a raw material. The novelty of the bio-economy is a more intensive use of scientific knowledge in the conversion of natural resources [3].

***Analysis of recent research and publications.*** The study of the problem of bio-economy as a science known scientists engaged in VA Popov, L.I.iFedulova, KI Fedulova, MP Kirpichnikov, NV Markina and foreign scientists such as K. Patermann, M. Hohhehan-Quinn, D. Hattner and others.

However, it should be noted that in Ukraine virtually no contribution, devoted to the development of bio-economy, although the subject is important and requires further research.

***The aim*** - to define "bioeconomy" as a paradigmatic shift in the economy and of the sulfur-ment.

***The main material.*** Bioeconomy - a new term that appeared recently in the developed world, to determine the economics associated with the production and processing of biological resources, as well as large-scale application of biotechnology. Today the building of a new type of economy - bio-economy - is a priority and strategic direction of the increasing number of countries.

In the second half of the XX - XXI century. The bioeconomy had the advantage zhno-technological, and this time was marked by rapid development of bio-nology and genetic engineering in particular. They have become one of the most important tools of modern scientific research with significant impact on science, economy and society, as they allow to influence Evola-traditional development of all life on the planet.

Now the dynamic development of bio-economy associated with the rapid on-Gres life sciences, biotechnology and number of related areas - info-, nanotechnology and others. Bioeconomy - progressive branch of social science that seeks to integrate the disciplines of economics and biology for the sole purpose of creating theories explain the improvement of economic events, with the help of my biological basis and vice versa. Bioekonomichni parallels are shown in Table 1.

Bioeconomy studies the dynamics of living resources using eco-nomic models. This is an attempt to overcome the empirical biology and culture that theoretically culture-economy methodology through bio-economy.

By 1920 a significant portion of industrial products produced in bi-deep geological basis, ie, using renewable raw resu-rsiv such as biomass. For the next decade chemical technology and cheap oil replacement products promoted on the basis of biological products based on petrochemicals, which in turn led to the development of new industries promotional slovosti and economic growth, but at the same time - until environmental problems (chemical toxicants, greenhouse effect).

Moreover, mankind has realized completeness of Oil and Gas, threatening energy crisis, and the need to preserve the natural environment. Exit - to bioekonomitsi based on the use of renewable biological resources [2].

By the term "bioeconomy" Dr. Christian PATERMANN. His definition of a new type of economy, "bioeconomy based on knowledge" Knowledge-based bioeconomy (KBBE). Based on the knowledge that, in the last dosya-hnennyah in the

"life sciences" in the convergence of nanotechnology, informational technologies, technologies in chemistry etc.

The concept of "bioeconomy" is based on the paradigms of production, which is associated with biological processes, use of natural resources from the environment, requires minimal energy consumption and not for-brudnyuye environment as inputs are used more than once and completely transformed the ecosystem [3] .

***Conclusions and prospects for further research.*** So bioeko-omy - a branch of social science that seeks to integrate economic di subject matter and biology for the sole purpose of creating theories to explain how economic events using biological basis and vice versa.

Ukraine has all opportunities for further development of the bio-economy, but really need to understand the need and importance of introducing both within the country and abroad. It is necessary to establish an analytical framework and introduce legal regulatory policy that would coordinate the further development of the bio-economy



## **BANKRUPTCY OF BANK INSTITUTIONS**

*T.I. Evenko*

*The essence and characteristics bankruptcy of credit institutions established main causes bank failures and submitted proposals on measures eliminating bankruptcy.*

*Bankruptcy, insolvency, solvency, reorganizations-tion, liquidation.*

Experience the existence of Ukraine's banking system has shown that every year more and more banks are affected by a variety of work-ers that cause a wave of bankruptcies and liquidations. An increasing number of banks lost that today is already about a hundred and nayholov-earlier, their number increases further.

The instability of the banking system was during the financial crisis of 2008-2009., Which resulted in a significant decrease in yield stable financial institutions and banks losses, leading to non-banks ability to maintain its solvency, adequate capital and liquidity.

Even large financial institutions did not survive these tests. Therefore, the National Bank of Ukraine had to use all WMS-lyvi interventions aimed at maintaining liquidity and solvency-ness of banks and stabilize the banking system in Ukraine.

*Analysis of recent research and publications.* Problems of bankruptcy, insolvency, liquidation of banks studied by many domestic and foreign scholars. Theoretical aspects of bankruptcy of banks, modern forms, methods to avoid the collapse of commercial banks studied by scientists such as R. Burhanov, V. Biloshapka, D.iBishop, P. Gohan Depamfilis D. F. Evans, G. Ivanov, I. February A. Moe Rose V. Novikov, Yuri Nikitin, I. Nikonov, S. Onys'ko, S. Reed, M. Savluk, A.iStepanenko, A. Turbanov, A. Tyutyunnik, E. Shabalin and others.

It should be noted that the issue of recognition insolvent banking institution, initiation of bankruptcy or li-kvidatsiyi is in the banking sector still scarcely explored,

including in legislative and financial support. Also worth pointing out that the controversial and uncertain are pi-selection methods Tanna financial recovery of banks and their efektyvnos-ti. Tomu issue under research is relevant and represents an important scientific and practical problem.

***The aim*** - to ascertain the nature and characteristics of bankrupts-ment of credit institutions, the establishment of the main reasons that lead to bank failures and provide suggestions on possible measures eliminating bankruptcy.

***The main material.*** The instability of the banking system of Ukraine and the economic crisis led to massive losses and loss of liquidity by most lenders country, and in some cases to bankruptcy, which, in terms of the use of inefficient methods of healing can take place and elimination.

Bankruptcy procedure has a number of credit institutions entity portunities. First, it is determined that they have a large keel-bone creditors and depositors, and therefore require special attention and spe cial-legal framework for the settlement of disputes at every stage of bank failure.

In Ukraine, there is no appropriate law that would regulate all pi-Thann related to bankruptcy of banks is, and has only the Law of Ukraine "On restore the solvency of the debtor or bankruptcy», № 2343-XII of 14 May 1992 concerning all enterprises, institutions and organizations. So here it would be to borrow the experience of many developed countries, where there are some relevant laws. In Russia there is a separate Federal Law "On Insolvency (Bankruptcy) of Credit Organizations". In addition, the need for special legislation on bankruptcy due to credit institutions also specifics of their behavior.

Most scientists in the scientific literature the concept of "bankruptcy" and "failure" is not delineated and used interchangeably. In the first-Wine understanding of financial insolvency and bankruptcy, are we identify with insolvency.

The term "bankruptcy" is derived from the Italian word bankorotto - break the bank. In accordance with the above law, under bankruptcy rose-miyut economic court

recognized the failure of the debtor to recover their ability to pay and satisfy creditors' claims recognized by the court not only through the application of the liquidation procedure [1].

In our opinion, the term bankruptcy commercial bank should understand the financial failure, ruin, leading to payments on debt obligations.

Banks as financial intermediaries attract other people's money and displace them in order to profit from other people. For large banks it is extremely difficult to quickly consolidate liquid assets to repay debts that arose before the bankruptcy. This can reduce the process of the financial condition of a credit institution where he started and runs much faster than the industrial or commercial enterprises, and almost inevitable [5, c. 607].

For owners of a banking institution rests the burden of wages unpaid - is the main principle that on a deferred basis to take measures to avoid bankruptcy. During prevention refers to the possibility of bankruptcy or judicial pretrial rehabilitation of the bank. This system of comprehensive measures carried out by the owner, or a person authorized body, towards the financial recovery of the credit institution, through its reorganization, restructuring and all other activities that do not conflict with legislation, in order to avoid bankruptcy and liquidation.

The main reasons that lead to bank failures can be external (that are independent from the management of the institution and its shareholders) and internal (which are caused by factors that are in the middle of institutions)

Consequently, the insolvency of a large banking institution could lead to a wave of crisis in all areas of the country.

International practice shows that over 80% of all bankruptcies account for private persons and not to large institutions. The vast majority of bankrupt announces bankruptcy yourself.

Not all methods used to improve the bank's activities led dyat-positive results. The shareholders of the banks themselves can solve their problems and use merger or takeover as one method of financial recovery. When less stable credit institution in- yednuyetsya to a more stable institution, bank failure can be avoided.

Worldwide can see consolidation in the banking sec-torus: capital concentrated in large structures, while small or znaho-dyat competitive advantage, or become subject to greater absorbtion structures [5].

If you have problems related to insufficient capitalization in the bank small, then wait for help from the state does not make sense. It does not help small players in the market. For these banks can only seek help from larger institutions, on-example, through a full sale or partial sale of shares. In another case, you are to be eliminated.

Thus, we can conclude that primarily requires joint efforts of the bank's shareholders and the government regulator. That bank managers should conduct a policy that would not require government intervention.

***Conclusions and prospects for further research.*** Overall bankruptcy small bank in Ukraine may go no-painful for society and the economy. Another thing, if it is a large bank. They are usually not subject to liquidation because it can lead to negative consequences that appear on the economy of the country. The main reason is that after the bankruptcy of the bank's obligations lie partly on taxpayers.

Therefore, the main task of the National Bank of Ukraine is nedopu forgiveness elimination of large banks and in any possible way and difficult to achieve its



## **WAYS OF FURTHER DEVELOPMENT OF SMALL ENTREPRENEURSHIP'S SUBJECTS IN REGION**

*A.V. Zbarska*

*In article is shown the range of problems, which are faced nowadays entrepreneurs, which run small business in Cherkasy Oblast; the tendencies, which are formed in different types of activity are characterized, the ways of improvement the managerial system for activation of economic activity are proposed.*

***Small enterprises, subjects of entrepreneurship, management of small enterprises, regions, economic situation, small enterprises activity, rural area.***

In Ukrainian legislation small enterprises are determined at a base of two criterions: an average quantity of workers over a reporting period (calendar year) and an annual income from any activity.

According to the Ukrainian Law "About a development and state support of small and medium entrepreneurships in Ukraine" № 4618 from 22.03.2012 [2], the small entrepreneurships are called the juridical (natural) person – the economic entities of any organizational and legal form and form of property, in which an average quantity of workers over a reporting period (calendar year) doesn't exceed 50 persons and an annual income from any activity doesn't exceed 10 million euro, which determined from an average annual rate of National bank of Ukraine.

***Analyses of basic researches and publications.*** Works of such foreign scientists as: J. Burgess, K. Bowie, J. Van Horne, T. Dickey, R. Dornbusch, M. Mescon, I. Maitland, D. Dzh. Rechmen, J. V. Twyll, P. Wilson, S. Fischer, K. Howard, R. Shaleny, J. Steinhoff and others were dedicated the problems of functioning of small enterprises and ways of their further development. Among modern native scientists, which researched the problems of formation and development of small enterprises, it's necessary to note such scientists as: V. Gorovyi, Z. Varnalyi, L. Vorotyna, I. Gryschenko, T. Govorushko, O.

Kyrychenko, M. Malik, O. Polovian, V. Usyk, A. Shtangret and others. However in works of mentioned specialists, the issues of small enterprises functioning, peculiarities of managing of their development and ground of ways of increasing the production effectiveness continue to be researched not sufficient.

**The purpose of the article** is to overview the peculiarities of small enterprises' functioning and searching the possible ways to improve the management of their development in providing the economic security of region.

Small enterprises are rather widespread and effective form of activity. They are most able to operatively react for a state of market and thus give a necessary flexibility for economy. This peculiarity of small agro business gains a special significance in modern conditions, when the rapid individualization and differentiation of consumer demand, the acceleration of scientific and technological progress, the expansion of nomenclature of goods and services occurs. Founders of small enterprises can be enterprises and organizations, and also members of family, other persons, who does business jointly. Accordingly, an every created small enterprise, saving the priority of its founder, is state, collective and private.

The activity of every of them are regulated by an active legislation. Small enterprises are antimonopolistic even in its nature. It becomes apparent in different aspects of its functioning. On the one hand, a small enterprises act as rather appreciable competitor, that undermines monopolistic positions of large corporations.

In the table № 1 are represented the characteristics of small enterprises development in Cherkasy Oblast.

In the sphere of small business are engaged more than 110 thousands of business entities, including 9,0 thousands in agriculture or respectively 29,8 and 23,3 % from all employed population of Oblast.

Cherkasy Oblast takes a seventeenth place in Ukraine by a quantity of small enterprises. While, according to the calculations of quantity of small agricultural enterprises per 10 000 available persons by Ukrainian Oblasts in 2011, Cherkasy Oblast

is at the seventh place (176,3 % to average figure in Ukraine) (table № 1). In this sphere approximately every fourth from general quantity of employees of Oblast are employed (it is only twentieth place among Ukrainian Oblasts).

### **1. Indicators of development of small agrarian enterprises in Cherkasy Oblast**

	<b>2006</b>	<b>2009</b>	<b>2011</b>
<i>Quantity of small enterprises, units</i>			
<i>Ukraine</i>	<b>16131</b>	<b>16545</b>	<b>17001</b>
Cherkasy Oblast	879	1017	1008
<i>Quantity of small agrarian enterprises to 10 thousands persons of available population</i>			
<i>Ukraine</i>	<b>3,2</b>	<b>4,1</b>	<b>3,8</b>
Cherkasy Oblast	6,2	6,7	6,7
<i>Quantity of employed workers (in percentage to general quantity)</i>			
<i>Ukraine</i>	<b>16,4</b>	<b>20,0</b>	<b>20,9</b>
Cherkasy Oblast	18,5	20,8	23,3
<i>Average monthly wage of employed works (UAH)</i>			
<i>Ukraine</i>	<b>421,4</b>	<b>834,0</b>	
Cherkasy Oblast	586,4	908,4	1361,4
<i>Sales volume of goods (works, services) of small enterprises in general sales volume of goods (works, services)</i>			
<i>Ukraine</i>	<b>23,6</b>	<b>21,0</b>	<b>27,4</b>
Cherkasy Oblast	17,0	18,9	24,4

\*Computation of author.

Source: [3,4]

The first place by an employment in small agrarian entrepreneurs among districts of Cherkasy Oblast in 2011 were occupied by Gorodyschensky district (48,1 % from all employed in district), second – Monastyrshchensky – 45,6 %, and third – Drabivsky district – 42,5 %. The least number of employed in small entrepreneurs were in Zolotonishsky district – 12,1 %, Kanivsky – 14,1 %, and in Chornobaiivsky district – 14,6 %. Wages of employed workers of small enterprises in Oblast is lower than in average by small agricultural enterprises in Ukraine (1252,36 UAH as against 1520,17 UAH).

In some way, it is also related with low profitability of small enterprises in Oblast (table № 2).

## 2. Operations profitability of small agricultural enterprises, %

	2006			2011		
	General, %	including agricultural, forestry and hunting		General, %	including agricultural, forestry and hunting	
		%	+, -		%	+, -
Ukraine				5,6	22,9	+17,3
Cherkasy oblast - general	0,0	3,4	+3,4	8,4	25,1	+16,7
including districts:						
Monastyrshchensky	3,9	18,9	+15,0	29,3	49,3	+20,0
Chornobaivsky	-0,9	4,8	+5,7	9,9	19,9	+10,0
Gorodyschensky	2,9	11,8	+8,9	13,5	16,0	+2,5
Drabivsky	3,1	16,6	+13,5	27,7	40,3	+12,5
Zolotonishsky	-4,7	22,4	+27,1	6,3	12,3	+6,0
Kanivsky	-11,1	9,7	+20,8	28,1	28,8	+0,7

\*Computation of author.

Source: [3,4]

Indicators of profitability are positive, and even in three times higher in compare with an average in region, only in agriculture. At the same time, with a positive result in Cherkasy Oblast ended in 2011 year such small enterprises as: wholesales (+9,2), educations (+11,1 %), and financial activities (+111,1 %).

Transformational processes in economy changed the fixed stereotypes in economic activity organization, in particular in agriculture. These changes become apparent in reorganizations of collective enterprises and in giving an opportunity for peasants to do business. But a small entrepreneurship develops in villages rather slowly.

So, only every 23-th small enterprises of Oblast operated in agriculture. Among enterprises of this branch the biggest quantity of small enterprises are

engaged in plant growing and service the crop sector (83 % and 7 % in accordance), the rest is a share of small enterprises, which operate in livestock sector (6 %), forestry and services which related with them. The biggest quantity of small agricultural enterprises per 10 000 of available population is registered in Manivsky district – 17 units, 14 belong to Monastyrsky and in Lysianivsky and Kanivsky districts 13 units in each.

Small enterprises positively affect to the development of rural areas, give guaranteed workplaces for it population. Thus, in 2011 from general quantity of workers, 7,6 % (it approximately 3500 person) was involved in agriculture. From them more than 2600 persons were hired workers; the most of them were employed in crop (above 2000 persons).

In the last period in region forms the principally new economic situation, in which small enterprises start to play the role, which are characteristic for small enterprises of countries with market economy. The state support policy in region carried out at the base of tax breaks, creating a civilized legislative space, informational support, personnel education, formation a meshes of business-centers, arranging of effective coordination in this branch between regional center and districts.

One of the ways of activity of local bodies of executing authority in the development of small entrepreneurships is a maximum territorial approaching the subject of small business to infrastructure elements with a range of services, which satisfy entrepreneurs' requirements.

With an aim to train the personnel for small entrepreneurship, the regional job centers carry out the professional education and retraining the professions and specialties, which give an opportunity to start entrepreneurship and organize own business, in particular: seller, hairdresser, driver, seamstress, arc welder, auto repairman, mason, painter, blacksmith, plasterer etc. Altogether at such courses in 2009–2011 studied approximately 10 thousands unemployed persons on 36 professions, specializations and directions. From January to September 2012 3389 persons educated. From the beginning of 2011 were conducted 363 seminars “How

to start own business”, 272 working seminars “From business idea to own business”, 247 – about the agriculture green tourism, in which participated more than 13,6 thousands persons.

For persons with high education were proposed the refresher courses on directions “Management of small business”, “E-commerce organization and creation web-sites”, “Business organization and finance management”, “Management organization” “Manager of insurance”. Thus, at the base of enterprises of region in 2009 – 2011 passed study courses 796 persons with high education, including in 2011 – 67 persons.

For unemployed persons, who want to receive one-time payment of help on joblessness in order to organize business, the local placement services propose the education at the two-week courses “Entrepreneurship and business planning”. Over the time of 2010 – 2011, such courses visited 865 persons (annually 52 groups). As of 01.01.2012 494 persons finished education, approximately 500 persons have already started their own business, from them 46% – women, 272 – young people up to 35 years old, 139 – rural citizens.

Cherkasy regional association of entrepreneurship development jointly with regional job center and their agencies in the field with involving scientists continue to conduct the professional oriented seminars for unemployed men, women, youth on courses: “Woman and business”, “Successful woman”, “Youth and business”, “Small business – perspectives and problems of development”, “Development nonagricultural business in rural areas”.

In general, the conducted analyze of the condition of small entrepreneurship development in region evidence about activity increasing in this sphere.

But at the same time, there are problems, which restrain the development of small entrepreneurship. There are main problems, which impede to small entrepreneurship development in region, as:

- discrepancy, instability and imperfection of current regulatory legislative enactments, which regulate small business activity;
- inadequate financial and credit support of small entrepreneurship;

- inadequate resource and information support of small entrepreneurship;
- inadequate development of support infrastructure of small entrepreneurship;
- imperfection of educational system in business sphere.

Thus, the analyses of main factors of activity and development of small entrepreneurship give an opportunity to determine the main problem in this sphere, i.e.: the vital need to improve the conditions for foundation, formation and development of small entrepreneurship in region.

**Conclusions.** In Cherkasy Oblast in the last years, the small agrarian entrepreneurship receives a proper attention, viz.: the crisp concept is almost developed and the program of development of this form of activity is comprehensively grounded. The special part of program is devoted to the development of small and medium entrepreneurship in villages. But, the system of financing, material and technical provision of foundation and development of small agribusiness in region remains imperfect. Mainly, the legal and organizational activity aspects are still unsolved completely.

Even in such no simple conditions the small agricultural enterprises learned to adapt for difficulties of market by themselves. So, they actively diversify economic and investment activities in order to increase their vital activities. More than a half of non-trade profile enterprises, besides principal activity, also go in trade business, as non-complicate but relatively profitable activity with quick term of money turnover.

For fixing and further development of positive tendency of increasing small entrepreneurships in villages, cardinal expansion of activity sphere is necessary the activation of state support in all levels. In the first place in entrepreneurships there are needs in the sphere of crediting and insurance of small agribusiness and stimulation of its investment activity. Extraordinarily important is also the expansion of innovation and scientific activities.

The main preconditions for essential transformations may become:

1. Creation an appropriate normative legal base, i.e.:

- acceleration of passing the Ukrainian Law “About small business”, which would determine the general legal, organizational and economic bases of small entrepreneurship support, would give just one reading of proper definitions, would define main directions of state regulations and support of small entrepreneurs;

- elaboration and passage the Ukrainian Law “About private property”, its aim is to determine legal bases of private property, ensuring legislative defense and inviolability of private property;

- elaboration and implementation of simplified system of bookkeeping and reports of small enterprises.

2. Solution of issue about organizational support of small entrepreneurship, first of all:

- elaboration and accepting target and regional programs of development and support of small entrepreneurship with proper financial and organizational support;

- implementation the united system of bodies of executive powers for issues of small entrepreneurship from the Cabinet of Ministry of Ukraine to the regional and state district administrations;

- elaboration of united system of registration and legalization of small entrepreneurship subjects.

3. Formation and development of the financial support system of small entrepreneurship:

- carrying changes and additions to the Ukrainian Law “About system of taxation” and other laws, in which it is necessary to foresee: the decreasing the number of duties and deductions, adoption of united aggregated tax, implementation the patents system for persons-entrepreneurs (natural persons), liberation from taxation of profit part (income), which would be directed to refinancing of small entrepreneurship subjects;

- usage of state line of credit for support of small entrepreneurship with determination an average loan size, interest rate and credit sectors on conditions the creation new workplaces;

- creation specialized banking organizations or organizations for crediting the small entrepreneurships;
- elaboration the mechanism of target usage of Fund of assistance to population employment for the development of small entrepreneurships;
- implementation the order of small entrepreneurships credit by commercial bank on a security of budgetary funds;
- attribute the expenses, which are connected with the formation of insurance fund (reserve for covering the possible costs) at crediting the small enterprises to p

**TEORETIKO-METHODOLOGICAL ASPECTS OF UPAVLINNYA BY  
INNOVATIVE INVESTMENT BY ACTIVITY OF AGRARIAN  
ENTERPRISES**

*A. Zorgach*

*Changes in relations between Ukraine and other countries, accession to the WTO and globalization trends of the global economy and create other conditions for the functioning of the agricultural sector as a whole and the agricultural-enterprises in particular. Compliance requirements for high quality agricultural produce economic and environmental efficiency-effective production can be achieved by implementing a set of organizational, technical, technological and other innovations in the production of agricultural products.*

***Innovation, investment principles, activities, agrarian pre-acceptance.***

Agricultural products always will be in demand, because that-day needs of the human body for nutrients and ensure its viability, of course, makes it relevant to all continents of the world, regardless of the season. Today, with a maximum annual arable soil and increasing the number of the world's population should increase agricultural production not by expanding the acreage, and through the introduction of technical, technological, organizational and other innovations. The term "innovation" we are primarily referring to the process of implementing scientific studies based on environmentally friendly innovations. Increased profits in agriculture plant using cheaper, but at the same time potentially hazardous chemicals or genetically modified plant varieties, etc., which give economic benefit "high price" to our linearly is wrong benchmark in innovative and investment activities. Therefore site-relevant research is theoretical and methodological approaches to management of innovation and investment activities on farms in Primary stage of formation of the company.

***Analysis of basic research and publications.*** Many works of domestic and foreign scientists studied the problems of managing innovative investment activity, particularly in the works of EA Utkin,

VG Fedorenko, OD Hudzynskoho, M. Hammer, NM Sirenko and others. Works of scientists devoted mostly to the laws of the process and goal-oriented management. But not disclosed interdependence and relationship aspects of innovation and investment activities of agrarian pre-acceptance and the formation of the initial goals, objectives and principles of first-order.

***The aim*** - to study theoretical and methodological aspects of innovation and investment activities of agricultural enterprises.

***The main material.*** In accordance with the legal framework of Ukraine, innovation (Eng. Innovation - innovation) - an activity aimed at the use and commercialization of scientific research and development to market for new products and services [1]. Innovation is a form of investment performance. Duration, nights undertaken for the implementation of scientific and technological progress in production and social services [2].

Law of Ukraine "On investment activity" defines investment as investment or investment and set of Practical Action of investments. Investing in the creation and reproduction of fixed assets is in the form of capital investments [2].

Innovation and investment activities of enterprises - a form of activity in which implemented a set of technological, organizational and other innovations in the manufacturing process, involving investment of capital investments and actions that accompany the realization of investments. The purpose of this activity is to improve product quality, comfort life of consumers and, consequently, innovation and new market niche, high profits.

Planning of economic activity, introduction of new production technologies and new techniques starts with formation goals and objectives. Distinguish the following goals of the company:

- General (Global) designed for the enterprise as a whole, mo-dobrazhuyut concept of the company; designed for the long term; determine the main directions of development programs of the company; should be clearly defined and related resources; ranked on the basis of signif-rytetnosti.

- Specific objectives are developed within the overall objectives by business in each production unit of the company and expressed in quantitative and qualitative terms (profitability, margins).

- Secondary objectives: Marketing (sales, diversification, system-topic distribution, sales volume); production (production, quality, saving material resources, the new and improved innovative products; dis-profit division, minimizing tax) [4].

Tasks are determined each business formation, dump-be constantly depending on the type of its activities. In general, the main problem with Pla ning innovation and investment are reduced to the following:

1. Plan and ensure revenue growth,
2. Prediction of enterprise cost of production and financial support,
3. Increasing the share market,
4. Formation prospects of economic activity.

Agricultural company, choosing the concept of development and in-innovative activities, further planning agricultural production-governmental products should provide real innovations as tech-night and organizational and implementation of an innovative product to market consumption and investment are the main resource for up-achieving the goal.

Innovation and investment activities is a complex system of interaction between different structural elements from the proceedings innovations and ending with the receipt of income from this activity. This system involves forming relationships fundamental principles of innovation and investment company.

The principles make it possible to create a regulatory model behavior specialists enterprise aimed at eliminating and preventing de-structive processes.

Formation of the socio-economic structure in accordance with the principles of innovation and investment potential impact on innovation, investment attractiveness, risk prediction. But all these elements of the company will have positive results with you-use of the above principles, covering all processes of master-at all stages of the life cycle of innovation and investment. Specifically, the matching tasks and principles of management had not declarative, and almost zviryalysya the actual condition.

To investigate the influence of underlying principles of innovation and investment by using simple comparative Me-methods. You must be compared with actual data and planned to become a data-istic.

According to the main features of the production of agricultural products-tion, namely the involvement of natural resources, the production process should be based on environmental safety, providing the population with quality food products. By choosing the direction of first-spodarstva aforementioned guidelines could create a fundamental long-term operation of farms. Reorientation you-manufacturing process according to the principles of innovation and investment performance UAH Duration, nights, will lead to:

- increase economic performance;
- conservation of natural resources;
- improving the quality of agricultural products while preserving its natural nutritional value;
- environmentally friendly agricultural production.

***Conclusions and prospects for further research.*** Konkurentos-promozhnist, economic efficiency, social and environmental results-ness is the result of a large number of elements. Some, at first glance, seem insignificant, but their full withdrawal from the manufacturing process will lead to negative consequences. Formation of tasks, objectives, principles of management - Immediate aspects of

innovation and investment activities of enterprises, which form the final result and influencing it.

The scientific literature is understudied research methodology impact of innovation and investment projects subject to pos-tavlenyh tasks on the principles of production



## **MARKET OF HOP: PROBLEMS AND PROSPECTS**

***T.M.Koba***

*The current state and dynamics of the global and domestic market hops. The analysis of export-import operations in the market hops and hop products major consumers.*

***Hop, hop market, export-import operations.***

The economic development of Ukraine depends on the effective functioning of the entire economic complex according to the market situation. Hop is an important part of this complex and its effective development in Ukraine the extremely favorable natural and climatic conditions. However, in recent years, the production of hops dramatically reduced the level of 20% of the domestic brewing industry and hops Ukrainian proved uncompetitive in the market. Recently taken measures to stabilize the development hop, which directed the funds from the sale of beer. However, despite the measures taken, the expected increase in hop production to meet domestic needs are not met. There hidnist-A necessary adjustment in program development hop according to the current situation on the world market hops [2].

***Analysis of recent research and publications.*** Question analysis of field hop, increase economic efficiency of hops and identify development prospects investigated RS Basun, AA Nourished, A.S.iHolovach, IS Yezhov, VV Zinovchuk, MG Kovtun, MY Kostrytsya, I.P.iKurovskyy, MI Lyashenko, TN Ratoshnyuk, VM Fedo-rets, A.S.iShabranskyy.

***The aim*** - to analyze the current state and dynamics of the global and domestic market hops.

During the study used a range of methods, which enable to obtain evidence-based results. In particular, the following methods: monographic, Economics and Statistics, analysis and synthesis of analog-gies, comparison.

***The main material.*** Historical experience shows Ukraine hop in an extremely favorable climatic conditions in the steppe zone for vproshuvannya hop, especially tonkoaromatychnoho. In the last century Ukraine was a top six hmelyarskyh countries. Ukrainian hops used in the global market in high demand, and it bought to produce high quality beer and No-mechchyna, although the exports over 60% of hops. In Ukraine produced more than 70% of Union hop, but Ukraine under the conditions of its deficit had exported outside the former Soviet Union.

After the dissolution of the Union, with the transition to a market economy, in a fierce competition when German firms to gain market in the CIS method used "prices seizure" Ukrainian hop was uncompetitive in the market and its production declined almost 20 times. More than half were hmeleshpaler likvi-dovano neglected and technical base.

To ensure the economic independence of the market in Ukraine is necessary to restore hop from sustainable profitability. Solving the problem involves determining the optimal production volumes, which are determined by market conditions and prospects of its dynamics. Market conditions determined by the development of hops brewing industry [3].

Currently, domestic hops, mostly only buy small plants vovarni pi-owning 6% of the beer market. Great beer company, or so-called beer family - "SUN InBev" (34% of the beer market), "Carlsberg" (28%), foreign-owned and run only on raw materials im Portnoy production. PJSC "Obolon" (32% of the market) uses in-duction of beer you only 25% of the national hmelesyrovyny, preferring new varieties of hop aroma and bitter groups. The absence of well-functioning markets are not the problem hmelyariv in recent years, especially with increasing global volume growth.

However, despite the needs of the brewing industry in hmelesyrovyni demand for domestic hops began to decline. Transient stocks hops in Ukraine in 2009 amounted to 300 tons in 2010 - 1500, in 2011 - 200 tons. This situation was due to the lack of established distribution channels required range of varieties and their products, overproduction of  $\alpha$ -acids in the world, reduction rules their inclusion in beer production, etc., so even a portion of the crop that was appropriate quality not find a market.

A significant reduction in demand was due to changes in beer recipes, especially a decrease in its total bitterness and ensure it only by bitter varieties. Also limiting sales hmeleproduksiyi transition brewers to use only bitter varieties, their extracts and iso-compounds. Has gained widespread practice and use of tetra- hydro- $\alpha$ -acids, which are much more bitter, as compared to natural. Disclaimer brewer from the use of aromatic hops beer recipe greatly affects the quality of the beer drink.

Using a recipe beer bitter hop varieties only prodykto probes the their low cost and processing features (mainly in eq-strakty), which reduces the duty, traffic volumes, Save-tion and loss of  $\alpha$ -acids. Because of this fact, domestic hmelyari forced to sell their products abroad, despite the fact that their own internal needs raw materials in  $\alpha$ -acids are provided only 30%.

In recent years, decreased production of aromatic hops and low-grade varieties, respectively, 11.9% and 1.7%. At 15.5% increasing of producing tonkoaromatychnoho hop and 20.9% - and superhirkyh bitter varieties. Due to the introduction of varieties with a high content of alpha acid production of alpha acid tonkoaromatychnyh grades increased by 55.5% and 36.0% bitter and superhirkyh [5].

In the second half of the last century in the brewing industry in a pale intensively implemented the technology to preserve the quality hmelesyrovyny during prolonged storage. It was established in processing hops pellets, extracts and other drugs.

Marked increase in production to 1996 grains and extracts, and since 1996 their production has stabilized. Stabilization of you-production in 90 years due to the introduction of refrigeration storage technology hops. In cold storage weeklist-hop hayetsya best quality, which is important for tonkoaromatychnoho hops. On a positive balance of alpha acid hop influenced increase production with a high content of alpha acid hmelyarskyh leading countries - Germany and the United States.

One of the necessary conditions for the formation of market hops are quality products, the level of which is determined by world standards. Global state-dards, as new varieties to meet the needs of the brewing industry change. The world situation varietal composition depends on the varietal composition of hops in Germany and the USA.

The competitiveness of the market can be provided in imple-mentation in manufacturing varieties that productivity and quality exceeding world analogues. In Ukraine, the last 17 years removed about 30 varieties of hop aroma and bitter biochemical composition of different types, different terms and different ripening performance. From this number of 14 varieties and 12 varieties of zoned and sortonomeriv are strain testing.

*Conclusions and prospects for further research.* High competi tiveness-tonkoaromatychnyh, aromatic and bitter varieties of Ukrainian-sky hop presence in Ukraine and favorable conditions for their growing cause of great importance in the economy of Ukraine hop.

The main problems are hop as to the production sector and related to its external environment. The increase in hop production and gross yield of alpha acids per unit area by Viko-use of new high-performance varieties of innovative technologies for the production and processing of final products, providing machinery, fertilizers, plant protection and thus reduce productivity losses-tion will enable domestic hmelevyrobnykam at a decent level jumping-tion of foreign products.

Implementation recognized within the WTO rules and the regulatory field-policy incentives to increase production and improve quality in accordance with international standards, to increase the impact of direct-IIR foreign investment, providing increased capacity of the internal market by increasing incomes and profits, and also increased



# COORDINATION OF FUNCTIONAL STRATEGIES OF ENTERPRISE IN SUGAR BEET PRODUCTION IN UKRAINE

*O.I. Konoval*

*The necessity of forming coherent functional strategies of enterprises in sugar beet production in Ukraine.*

*Investments, Strategy, manufacture, market, zu-beet, model.*

Sugar beet subcomplex Ukraine is characterized by unstable its development. Overproduction of sugar in 2011 and 2012 resulted in lower prices for the domestic market to a level below the cost of producing it. This situation has a negative impact on the further development of the industry and its financial position. Instability of sugar beet sector in Ukraine, to a large extent depends on the consistency-ness strategy development for enterprises sugar beet growers and processors and state regulation of the sugar market.

*Analysis of recent research and publications.* Various aspects of producing sugar beets and functioning of the sugar market in Ukraine rear-assign their studies: V. Boyko, P. Haidutsky, A. Dankevych, M. Demyanenko, A.iZayinchkovskyy, A. Hare, E. andmass, M . Kodenska, V. Lyskov, Loginov, I.iLukinov, M. Royik, M. Pawlowski, B. Pyrkin, P. Sabluk, A. thorn, A.iFursa, and many other domestic and foreign scholars. At the same time, there is a need for further research problems of sugar sector in accordance with current changes in the sugar market.

*The purpose of research* - analysis of the functioning of sugar sub-sector of Ukraine and suggest improving its modern economic efficiency through coordination of functional strategies, action UAH Duration, nights of manufacturers and sugar beet processing enterprises are considered.

*The main material.* During the 2000-2012 biennium. Ukraine gathered in the area under sugar beet crops decreased by 39.9%, yield increased by almost 2.3 times, while gross charges - 1.4 times.

The increase in sugar beet production contributed to the increase in sugar production during this period by 25.1%.

Business in the production of sugar beet was attractive. The level of profitability of their production in 2011 was 35.8%, in 2012 - 15.9%. The beet and sugar industry has become an attractive investment. However, the production strategy of agricultural enterprises to increase production of sugar beet is not always consistent with innovative and investment strategies that involve the introduction of technologies for growing crops.

Inconsistencies between the strategies of enterprises led to a ineffective implementation of additional investment in sugar beet (table 2).

Data indicate that an increase in the cost of 1 ha of crops, economic efficiency of sugar beet production in agricultural enterprises and farms in 2011. Thus, additional products derived from increased spending in resources per 1 ha was not obtained.

Analysis of pricing strategies for buying sugar beet processing enterprises on farms in 2010-2011. Was carried out using the methods of economic-mathematical modeling & wording. To this end, based on the statistical reporting of rural enterprises that report on Form 50-SG number, it probes the construction of mathematical models of market sugar beets.

These figures show that the increase in sugar beet production of 13.7 million tons in 2010 to 18.7 million tons in 2011 (optionally 15.5 million tonnes for sugar production for the domestic market in the amount of 1860 thousand tons) out of depressed prices. The average price of 1 ton of sugar beet (excluding VAT) only increased from 487.3 in 2010 to 519.2 UAH in 2011. This was the result in an increased demand for processing plants for sugar beets. Separate raw sugar plants bought by 1030,8-1074,2 UAH / t. As a result, the profitability of sugar beet production in individual farms was 200%. This was an indicator of agricultural enterprises to increase volumes of sugar beet. In 2012, Ukraine has received 18.4

million tons of sugar beets, which produced 2226 thousand. Tons of sugar. Since export capacity of processing enterprises Ukraine minor, then formed the excess sugar in the domestic market, which makes re-refining company to sell sugar below its cost [3]. This situation has arisen due to the lack of coordination of pricing, marketing and former Portnoy strategies processing enterprises.

The studies found that the situation with exceed-duction of sugar in the domestic market of Ukraine could be solved with smaller losses or even avoid when setting prices for sugar beets on a rational line demand for sugar production for the domestic market (see. Figure ). These figure show that in 2011ir. in the purchase of 16.65 million tons of sugar beet average price was to be 487.3 USD / t (excluding VAT), and the purchase of the remaining beet - minimum price (339.24 UAH / t)

Coherence function (production, investment, innovation, pricing, marketing, export, etc.) strategies of enterprises in the sugar beet industry is widely used in the practice successfully operating agricultural holdings (Astarte, UPI, Uklendfarminh etc.) [4].

***Conclusions and prospects for further research.*** To achieve high economic efficiency, stability of the financial condition of enterprises and competitive advantages in the market, it is necessary to form a coordinated function (production, investment, innovation, pricing, marketing, export, etc.) strategies of enterprises.

Further studies will be aimed at the formation of the investment strategy of e



# **THE PROBLEM OF COMPETATIVE ADVANTAGE FOR EFFECTIVE DEVELOPMENT OF AGRICULTURAL**

*O.O. Laiko*

*The theoretical aspects of competitiveness and ob grounded main competitive advantages ensure the effective development of agricultural enterprises.*

*Competitive advantage, efficiency, competition-ntospromozhnist, strategic development of agricultural enterprises.*

Globalization processes and increased competition in the market Agroprodvolchoyi products pose domestic economic science by-task design of efficient management of competitiveness of agricultural enterprises as an integral part of effective management.

The main priority when forming strategies development of agricultural enterprises is to evaluate the competitiveness and competitive potential. However, the lack of a common methodology for assessing the competitiveness of farms causes difficulties in developing konkurentooriyentovanoyi strategy.

***Analysis of recent research and publications.*** A significant contribution to the development of the modern theory of competitive advantage and competitiveness made by such economists as I. Ansoff, A. Azoyev, S. Bondarenko, B. Karlof, A.iYudanov who have studied the problem of competitive advantages in production and trade. The development of competitive advantages farms considered domestic scholars Hudzynskyy A., Y. Larin, S.iMelnik and others. However, the study questions competitiveness and determination key competitive advantages farms paid insufficient attention.

***The aim*** - to define the features of competitive advantage and to investigate their role in ensuring the efficiency and competitiveness of agricultural enterprises in the market.

*The main material.* One of the main factors influencing the development of farms is its competitiveness. So, consider this notion more.

Under the competitiveness of the agricultural enterprise in a special state of economic development enterprises, which ensured its integration into the world economy structure and species-oriented operation of the business as a subject of economic activity.

Often in the economic literature, the concept of efficiency, productivity identify and competitiveness. We believe that you schyzacheni-categories vary widely and can not be ototozh-nenymy as efficiency and productivity reflect the state of internal processes in the system in its nominal value, while measuring the state of the system is competitive scale relations. In the scientific literature, the concept of competitiveness-treated pretty much ambiguity. Analysis of different approaches to the interpretation of this concept leads to the following generalized definition of competitiveness as the possibility of economic objects effectively use their competitive advantage to meet consumer needs better than the competition. The concept of competitiveness is interpreted and analyzed according to the economic object in question.

For successful development and selection strategies follow-up of agricultural enterprises have to make the diagnosis of internal condition of the company and the market situation. The result of diagnosis internal state should determine the level of performance of productivity, including indicators of competitiveness, which is an indicator of the success of the market. To determine the competitiveness of the entity applying various methods: a method based on the theory of effective competition; approaches to assessing competitiveness of enterprises associated with the level of quality products manufactured; benchmarking method; methods based on the theory of competitive advantage.

Ability to operate agricultural enterprise market in constant competition depends on its competitiveness. In general, the concept of competitiveness can be

described as a set of positive characteristics of the object, making it possible to distinguish it from the objects-analogues and ensure its superiority over them.

Thus, determining the current position of agricultural pre-acceptance in the market and analysis of competitiveness associated with you, meaning its main competitive advantages.

Under competitive advantage understand significantly different, positive differences company from competitors that provide effective its operation and implementation of innovative capabilities in terms of rapidly changing competitive environment.

M. Porter considered the essence of competitive advantage in terms of resource approach and understood as a set of factors that determine the success or failure of the enterprise in competition and efficiency of resource use. [7].

B. Karlof determined that competitive advantage - that's what sprya alities-all strategy in business; competitive edge formed by numerous factors: efficient production, possession, we patents, advertising, competent management, attitude to consumers [4].

Summarizing definition, treat competitive advantage as house-nuyuchi properties and capabilities in economic, technical, organizational areas that significantly differ agricultural Company-in from others agricultural market and measurable economic indicators such as revenue, profitability, market share , the amount of the sale of,. Competitive advantages can be evaluated by comparative hara-  
kterystyk affecting the economic efficiency of sale.

***Conclusions and prospects for further research.*** To generate competitive advantages farms should develop a program of activities that will be used for the optimal use of scarce resources and to achieve sustainable market position. That is, it is necessary to define the direction of providing resources and capabilities that enterprises need to develop in order to ensure a high level of competitive advantage. Further studies will be used to dis-integrated processing system diagnostics and m



## **A COMPETITIVENESS OF PRODUCTION OF GOODS OF CATTLE BREEDING IS IN AGRICULTURAL ENTERPRISES**

***A.A. Lopanchuk***

*The basic trends in the industry cattle breeding, stud-Jen quality of raw milk taken for industrial re-processing enterprises of Kyiv region and identified promising for indirect increase the competitiveness of milk and dairy products by ensuring its quality.*

***Competitiveness, quality, production livestock, dairy cattle, milk, dairy products, production, consumption.***

The concept of competitiveness Livestock production is a system of qualitative and economic parameters, and a set of consumer characteristics of major products industry as products that meet environmental and sanitary requirements and meet the needs of prospective buyers in raw materials for processing in accordance with technological, economic and environmental performance, and provide you effective products, producers long-term industrial and commercial performance-ness compared with competitors in product markets.

Dairy farming is one of the major livestock industries Ukraine, whose main task - providing the population with high-quality dairy products. The number and quality of these products, primarily depends on the quality indicators of raw milk supplied to the processing enterprises of agricultural producers. After all, every manufacturer strives to produce quality products that have greater income and higher profitability. [3]

***The purpose of research*** - analysis of the main trends of milk and its products, as well as evaluation of the product in cattle breeding farms.

***Analysis of recent research and publications.*** Study of Competition and competition in agriculture subject of many scientific papers domestic and foreign scholars, namely N. Bay, Z. Borysenko, A.iHaydutskoh, M. Helvanovskoho, M.

Kaninskoho, M. Magomedov, V.iOkrepilova, PA Sabluk, I. Fatkhutdinova and others. However, lack of full scientific doslidzhenist these issues in the field of animal husbandry causes the relevance problems raised. Of special urgency is the need to develop approaches to ensure a high level of competitiveness of products of animal husbandry research factors that shape and determine strategies for future development.

***The main material.*** The competitiveness of products in the market is crucial because it forms the level of financial wealth manufacturer to have effective positioning in the market and, therefore, the recognition of consumers qualitative characteristics of the product and its consumer qualities. This aspect of the problem is inherent in all without exception, including this applies to milk and dairy products in particular. [4]

For producers of milk and its products urgent pi-Thann revenue is to produce quality milk Syro-fault. In recent years, the problem is only compounded because the production of raw milk annually reduced. Under these conditions, milk processing enterprises are forced to buy low-quality raw materials, to prevent disruptions in production.

Analyzing milk production in Ukraine, we note that its volume in 2011 was 11.1 million tons, which is 1.6% less than in 2010 and 3.6% less than in 2007. The main impact to reduce it a little reduction in the number of animals. Yes, only in the last year the number of cattle of all categories decreased by 23 thousand. Ch., Including 42 thousand cows. A positive factor was the growth of the industry livestock productivity. Thus, in 2011 the average milk yield per cow was 4174 kg, which is 3% higher than the level in 2010 and 6.3% level in 2007.

The main producers of milk in the Kiev region are farms, whose share of the total in 2007 was 58% and increased to 75.5% in 2011 share of milk procured private households in Kiev region was within a hundred-2007 . 41%. During these years, the

share of raw milk from farms continued to decline, and in 2011 accounted for 24.3% of total procurement of raw milk in Kiev region.

Milk processing in Ukraine engaged in more than 300 companies, however, almost 80% of the dairy market controls 50 plants, many of which are part of major holdings [2]. Today most influential in the Ukrainian market in milk and milk products (see. Figure) is the company Unimilk Ukraine (TM "Bio-Balance", "Galakton", "Kremez", "Prostokvashino" «Ukrainian») Milkilend-Ukraine (TM "7th", "Dobryana" "Carol", "Крынка") and Wimm-Bill-Dann Ukraine (TM NEO, «Веселый milkman", "Domik v wood", "Slov'yanochka"). In 2010 the total share of the three largest companies in the industry in this market as forks, 22%, and in 2011 the top three players controlled 21% (see. Ri-sunok).

As for the Kiev region, then the dairy sector has 26 high-power and low operating processing plants, the total capacity of over 1,600 tons.

Milk processing plants in the region in 2011 was harvested 402.8 thousand. Tons of milk, of which 205.8 thousand. T purchased in all categories of farms mount the Kiev region, and 197 thousand. Tons (48.9%) - from other areas . During the period from 2007 to 2011, a decrease milk collection from all of Kiev region is 31.1 thousand tons, including state-tem of the population by 47.7 thousand. Tons (48.7%), but the increase ob oath purchase raw milk from farms to 16.6 thousand tonnes (10.7%).

According to data from milk business Kyiv region in 2011 for processing received 402.8 thousand. Tons of milk, of which 8.5% - "Extra" Class, 18.5% - the highest quality, 44.9% - and grade, 26.8% - Class II and 1.3% neratunkovoho milk. Āatunkova structure of milk has improved, as evidenced by the increase in procurement Class "Extra" 2 times, highest quality milk - by 7.5% and first grade - by 8.5%. Agricultural enterprises of the region produced for industrial processing 32.8 thousand. Tons of raw-class (8.1% of the total), 36 thousand. Tons - the highest

quality (8.9%), 78 thousand. T - Class I ( 19.4%) and, respectively, 5.4 thousand. t Class II (1.3%) [5].

***Conclusions and prospects for further research.*** Thus, assessing competitiveness Livestock on farms, we can conclude that in today's functionuvannya the dairy industry and in accordance with the features of the formation and development of the milk and dairy products Ukraine, decrease the competitiveness of these products. In view of this, competitiveness of milk and dairy p



# REVENUE BUDGET MANAGEMENT AS PART OF THE PROCESS OF FINANCIAL PLANNING ON AN ENTERPRIS

*T. N. Molchan*

*Studied technology budget management business income as part of financial planning to explore further ways to improve this process.*

*CRM-system balance income, depth horizon, Account management, information model, product manager.*

In a market economy, every company has responsibility-ness for their own funds results. Therefore, the primary objective of for-each business entity is to create finan-owl structure of the company along with the organizational structure to management. Since the financial structure is a system of responsibility centers, the construction process and the subsequent financial management company advisable to create based on the activities of such centers. Fi nancial foundation-structure of the company is revenue centers and cost centers. Great-correctly planning and controlling the activities of the centers will provide income accuracy in the calculation of revenue and enable quality control inventory and optimally plan the cost center budgets. This is intended to ensure a balance between gener-lnym financial resources and their distribution, in whole pozyty-vno affect the final result of the enterprise.

*Analysis of basic research and publications.* Theoretical and metodolohichnymy issues management budget revenues devoted to the works of scholars, including A. Amos, DB Melnychuk, IN Oleinikova, M.V.iRomanovskyy, SL Ulina, AS Kulik. However, approaches derived aforementioned scientists not only possible, but because the problem is not studied sufficiently disclosed and requires further study.

*The aim* - to explore technology management budget revenues and identify ways to improve the process under study for further isolating areas of financial planning.

*The main material.* The financial structure of the company is a hierarchical system of financial responsibility centers. The primary purpose of the financial structure of the company is to manage the financial results of enterprises by providing on-management responsibility and authority to manage income and you-waste, profit and investment company. The elements of the financial structure are centers of financial responsibility - units (or a group of units) performing a predefined set of business transactions and are able to make a direct impact on revenues or costs of activities and responsible for the expenditure and incomes-ing. Thus, building a financial structure, the company provides potential opportunities and formation of budget management and management accounting in organizations [1].

Depending on the specific structure and business produce different variations of responsibility centers that affect a particular financial re- sults: Centers regulatory costs, management costs centers, centers of financial accounting. Universal types of responsibility centers that help shape the outcome of at any hierarchical level financial structure is investment center, profit center, center marginal income, profit center and cost center.

Center of revenue can be any unit of the enterprise, which sells finished products, goods and services, ie, func-tional intended to generate income. These centers are in the process of planning sovocho-financed the company responsible for budgeting revenue [2].

In order to determine the structure of budget income as an indicator measuring income generated must use cash flow. Over-ident on the specific type of business it can be as gross income from sales and gross revenue less direct costs to sell.

Vector of 'time' is responsible for the distribution of income in the time interval vector "client" identifies the entity generating income. Vector "product" identifies the product or service with the highest income generation, and the vector "manager" defines an employee of the company that has the most successful outcome of customer service.

For successful operation given system must meet two characteristics - realism and accessibility.

So, the reality is objective proof of the existence of mo-zhlyvosti achieve goals and reach provides what is known ways to achieve goals. To this model meets the above specifications need to create a system of processes that will take place in such an information system.

There are three horizons, which will take place on different-processes: the annual, quarterly and efficient [3, 4]. The processes in these horizons are discussed below.

At year horizon tasks performed process is the formation of the annual targets in annual sales and marketing by analyzing data accumulated in prior periods. As a result of work the company should receive the plan for sales managers in terms of the characteristics of customers and products quarterly breakdown; Product sales plan in terms of management and types of customers (new and existing) with quarterly breakdown; action plan and budget marketing year, which will provide production sales both new and existing customers.

It should be noted that the longest and time-consuming process is the process of working with clients. Thus, the CRM system significantly in lehshuye a process for large-scale business enterprises.

Reference points for this horizon in the management of budget revenues may be sales, market share or the amount of profit, unlike other horizons. However, in the final stage of the process year horizon venture will be aware that the required sales entity in achieving strategic goals.

***Conclusions and prospects for further research.*** Thus, in the process were studied technology management budget revenues. Yes, it was determined components of information systems budget revenues and describes the processes and tasks in the implementation of budget management income at different horizons.

During the study found problems in the management of budget revenues as part of financial planning. Thus, for more efficient operation of the system should:

- Introduce CRM-system with a complete set of tools;
- Create a system of employee motivation - sales managers;
- Develop a system of accounts receivable management.

It should be noted that the use of the above undertakings of improving budget management organizations to income-deigns they significantly improve the financial m



## **FINANCIAL ASPECTS OF FARMS COMPETITIVENESS.**

*O.D. Nykolyuk*

*Investigated the financial aspects of competitiveness-farms. It was determined that the main objective of business is to improve the financial condition, which will cause them to invest-traditional and innovative development and ensure success in competitive for-rotbi.*

*Farm, competitiveness, finan-Sauve position, financial analysis, profitability.*

Market economy requires improvement of modern economic and financial independence of all forms of ownership in in-adoption and implementation of management decisions, responsibility for the business. Therefore, objectively, the importance of financial stability entities. All this increases the role of financial analysis in the evaluation of their industrial and commercial activities. The results of this analysis are necessary, first of all, the owners (farmers), lenders, investors, borrowers, tax authorities and others.

*Analysis of recent research papers.* Some issues are devoted to evaluating the financial condition of farmers have become the object of attention in the scientific writings of prominent scientists like Soviet and modern period. Among them Vytanovych I., O. Hutz, M. Demyanenko, V. Mesel-Veselyak, S. Demyanenko, P. Haidutsky, A. Podderohin and others. Key aspects of the organization and efficiency of farms multifaceted highlighted in his writings Horovyy V., M. Lobas, Zbarskyy V., V. Mesel-Veselyak, V. Yurchushun and others.

*The aim* - to determine the key financial aspects of performance-UAH Duration, nights farms, their implementation and impact analysis con competitiveness of farms.

*The main material.* Financial Competitiveness factors should be considered in their interaction with economic, because they are closely related and often overlapping each other. This is due, above all, lack of coverage of this issue in the scientific literature.

Overall, financial factors influencing the competitiveness include: liquidity as the ability to easily converted value for money, that is, absolutely liquidity [3], solvency, availability of working capital and profitability. Actually, individually strong financial performance do not define farm as jumping-ntospromozhne. However, in case of adverse events such as crop failure, significant price fluctuations of agricultural products, etc., The availability of funds may prevent the bankruptcy of the economy. However, the financial factor influencing the adoption of certain decisions. It appears that the lending institutions, current and potential contra-Ghent decide on further cooperation, focusing on the fi-nancial state of the economy and its ability to meet obligations.

For lenders, investors and financial analysis - a prerequisite to the process and the decision on the loan. Thus, a good financial position of the farm increases its potential competitiveness, and thus its improvement - one of the priorities of farmers [4].

Analysis of financial condition farms - the foundation stud-tion economic state of the economy. Rating of the state within the present study - a review of each indicator, Audet-rzhanoho as a result of financial analysis, in terms of compliance with its actual level optimal for a particular farm, identification of factors that have affected the value of the index and determine the best way of achieving its size.

Note that the financial position, financial performance and structure of the economic potential of farms, according to regional characteristics, and vary widely divergent.

For the purpose of evaluation and analysis of financial condition object of study was chosen such farms Vinnytsia region Bershad region: FG "Novosulkiyske" FG "Agro" and SFG "Sho-rasivske."

These farms - chosen by chance, one of the legal form, however, different in size and volume of production. Therefore, the financial analysis of these companies, we do CCU will enable reveal a dependence in financial position farmer-governmental enterprises of different sizes in general in Vinnitsa region. According to my rescue services of financial analysis can also identify internal con competitiveness of these economies. Of the variety of financial ratios to select a set of indicators that would comprehensively assess the financial condition of the company, both in terms of risk and effective-efficiency activities, and special attention should be paid to indicators of financial viability, as they are essential for the diagnosis of bankruptcy .

For this we consider each of the above groups of indicators separately and choose the ones that best meet our analog-cal needs.

Mandatory and important part of the financial analysis should be evaluation of financial stability and profitability of farming first-spodarstv. Determining the financial stability of the economy is one of the most important in the analysis of problems - not just financial, but also gener-lnohospodarskyh. For lack of financial stability leads to insolvency farm, lack of funds for financing and investment, bankruptcy and excessive - harms of households, overloading their excessive reserves and reserves [1].

Financial stability can be achieved by defining op mal size of the component as cash flow. Optimization-com-cash flows in the context of financial stability farms enables quantitatively and qualitatively evaluate the effectiveness of interaction with the environment of economic entities functioning [3].

Selected dynamically developing economy, although there are some negative values. Yes, standard indicators correspond to the importance of financial independence and on-current assets securing their own means. However, the mobility

rate of equity within science-based standards only FG Kydrasivske - 0.532, while FG Novosulkivske mentioned below - .274, and FG Agro - 0.603. Insufficient in these economies is the level of financial stability. These variations affect the ability of farmers to pay with their own obligations.

With this in mind, the most important task is to search for companies re-any provision increase their own financial resources and the most efficient use to improve the efficiency of the enterprise as a whole. The financial condition of the farm depend on the outcomes of management, investment and innovation.

***Conclusions and prospects for further research.*** For a successful farm business development, attracting financial resources as one of the most important conditions for the development of small businesses, non-arounds financial mechanisms and technologies support business, consistent with international practice, however, in addition, adapted to local conditions. Government policy in this area should move from declarative to undertake concrete measures, namely the improvement of legislation related to financing; of financial support for small business, developing two main directions: first - providing direct financial assistance in the form of subsidies, grants, loans; creation and development of a mortgage bank with the appropriate infrastructure to make loans secured by property or small business owners, and land; study and dissemination practices for the application of o



**THE USE OF LABOUR RESOURCES IS IN THE PROCESS OF  
DIVERSIFICATION OF PRODUCTION ACTIVITY OF AGRICULTURAL  
ENTERPRISES.**

*E.F. Pereguda*

*The questions of labor resources and dyver-figuration of farm.*

*Manpower, farms, dyver-figuration, production, livestock.*

Efficient use of resources has always been important in the functioning of agricultural enterprises. Particularly noteworthy workforce these companies as a source of pho-rmuvannya is the rural population. In turn, the rural population also creates land fund agricultural enterprises through provision of on-land lease that reinforces their importance in the context of market transformation of the agricultural sector.

An important strategy of farms diversification of production activities. Research questions use-Thann workforce in the production diversification of agricultural enterprises resulted relevance for the topic of the article.

*Analysis of basic research and publications.* Research on this problem-dedicated research work of local scientists as V. Andean-riychuk, D.P.iBohynya, LM MMK Illicha, PT Sabluk, VI Tkachuk et al.

*The aim* - to reveal the status and trends of economic and demo graphic component of the employment potential of rural areas and justify the ways of improving the social and labor of rural areas through diversification of agricultural production units.

*The main material.* Manpower is one of the key factors that influence the development of agricultural enterprises. Their formation is influenced by many important factors, which include fundamental organizational and structural transformation of the agricultural sector, due to its transition to a market economy.

Unfavorable demographic trends are significant differences between the standard of living in the city and in the countryside, the liberalization of labor migration and other factors led to anthropogenic impact of reduction.

First, we note that the concept of "human resources" to economic theory and practice introduced the famous Soviet economist at SG Strumilin. By the 70's "labor" categories were considered quantitative manner and used for balance sheet accounting of labor and great-tsezdatnoho population. Later workforce regarded as pratsez-serviceable population, labor, workers.

Working-age population is divided into economically active and inactive modern economic. The first group is formed by the employed and the unemployed. The economically inactive population consists of unemployed and unemployed.

The term "employment" is characterized by the possibility of voluntary choice nationals of activities as a means of expression and sources of income. Employment impact on quality of life. Emission employment in rural areas characteristic of the population whose age exceeds workable. Employment of persons under 40 years will increase slightly etsya. Among regions, the highest employment rate is observed in Kyiv - 63.3%, the lowest in Ivano-Frankivsk region - 52.6% [2, p. 65].

A significant discrepancy market supply and demand of agricultural labor, non-competitiveness of agricultural products in most markets its sales adversely affected primarily on efficiency of labor and differentiation of areas of its activities in the agricultural domain. As a result, a large and uncontrolled migration of labor in the agricultural domain negatively affect food security as a whole [3].

In-depth study of the availability and use of labor-resu rsiv conducted on materials farms Yahotyn area as typical forest-steppe zone pryrodoklimatychnoyi.

During the analyzed period total employment growth of the working population was in most economic activities,except agriculture.

The dynamics of employment in agriculture show a steady reduction in the number of Yagotinsky region (Table. 1). Thus, in 2009 employed 36 people less than

last year. For analysis-tion period the largest number of employed persons was in 2010. Fa-ktychna proportion of the employed population is 16.8%, the highest rate over the period, and the number of employees increased by 2.7% (share of the Kiev region hundred-employed population constituted UAH 7.9%). However, there are positive wage increases. However, it still remains below the average for the economy.

The calculations showed that in 2011 one company produced an average of 5.7 products. For businesses develop, with his livestock products number ranging 7-10. It is estimated that under implementation diversification strategy within the study area will increase the total number of livestock to 86.7%. Of a certain grow and jobs to 18.4% (while preserving the number of employees in the plant at 2011), including in-Twa rynnytstvi number of employees increased by 245 people. or 59.9%.

If we make the assumption that this strategy will be implemented in all other areas of the Kiev region, it will additionally create over 6,000 jobs. It should also be noted that this strategy will solve the issue of food security in the capital region and contribute to economic development of agricultural enterprises. In particular, on-hnozuyetsya that the value of revenue per employee will increase by an average of 11.2%, including in the field of animal, respectively, to 86.7%.

***Conclusions and prospects for further research.*** Thus, human resources are a critical element of agricultural production systems. In recent years, the agricultural sector Ukraine has changed, which resulted in reducing the total number of employees by more than 70%. The unemployment rate is about 7.10%. Despite the increase in the general level of wages, it is space-shayetsya below the average for the economy by 30-40%.

In our opinion, one of the directions of solving social and economic problems of the village is the diversification of agricultural production-shape fluctuations, particularly through the development of the livestock sector. This will make employment-was hit in the study area by 18% and the Kiev region, this figure could re



# **BASIC NOPYARMKI OF IMPROVEMENT OF MANAGEMENT OF RURAL TERRITORIES**

***YU.D. PISCHIK***

*The ways of improving the management of rural development, methods of direct state support and the indirect der-owned support. The features of their organization, the principles relating to management, discusses social, economic, administrative, environmental Prior-Theta rural development.*

***Rural Development, government support, social policy, economic policy, management policy, environmental policy, methods.***

In almost all countries with developed market economies zdiys-nyuyetsya government support rural development. State support for under-an integral part of state regulation and is a combination of various instruments and tools, preferential and free fi-funding companies.

***Analysis of recent research and publications.*** Recently, scientists consider the problems and solutions to improve the management of rural areas. The important role played by research on the study of the works of such scholars as A. Borodin, VK Tereshchenko, I.V.iProkopa, VV Yurchushun, MK Orlat, IG Kirilenko, AL Popov, AI Pavlov and others.

***The main material.*** With the declaration of independence of Ukraine the object of scientific study and government regulation remains agriculture and agribusiness and rural development issues, mainly in the form of social support for in-frastruktury, considered as derived from overcoming the crisis and ensure, agro-industrial production [ 6].

The most acute problems of rural Ukraine is-ness absence of motivation to work, poverty, migration, unemployment, lack of social infrastructure, deepening demographic crisis and early-rejection villages lack consistency and

comprehensiveness in the implementation of agrarian reform, the unresolved problems of land owner.

Addressing the needs of rural areas is possible through a comprehensive and balanced development of all its subsystems: social, economic, administrative, environmental [5].

In the social policy of Ukraine should realize the principle Prior-tetnosti development of social infrastructure in rural areas. At the stage of social economic transformation of rural regions is funded mainly by the state budget, the amount of which should provide not only support, but also the industry. Ukraine's transition to a market economy requires further development of financial relations. The new financial mechanism in the social sphere involves a combination of budget financing of the development of paid services. An important condition for increasing the share of paid services in total services provided to the rural population is the establishment of economically reasonable proportions in the commodity exchange between industry and agriculture, urban and rural areas [3].

Currently, there is a need to ensure rural settlements and roads paved access roads, construction and installation of streets, building reconstruction and repair of water supply and drainage, power supply systems, development of social and cultural services.

The set of measures to enhance employment and income farmers, encouraging demographic, reproductive processes and the development of rural areas can be expressed by the following paragraphs:

- Strengthen state control over the timely payment of wages to employees of agricultural enterprises;
- Improvement of effective employment;
- Strengthening incentives to rural development ent-operation in rural areas as a basic condition for improving living standards;

- To provide state support for rural network formation and market infrastructure;
- Improve the mechanism of state regulation of the agricultural sector;
- Promote non-farm employment in rural areas: entrepreneurship in social and community-servicing about population, trade, tourism;
- Access to quality pre-school and secondary education;
- Regular free transportation to education and home school children and teachers in rural areas [1].

The main goal of the modern state regional development policy in Ukraine is to preserve and strengthen political stability, territorial integrity, social and economic integrity of the Ukrainian state.

Extremely weak business development in rural areas, inadequate state regulation of agricultural production caused the fall in income farmers, which is significantly lower than in other areas. Apart from these, there are significant challenges to meet the social, cultural, domestic needs within their localities. In recent years, significantly reduced subsequent to the number of rural schools and pre-schools, hospitals, shops, and life, decreased quality of services [6].

The main form of display system-based approach to the management of agriculture are comprehensive programs address critical economic issues, support the competitiveness of the agricultural sector in the integration of Ukraine into the global economy, overcoming spontaneity and shadow agricultural market.

***Conclusions and prospects for further research.*** Comprehensive development strengthen rural state. Given the current state of the Ukrainian village and the main strategic goals of the state, directing its further integration into the world community, the above features are suitable and appropriate for use in the development and implementation of rural development policy. Thus in both the state authorities and in local government should be based on an integrated approach to solving pressing issues, namely the creation of legal, financial and organizational conditions for the

implementation of multifunctionality of agriculture, rural employment, quality environment people rural development and partnership between government, business  
a



**ANALYSIS OF ACCORDANCE OF PRODUCTION POTENTIAL  
ORIENTIRAM OF STEADY DEVELOPMENT OF RURAL TERRITORIES  
OF REGION.**

***O. Ruban***

*Analyzed compliance productive capacity of rural sustainability benchmarks for example, Poltava oblast ob, identified the major reasons for its non-compliance with proposed measures to address these problems.*

***Sustainable development, production capacity, land resources, efficiency, rural area.***

Overcoming the crisis in agriculture Ukraine possible with the revival of villages and rural areas. A nayvazhly-vishym element that forms the economic basis for sustainable development is, of course, the production area. It is not possible to ensure stable growth without proper expansion. Of course, you can not underestimate the importance of other elements of sustainable development, but the economic base of the region is the production steadily growing. Therefore, we must examine all the negative changes and trends that have developed in this area.

***Analysis of basic research and publications.*** The problems of rural production areas in the national economic literature dealing with such scholars as Borodin, A. Dubrava, M. Orlat, J. Prokop, V.iTereschenko, A. Shkilov, V. Yurchushun and others. However, the need for research-deepening these issues due to strengthening of integration processes in the global economy.

***The aim*** - to analyze compliance with the production sector benchmarks rural sustainable development in Poltava region to assess the prospects for its future development.

***The main material.*** In value terms, the rural-th spodarstvo in Poltava region is not the main industry in the regional economy. In view of our study, we can conclude that agricultural production is about 10 times smaller than industrial products. This

ratio has remained largely unchanged for 2008-2011. However, rural area that, conductor production system generates agriculture itself. Because the industry is concentrated in the regional center, some large cities in the region (Kremenchug, Komsomolsk, Lubni and Myrhorod). Therefore householdly these cities and, to some extent, regional centers industry has some impact on the surrounding area. However, in general, if we consider the field of rural development, agriculture itself forms the economic basis of sustainable development.

After analyzing the industrial structure of agricultural production-operation in Poltava region, we note that the main industry is the crop production. A study by grouping districts specialization allows one to conclude that specialization in crop production is typical for most regions. Only two areas (Dikansky and Shyshatskiy) in the value of agricultural products and livestock prevails in three areas (Khorolsky, Orzhytskomu and Kotelevsky) the share of crop in the value of agricultural products is less than 70%. In other regions, the share of crop production in agriculture exceeds 70%.

Also it should be noted that the plant (as opposed to animal-operation) is seasonal industry, so this leads to specialization and significant seasonal fluctuations in the demand for labor and employment poses a problem in those months when demand for workers is minimal.

Now directly analyze trends in the production sector rural area. The analysis will begin with resource production. The main resource used in rural households, especially in plant, is land. Land resources in economics viewed as "a basis for sustainable development" [1, c. 19]. So pretty all-around analyze trends in agricultural land.

The area of arable land in the area has no distinct tendency either to increase or to decrease. In the period from 1996 to 2011 was observed in six years of growth the previous year, nine - reduction. Even if we consider the later period (2006-2011 gg.), In 2007, 2008, 2011 sown areas increased in 2006, 2009 and 2010 - decreased. So, not only is no long-term, but average trend in acreage. This indicates the lack of

a strategy for the use of agricultural land area. The area of land used for growing crops formed under the influence of situational factors in a given year. The lack of such a strategy has a negative impact on the ability of sustainable rural development area as one of the main components of resource support - agricultural land used as crop area, formed situationally.

The share of acreage of agricultural land (degree of rozoryuvanosti) is very high. If we look at the past four years, we can note that the degree rozoryuvanosti farmland in more than 80%. This is higher than for the country as a whole is higher than in neighboring countries of Ukraine, as well as Canada, USA, Switzerland.

The high degree rozoryuvanosti farmland indicates that the potential for increasing the resource base of the production system, particularly in terms of land resources in virtually exhausted you, since this figure is almost nearing its game nychnoyi limit (100%). Therefore, the provisions of logically seek to improve the efficiency of land resources, rather than the possibility was hit-shennya arable land.

***Conclusions and prospects for further research.*** To derive the production system on the path of sustainable development is necessary to develop and implement measures to increase capital investment (cessation of reducing health care), job creation, particularly in livestock (for agricultural degree rozoryuvanosti very high) and ancillary industries, build capacity for processing agricultural raw directly on farms. This will balance the sectoral structure of agricultural production, to reduce its dependence on weather factors. Because of staffing analysis revealed a high turnover rate, the sustainable development is not possible without measures aimed at raising th



# THE MODERN WAYS OF LAND USE DEVELOPMENT IN AGRICULTURAL ENTERPRISES OF UKRAINE

**O.D. Sychova**

*The basic question of land of agricultural enterprises in Ukraine in the current conditions and the suggestions for its improvement.*

***Land use, agricultural enterprises, ar-rotehnolohiyi, efficiency and development.***

Current conditions for agricultural production con-buyut intensification of agriculture, increase the agricultural productivity-ing plants and animal productivity. This requires involvement-tax, logistical and financial resources. Irrational you-use of land resources and application of fertilizers leads to under-soil depletion and deterioration of their quality. Therefore, more and more urgent environmental efficiency of land use.

***Analysis of basic research and publications.*** The issue of se-mlekorystuvannya, economic and environmental efficiency of land use by agricultural enterprises, development trends of increasing dedicated work of many prominent scientists, farmers. In particular, VE Dankevich, DS Good-natured, AP Canas, PT Sub-bow, AM Tretyak, O.M.iShpychaka and many other agricultural scientists profile.

***The aim*** - to consider the main issues of zemleko rystuvannya-agricultural enterprises in Ukraine in modern conditions and develop proposals for its improvement.

***The main material.*** An important issue to ensure the development of effective land use is the lack of or insufficient availability of financial and material resources of most farm-governmental enterprises. Therefore, an important way to solve it is to attract the necessary investment.

One of the most important ways to improve the economic efficiency of land use is cooperation, which, however, can solve a number of social issues. The current experience of flat co-peratyvnoyi ideas indicates that due to this can be activated on business, and with increased competition arising due-ment of new economic entities to increase their economic efficiency. Therefore, deserves attention and positive feedback increased activity of state agencies to develop a system of measures for performance-UAH Duration, nights of agricultural cooperatives in various fields.

The calculations show that the total demand for investment in the development of entrepreneurship agricultural enterprises through creation of three service cooperatives in the production of milk and a crop in the field in all regions of Ukraine is about 900 million. Thus, social impact will be made up 8.4 thousand. New jobs with wages at 3000 USD, and about 178 million will be allocated to support the budgets of different levels.

Development of entrepreneurship agricultural pre-acceptance will significantly increase the economic efficiency of the Lord enti- ties agricultural producers. In addition, it will improve the social situation in rural areas by increasing the number of jobs, providing employees zarobit-term competitive pay, better working conditions, increased motivation to work and so on. With the growth of payroll employees will increase payments to the budgets of different levels to allow pi-dtrymaty socially-oriented state projects. However, the hall-nite additional staff for the operation of cooperatives will decrease the unemployment population. That is, the fewer people will qualify for state social assistance in the event of unemployment, which will reduce the amount of payments and the burden on Budget-jets at different levels.

In recent years in Ukraine there have been destroyed by catastrophic-of farmland and reducing soil fertility - the main source of food security and welfare of the rural population-tion. Intensity of destruction and land degradation due to the use of outdated agricultural technologies and non-governmental funda- laws and regulations of agricultural activity has reached dangerous for economic stability of the

state: the impact of erosion exposed 57.5% of lands, the amount of eroded land increases annually by 80-90 thousand. Ha . As a result of erosion are lost each year about 11 million tons of humus; 0.5 million tons of nitrogen; 0.4 million tons of phosphorus and 0.7 million tons of potassium, 38% of arable land in the country is crowded. Recently intensively increasing areas of acid soils and solontsevyh. Currently over 40% of arable land Ukraine needs a chemical reclamation (set of measures aimed at improving the physical, chemical and physical properties of soil - gypsum and lime) [1].

One of the most important ways of solving these problems and in raising the competitiveness of agricultural-commodity is the introduction of organic farming. This type of management becomes significant flourishing around the world and more and more customers pereori-yentovuyut their views on such products. Organic production - integrated system of management and production of food and other products, which combines the best practices that take into account environmental protection, the level of biodiversity, preservation of natural resources, app-tion of high standards of animal welfare and proper techniques you-duction that meet certain requirements for products produced using natural substances and processes origin. Organic-you duction aimed at improving the health of farmers and the general population through the production of high-quality food, raw materials and other products, preserving soil fertility and Environment, higher education, rural development and promotion of local and region-ment production [2, p. 6].

***Conclusions and prospects for further research.*** Development of earth's lekorystuvannya farms Ukraine in modern terms, they have a number of specific features. To ensure profitability management producers are paying attention to an increased forgiveness economic efficiency. But at the same time, the issue of environmental performance are clear. As a result of unreasonable application of mineral fertilizers, pesticides and other synthetic substances used for growing Ku ltur, deteriorating soil quality, erosion covered, but some of them do is unsuitable for use

in agriculture. In addition, the introduction of modern agricultural technologies involves the use of a powerful high-performance technology that reduces the need for workers. As a result, significantly aggravated the social situation in the countryside. Therefore, to ensure effective land-use a combination of economic, environmental and social interests. Taken together, this will optimize land use agricultural units and c



**INDICATIVE MANAGEMENT OF SUSTAINABLE DEVELOPMENT  
OF AGRICULTURE ENTERPRISES WITH USING REPRODUCING  
APPROACH.**

*K.L. Tuzhyk*

*The effectiveness of the introduction of indicative farm management. The role mo-dtvoryvalnyh processes in the transition to sustainable agricultural development type.*

*LED indicative control, indicative corridor, sustainable development, vvidtvorennya.*

Specificity functioning agricultural purposes in eco-nomitsi country due to the need of food production as the basis of human activity and reproduction of labor, as well as various kinds of non-production of consumer goods and industrial products, prize-identification.

Currently in development of agriculture, there are known crises associated with deficiencies of market mechanisms and self-morehulyuvannya direct intervention in the economy. In many ways, these phenomena are related to ineffective management of such complex systems is subject, as agribusiness in the modern world. In turn, good governance is only possible only on the basis of knowledge and the practical realization of the objective laws of sustainable agricultural development in its interaction with the environment, which includes various state and market institutional arrangements climatic conditions.

This necessitates a new approach to the management of enterprises enterprise development as the main component of the economic system of Ukraine. Management that would meet modern requirements of dynamic, unpredictable environment should be based on a system of indie Katori business entities using reproducing approaches in the process of farms.

***Analysis of recent research and publications.*** Theoretical and Practical-chnym indicative basis in research management of agricultural enterprises is research and development for domestic and international-scientists, including VM Heytsya, JB Vertakova, OM Hataulina, L.O.iDyedova, AI Dobrynin, VI Notch, VP Serov, RI Shnypera and many others. The results of their research is the foundation for new findings by the specification, extension and refinement of problems.

According to RI Shnypera, "requires a plan that reflects the interests of not planning and public interests" [12, p. 117]. That is, Planning economic activities should be carried out not against ri-nkovym mechanisms, and their basis. To achieve such harmony scheduled and ri-nkovykh mechanisms so simple. Therefore, we consider the development of appropriate management systems indicative now using onaddition-voryuyuchoho approach.

***The purpose of the study*** - the theoretical foundations and methodological tools indicative sustainability management company using reproducing approach.

***The main material.*** Development of social and economic si-reproducing tems determined by the nature of the processes occurring in these parameters and their sustainability.

The concept of sustainability has quite a large number of scientific opinions and definitions. Based on the position of a systematic approach to the study of social-tial economic systems, sustainability is defined as a system property, description, belonging to the system as a whole. In other words, sustainable type of development is not the system itself, and the properties of its behavior. So, AM Hataulin defines sustainability as a state or several states in the sequence of time in the process of transformations [4, p. 22-24].

Along with the environmental and economic benefits, sustainable development of agriculture, salt gives a great social effect, which manifests itself in improving public health by increasing the consumption of bio-logical friendly products, reducing water pollution and land re-resources, air quality [1, c. 38].

According to the author, it is inappropriate to compare the sustainable development of enterprises and the development of stable equilibrium. The presence of the word "development" in concept, according its substantial load changes the time. As we know, open systems, those that interact with the environment by consuming and energy dissipation, are in constant motion. Moreover, this movement can be characterized as a recession, and growth. Therefore, the concept of "sustainable" and "equilibrium" is only partially complement the concept of "sustainable development".

A necessary condition for achieving sustainable development is now used in the normal course of business reproducing approach. In on-scholarly sources during playback is understood periodic reconstruct-tion of natural resources, means of production, labor, [8, p. 38]. Features of reproducing process in agriculture due to the fact that, compared with other sectors, is crucial play of natural biological environment - land, ro-saliva and animals. Thus, in this area of social and industrial relations management is an important function in ensuring sustainable development biological, technological, economic and social systems.

***Conclusions and prospects for further research.*** The most important point in the indicative sustainability management of agricultural enterprises is a focus on the end result. For extensive thinking in agriculture are the most important indicator of planted area. But tillage, seedbed is only intermediate long chain that links land and agricultural products received by the consumer. For the latter is not important how much land area is used, the main thing for the consumer - is the volume and quality. Therefore, it is necessary to predict and regulate agricultural production from the consumer to the ground [1, p. 43]. This target-oriented approach is a necessary c



## **CRITERIA OF OPTIMUM OF SIZES AND PRODUCTION STRUCTURE OF AGRARIAN FORMINGS.**

*S.I.Us*

*Reviewed optimality criteria sizes and production structure of agrarian formations with economic, social and eco- logical aspects.*

*Criteria production structure, optimal size, end-ntratsiya, economic efficiency.*

The current state of agriculture in Ukraine is characterized by lack of optimal production structure taking into account economic, social and environmental factors in major agricultural groups.

*Analysis of basic research and publications.* Economic development of agriculture devoted to the works of world famous and wi-chyzyanyh scientists: A. Hutorova, TI Kostyuchenko, AV Mikhailov, P.T.iSabluka, AD Chandler, A. Thorn, FO Yaroshenko et al. However, questions remain insufficiently studied optimality criteria agricultural production structure formations.

*The aim* - to assess the optimality criteria agricultural production structure formations based on volatile market conditions.

*The main material.* Production structure - a set of sectors and industries that make up the enterprise and determine the range of products made [1]. The main factors odds-formation and changes in production structure of the company are: production sector, the level of technology and expertise of the company; territorial location; available resource potential.

The calculation of the optimal variant production structure involves identifying particular the proportion of productive resources and measure the intensity of their use, which at this company have provided optimal agricultural production in

proportion to its existing market conditions demand the most efficient use of land, labor, material and financial resources.

The main criterion for optimality farm size at the industry level is to assess the effectiveness of the concentration of the product-tva.Kontsentratsiya production - a progressive form of public-op tion production, oneof the most important manifestations of the social division of labor law, which forms the sectoral structure of the concentration of production hospodarstva.Pid understand the concentration means production and labor, leading to the growth of production.

The economic performance of the company are largely dependent on the absolute concentration of production, that is, the amount of pro-duktsii. With increasing concentration of economic performance of the pre-acceptance is generally improved. The most obvious is to reduce sobiva rtosti-unit increment of scale. Thus, the concentration in any enterprise should be controlled to achieve minimum cost of output, ie, it is necessary to reach the optimal level.

The advantage of large-scale production of the fine based on economies of scale. In the study, depending on changes in output volumes simultaneously both factors of production (labor and capital) are two options: proportionate and disproportionate amounts of data change factors. Re-impact results to produce proportional changes in both factors called returns to scale, so that only changes the scale of production. When you change disproportionately factors varies not only scale, but also the ratio between labor and capital; Both affect the output, so in this case the change will not impact production can be connected only with a change of scale.

The concept of formation and development of large enterprises, established A.D.iChandlerom based on the development of this little-known fact as kvazipostiyni costs is a new word in explaining the mechanism of economies of scale and the amount of production [3].

Economies of scale - says Chandler - depend on the willingness of live-  
implement on a large scale three types kapitalovk Laden (in manufacturing, and sales  
network management) as well as the intensive-ness with which this power is used. In  
contrast, economic theo-ry, which states that in the long run all costs variables Chand-  
ler introduces the concept kvazipostiynh costs.

In general, this principle is valid: the company's ability to repeat what has  
already been done, is an important catalyst for growth. And specific tech-nology used  
by small and big business, nothing to do. In any industry, where success requires large  
kvazipostiyni costs to the forefront not the technology, and the economy: the cost  
should be allocated to the huge mass production and it comes out the better, the bigger  
company.

In areas where a significant role kvazipostiynh costs, they clearly contribute  
kotsentratsiyi. Kvazipostiyni costs explain the existence of large enterprises in the  
sub-areas where traditional economies of scale small (eg pharmacology). Advantage  
kvazipostiynh cost analysis is the possibility of quantitative assessment of the  
relevant benefits by increasing production volumes.

Theory and practice of global proved the futility of opposing large and small  
production out specific conditions. On the manifestation of objective economic laws  
of large-scale production advantage over small overlapping national characteristics  
and specific areas for natural-economy. Thus, from a theoretical point of view, the  
undeniable advantages of large enterprises. The practice also indicates that the  
dominant form of agricultural production in the world is a family farm.

To determine the concentration used in two points. First - the proportion of  
fixed number of enterprises. In Germany, the applicable share of the three largest  
companies CR-3, and the United States - four, CR-4. The disadvantage of this  
indicator is its discretion, it ha not characterize the totality of enterprise market and its  
structure and position of the largest manufacturers only.

***Conclusions and prospects for further research.*** Thus, in modern-optimality criteria under which the structure of production should vrahovu-wool economic, social and environmental factors to ensure widespread display of agriculture. The economic performance of the company are largely dependent on the absolute concentration of production, that is, the size of the volume of production. The advantage of large-scale production of the fine based on economies of scale. All types of efficiency are interrelated and should be considered comprehensively. Achievements optimality



## **FORMING OF STRATEGIC DIRECTIONS OF DEVELOPMENT OF ENTERPRISES OF THE SUGAR-BEET SUBCOMPLEX**

*O.V. Chetveryk*

*We consider the legislative framework for the formation of strategic directions of on-enterprise development sector in Ukraine beet sugar. The characteristic of the main indicators of sugar-beet complex in recent years. The basic marketing tools used in enterprises sector in beet sugar.*

***Marketing activities, strategic directions of development, complex processing of raw materials, legislative support, ent sub-tion sugar beet, sugar beet subcomplex.***

Sugar beet production is a major industrial enterprises, which provides domestic sugar needs of the country, is a source of secondary education, secondary contamination of material resources indispensable source of feed for animals. Beet sugar industry is one of the strategic ha-luzey food industry Ukraine. It unites producers of elite and ordinary sugar beet seeds, sugar mills and hovuyuchi-room-industry.

During the last years of the last century sugar beet producers-cial in Ukraine has undergone considerable destruction due to the general economic crisis, haphazard and unregulated transition to market conditions, the owner of, loss of state influence on the regulation of economic processes sugar beet production and control of the production and implementation of pro-duktsii, imperfect legislation on privatization, ne-reprodazh enterprises and inefficient functioning of markets production-term conditions, a significant rise in energy and material resources, and the use of obsolete equipment for growing, harvesting, transporting and processing of sugar beets. As a result - much under-vyschylasya cost of growing beet and sugar production in the ba-hatoh factories became unprofitable. Consequently, there is need for an objective

analysis of the current state of the sugar-beet subcomplex and you value the perspectives of its further effective development [3].

But at the beginning of. began active revival previously abandoned sugar companies, began production of sugar from sugar beet grown buryakosiyuchyh number of households, businesses began to look for ways to use by-products of sugar you-production and so on. However, despite the partial recovery for the industry, remains in crisis. In this regard, current pro-defined problems of sugar beet production, structuring buryakotsu blood-sub and identify strategic directions of its business in the future provide a permanent and stable their operation and they receive stable and high profits, which in its turn, contribute to the maintenance of Economy of Ukraine at a high level.

***Analysis of recent research and publications.*** Theoretical, methodological and practical problems of formation, development and operation of storm-kotsukrovoho sub reflected in the works of local scientists as V.H.iAndriychuk, AS Bohatyrenko, PP Barshcheuski, AS Zajac, M.Yu.iKodenska, VV Lyskovo, TS Nakonechniy, OM Tikhonov, PT Sabluk, AV Fursa, MP Shapoval, A. Thorn, MN Yarchuk et al., And foreign scientists: VR Boev, AG Zeldner, VA Klyukal, IG Ushachova. It should also be noted that sugar beet subcomplex is the main object-slidzhennya to many organizations and academic institutions. However, the problem is multi-faceted and dynamic, which determined the need for further research based on the development of domestic and foreign science and practice to reflect changes and trends in the world Bou ryakotsukrovoho production.

***The aim*** - to analyze the current state of beet sugar sub-sector of Ukraine and identify strategic directions of its pi-dpryemstv.

***The main material.*** At this stage of market relations, involving the introduction of effective forms of host-tion, the introduction of high-efficiency equipment and technology, the use of ecological materials and its complex processing, sugar beet subcomplex Ukraine is in a difficult position. Permanent and relevant for businesses

are the availability vysokop roduktivnoho-seed and high quality raw material - sugar beet and sugar content of contamination at reception, efficient use of on-side products of sugar, their complex processing.

Industry is trying to improve efficiency through the use of you-internal reserves (increase productivity, vertical integration), but can not achieve positive economic activity of results, because there are always high production costs and low sales price tsukroproduksiyi caused by low demand and effectiveness of government regulation, lack of effective strategic development programs.

***Conclusions and prospects for further research.*** Ukraine has all opportunities to increase production of sugar and its products, which will increase export capacity and will reduce the import of raw cane sugar. Strategic areas of business include sugar beet sector in the development of commercial policy for closer range, improving or maintaining product quality; strengthening the economic and environmental efficiency of economic activity; intensification of market activity. By implementing intensive production technologies, complex processing of raw materials, management of by-products of sugar beet production (molasses, bagasse) be possible year-round operation of sugar companies that reduce dependence on sugar-beet-enterprises from natural gas by Viko-use of alternative fuels.

For further development of the field is necessary to provide a set of measures to optimize the production of sugar and sugar beet (further increase sugar beet yields, technical re-tsuk rovyh plants to generate additional revenues from the production of bi-opalyva, etc.), as well as improving the legal and regulatory regulation of the industry to encourage the concentration of production in the most efficient producers, providing product-Twa sugar with low cost, eliminate conflict and declarative rules a



# **THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES AND IT'S IMPACT ON THE LIVING STANDARDS OF THE RURAL POPULATION.**

*M.S. Yaworskaya*

*The essence of the conceptual content of cooperation, assessment of the impact of agricultural cooperatives in living standards and the ways of its development.*

*Cooperation, agricultural cooperatives development, cooperatives, cooperative movement, quality of life, rural population, rural areas.*

Today, one of the main tasks of the state and the priorities of the Ukrainian government is sustainable rural development. One way of Ukrainian agricultural village is flat co-perazim. Yes, Minister of Agriculture and Food of Ukraine supports the establishment of a system of agricultural cooperatives, which in turn will enable small producers receive government support and Prisches-vydshyt access to credit and the creation of cooperatives shut-cycle will increase added value through enhanced processing of animal products, which will create jobs and reduce the price of finished goods as a result of its implementation directly by E-stsem production.

*Analysis of basic research and publications.* Problems of development and operation of agricultural cooperatives in Ukraine paid attention to many domestic and foreign scholars. A significant contribution to the development of theoretical foundations and development of agricultural cooperatives made by such prominent scholars as A. Chayanov, PP Maslov, MI Tugan-Baranovsky, NV Levitskii and others. Also great attention given to blematytsi-paying and modern leading scientists, including MI Malik, V.V.iZinovchuk, LV Moldovans FV Horbonos, A. Panteleymonenko that continue to develop scientific achievements and improve areas of the cooperative movement in the countryside.

At the same time, today, many scientific papers devoted to problems-mothers raising welfare of the country and raising the living standards of the

population salt-sky. A significant contribution to the study of the problem made by such leading economists as SO Hudzynskyy, VS Diyesperov, VK Tereshchenko, V.K.iZbarskyy, LA Shepotko and others. However, the aforementioned papers, scientists, insufficient attention is paid to the formation and improvement of rural population with the peculiarities of functioning of the cooperative movement in the countryside. The problems of agricultural cooperation and improvement of rural population remain relevant and need to be further addressed.

*The aim* - to review economic and organizational trends of agricultural cooperatives that will improve living standards, organize jobs and increase scale agricultural production.

*The main material.* Considering the nature of the conceptual content of cooperation, it should be noted that in Latin the term means "cooperation". The origins of the cooperative movement has its origins from 1846 in England. Further cooperation becomes somewhat wider range of features, namely: "to promote, unite and help" [1, p. 317].

In Soviet times, "cooperation" was interpreted as "a form of work organization in which a number of people taking part in joint labor process" [1 s.i317]. Subsequently, cooperation becomes wider socio-economic importance in the modern sense, "cooperation - a system of cooperative organizations established to meet the economic, social and other needs of its members" [2]. The cooperative movement - a significant social invention of civilization. The cooperation combines the humane values of fairness, mutual equality and charity and is considered one of the most effective mechanisms of economic activity in the market.

Today in the world there are about 800 thousand. Cooperatives that bring together more than 10 million people. For example, in Europe, about 50% of the population are members of various types of cooperatives [3, p. 129]. Unfortunately, in Ukraine the development of the cooperative movement in the countryside to discover not obtained such distribution.

According to the Ministry of Agrarian Policy and Food of Ukraine, today in Ukraine registered around 851 operating salt-hospkooperatyv. And the total amount actually working in rural areas, can be identified only about 300 agricultural service cooperatives (ASC) [4]. Juices covered less than 3% of Ukrainian villages and towns (ASC ratio of the number of rural (village) on-settlements in is currently 2.2%). To agricultural cooperatives added less than 0.5% of the rural population - 21.5 thousand. Pers., While the 1917ir. figure was 55-60%. The total cost of services provided by ASC I half 2012 was only 35.2 million USD.

However, we believe that it is the agricultural cooperation was the best joint efforts of farm-Tov rovyrobnykiv to produce quality agricultural products and assist in its further implementation. For this to be established close links between agricultural producers (members peratyvnyh flat co-structures), local authorities, local communities and end users.

According to statistics, today the vast majority of agricultural products produced by households, about 80% of milk, 47 - meat, 98 - potatoes, eggs 37%. In addition, households held 77% of cows, pigs 56%, 47% poultry [5].

In our view, cooperative forces have produced include farmers and subsistence agriculture production in the marketing chain, increase value-added products that you are roblyayetsya (by improving primary processing and storage) and pi-dvyschyty its safety and quality.

In addition, cooperatives can be an effective mechanism zhur Executive farmers and give opportunity to solve a number of social and economic problems.

It should be noted that the cooperative movement is widely developed in the pain-sixth leading edge of the world (US, Canada, Japan, China and the EU Member States). Thus, 80% of agricultural production in Scandinavia, 65% - No derlandiv, 52% - Germany, Spain, France are distributed through Rural-kohospodarsku cooperation. A US cooperation - a milk processing 82%, sales of products - 30%, sugar production - 51%, wholesale trade of livestock - 40%, fertilizer supply - 45% of fuel - 44%. Cooperatives China and Japan implement the

domestic and foreign markets, more than 90% of agricultural products [6, p. 69-74].

***Conclusions and prospects for further research.*** Development of flat cooperatives should be considered as an important means of economic, social and cultural development, and human progress in countries developing. The state and its leaders should implement a policy whereby cooperatives would be able to receive appropriate assistance and support economic, technological, legislative, fiscal and other measures without affecting their independent activities.

An important step in the development of cooperatives in rural areas should be measures to spread knowledge of the principles and methodology of functioning of cooperatives among the rural population.

The expected results of cooperative activity are:

- Rural development;
- Increase the level and quality of life;
- The creation of new jobs in rural areas;
- The development of a competitive environment;
- Avoiding unnecessary intermediaries;

# **THEORETICAL ASPECTS OF THE EXTENDED RECREATION OF AGRARIAN ENTERPRISES.**

*O.P. Yaroslavlska*

*Studies the types and forms of agricultural production playing pee-dpryyemstv and the basic factors that influence expanded reproduction.*

***Reproduction, price inflation, revenue, profitability.***

The unstable economic situation in the agricultural sector, inadequate economic relations and food markets in this area lead to non-possibility of expanded reproduction major agricultural groups.

***Analysis of basic research and publications.*** The process of reproduction is studied classics such as JM Keynes, F. Quesnay, Marx and others. In Soviet times, this issue has been given much attention and it has found its reflection in scientific studies VV Novozhilova, AI Notkin, S.H.iStrumylina and others. In domestic economics problem of shape-use and resource potential of expanded reproduction farms studied VG Andreychuk, VJ Ambrosov, PT Sabluk and others.

***The aim*** - to unite theoretical aspects of expanded reproduction enterprises and especially in agriculture.

***The main material.*** The need for constant consumption of agricultural products leads to the continuity of its production-ment. Process for the production of permanent repetition scale is simple playback. When playing a narrower product number decreases from cycle to cycle. Due to the increasing number of population-tion and the international division of labor, there is a need to increase of the scale of agricultural production as a major source of food. If the scale and production at these stages are rising, a play called Extend-it.

Enlarged playback can exist in two forms: extensive and intensive. For extensive forms of increase in production is due to quantitative factors - an increase of producers-ing and material resources, provided that the quality of technology and

technology remains unchanged. For intensive forms of production increases due to the introduction and use of better quality inputs, new, advanced production technology, receives attention through the application of science and technology [4].

Particular attention among all economic factors should be given. Ri-wen and dynamics of agricultural prices may vary during the year depending on the timing and implementation. Prices of agricultural products should provide simple reproduction, pok-ryvayuchy cost inflation. If the rise in prices for finished products outpaced the growth of the means of production is decreased under these conditions would need to attract credit.

Due to the seasonality of agricultural production is necessary borrowed funds, it's due to the special nature of the formation expenses and reserves. The possibility of obtaining loans primarily depends on the monetary and financial system, the refinancing rate in the country.

Loans, according to some scholars, as a method of financial support in agriculture can be effective only in stable, planned farms. Those producers who have formed an unfavorable financial situation, credit is optional, unbearable load [1].

In our opinion, the use of borrowed funds is important to know the impact of alleged financial investments providing the highest returns on them. To do this, at the planning stage of production, it is advisable to identify the most profitable areas of financial resources.

Another important factor that affects the process of expanded reproduction, is inflation. It generates imbalances between supply and demand, accumulation and consumption, income and expenditures, the money supply in circulation and the real needs of the economy in the money, according to the law of cash flow, credit sources and their use and so on. With the development of inflation the inhibition of reproduction, increased social and economic instability in the country.

Agricultural producers other than the manufacturers of other industries, carries costs without receiving products with MOG la be sold. After working in agriculture period usually ranges from two (meat production) to 15-18 months (growing and fattening cattle for meat). Having over time income from sales, rural producers should pay to creditors (if funds were taken on loan) and to purchase capital goods for the next production cycle. Therefore, the turbulence-chka received from sales and costs of production for mo-nets of the period as a result of inflation are nezistavnymy.

Of particular importance in addressing the economic downturn has overcome the issue of forming a civilized market of agricultural products. Agricultural markets characterized by a situation where market supply exceeds demand. In this regard, the balance between the demand for agricultural products and its proposal whether or not any of passage only at low prices on the latest [6].

***Conclusions and prospects for further research.*** To implement the process of expanded reproduction company must address two main issues: the production is carried out with sufficient effectiveness; company must be sufficiently platospromozhnosti. That is why the company should develop a strategy for increasing requirements for management and control of financial resources, the main glass-governmental which should be: governance profitability, liquidity analysis (correlation of incoming and outgoing payments over time).

Exceeding these coefficients indicates the unit during reproduction, raising the capacity of agricultural enterprises are considered. However, in some years, reproductive capacity remains variable. This situation arises from the violation of parity when prices are higher than market production and farmers on-leave only 20% of revenue generated in this area. It is therefore necessary to hinder policy-balancing supply and price offer price. In addition, to improve the reproductive capacity of wages required increase in real wage farm workers, because current wages are the lowest in the national economy.

Only by addressing business and economic, organizational, industrial, social, environmental, and technological problems OJEC-nite optimality possible between th



## **THE MODERN STATE OF ORGANIC PRODUCTION IN UKRAINE.**

*V.G. Vdovuch, I.S. Cherkaska*

*The results of the current state of research and development of organic production in Ukraine.*

***Organic products, organic production, certification, organic market.***

The current state of socio-economic processes requires dvyschennya pi-level food security, especially providing people with high-quality, environmentally safe products of the domestic production. However, agricultural commodity producers in their quest to constantly increase production using intensive farming technologies based on chemicals, resulting in significant degradation of soil cover, violation of ecology-chnoyi balance agro-ecosystems, pollution agri-food products radionuclides, heavy metals, pesticides, etc. Therefore, in Ukraine there is a strategic task of increasing the volume of organic products to meet their needs for odnochasnooho enter the E-zhnarodni food markets.

***Analysis of recent research and publications.*** Problems of development of the market for organic products in the EU and Ukraine are reflected in scientific works of Ukrainian scientists such as V. Artysh [1], NV Borodacheva [2], Ye.V.iMylovanov [5] OV Rudnytska [8] and others. Most scientific dis-Robock have a common methodological nature. However, these scientists have made significant strides in the justification of the market for organic produce, market research methodology, mentality fatherland tion consumer, the specific implementation of the marketing mix, determi-ordinated features of the production and circulation of organic products. Dos lidzhennya and practical implementation of scientific development requires more detment approach to the study and understanding of these issues.

***The aim*** - to define and justify the main directions of development of organic production in Ukraine.

***The main material.*** Ukraine started deliberately by-ymatys organic production until late 1990s. However, it is increasingly asserting itself in the international market for organic products, occupying a leading position in the world in the areas of agricultural land-involved in their cultivation.

Demonstrating the past 10 years a steady positive dynamics of agricultural areas, which is certified organic, you duction, this figure 270 320 ha correspond to the 22 th place in the list of countries with the largest area of organic farmland.

The share of certified areas of total-ing the agricultural land Ukraine is 0.7%, while in the neighboring Czech Republic, Slovach-rank and Hungary - 10.8; 8.6; 2.9% respectively. One of the former USSR countries - Estonia - the figure is 14.75%.

At the present stage in Ukraine Organic agricultural-pawn are mainly large farms, which have an area of more than 3 thousand. Ha. To confirm the organic status of their products is, producers, processors and trade institutions to follow-certification.

Official statistical reviews IFOAM argue that if at the beginning 2003ir. Ukraine had 31 sector that received the status of "organic", at the beginning of 2012 in Ukraine, there are 155 certified organic farms, forged, the number is increasing (Fig. 2).

As for specialization in the production facilities of an agricultural product organic production, it is necessary espe-cheats that Ukraine takes the first place in the Eastern European region on the area of organic arable land, mainly specializing in the production of corn-ing, legumes and oilseeds. In addition, our state certification of Skilled more than 300 thousand. Ha wild, raw material of which is exported. Organic livestock production in Ukraine hardly developed. Imple mentation technology-organic livestock production sector associated with a number of problems, the most difficult of them - undeveloped internal, domestic market sales and lack of government support, so the transition to organic production is now unprofitable.

As seen from studies of 13 commercial establishments biggest cities of Ukraine (Kiev, Donetsk, Kharkiv, Kyiv, Lviv and Odessa) found that the widest range of organic and environmentally friendly products presented in Kyiv (12 of 15 categories studied). Also well represented environmentally friendly products in Dnipropetrovsk and Lviv (in 11 categories). In other cities available only 7 categories with 15. As the number of manufacturers of environmentally friendly products leads Lviv: shopping facilities in Lviv products sold 26 Ukrainian producers, 13 of which - locally made available only in Lviv and not detected in any of the other cities of Ukraine. The widest range of organic and environmentally friendly products is presented in Odessa and Donetsk.

Revealed that the geography of deliveries is concentrated mainly in the developed countries of Western Europe. Most Ukrainian exporters limited capacity to export organic products through barriers to enter the markets of Western Europe, which are divided between domestic and powerful Western companies.

Large farms have the ability to generate large quantities of organic products of suitable quality and export it abroad. However, in practice engaged in exporting mainly through agencies that constantly monitor the foreign market, attend international exhibitions and cooperate with foreign counterparts [4].

***Conclusions and prospects for further research.*** The key factors of successful export of organic products from Ukraine are: stable business relationships, reliability, constant availability of finished goods, proper quality product. Today Ukraine's image is likely to be negative.

To overcome this situation needs to focus on addressing the above issues. Also very important factor is direct contact with customers, without intermediaries. For European countries tend to import products from high prices and transport fares, with no trade barriers and in setting them long-term bonds.

Ukraine has a very large potential to expand the market for organic products to be used and developed. However, you need to change the approach to agricultural

technologies used. First, give up the introduction of chemically-synthesized fertilizers and plant protection products. Second, any use of GM organisms. Thirdly, the production must be certified annually to confirm that the "eco" -produkt really created

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## **STUDIES OF REASONS AND CONSEQUENCES OF LIMITATION OF ACTIVITIES OF AGRICULTURAL FARMS IN POLAND**

*L. Satola, M. Dacko, W. Sroka*

*Transformation in the agricultural sector by increasing the agricultural land is an important factor in the development of farms in Poland. In connection with inflexible supply of land, developing economy should receive it from the subjects, limiting output. From 2002 to 2010 the number of farms in Poland fell by 656,000 units (22.4%). The course and character of the process output constraints varied. However ,, regardless of its scope, the released part of farming resources may be used as part of another activity. In this aspect, as the planned divestment process of restructuring is very important and allow rationally - in economic terms - to reallocate resources and use them more effectively. The article deals with the question of restricting the activities of Polish agricultural enterprises through divestments.*

### ***Divestments, farms, limiting production restructuring.***

In the world economy changes that are the result of advancing globalization process, including the related need to cope with international competition from countries and individual producers are forced to change in the structure of the economies of many countries. This is manifested, in particular, the change in the share of individual sectors in the gross national product and employment. At the present time the biggest competitive possess those States that have failed to modernize its economy and maintain employment in certain sectors at a level that ensures the efficient use of labor resources.

In this context, in terms of the analysis of the Polish economy, a very significant problem becomes agriculture - to hold for many years and due to historical factors, high employment. A high percentage of workers in Polish

agriculture is the main determinant of the low efficiency of labor, and as a result, in many cases, the cause of unprofitable products and large differences in income.

A necessary condition for the development of farms in Poland are the changes in the agrarian structure, in particular those that will contribute to an increase in the area of farms. The average area of agriculture in Poland, according to the Public Agricultural Census of 2010, was equal to 6.82 hectares of agricultural land. So small the average area of agriculture, in addition to taking into account the unfavorable agrarian structure in Poland, which is characterized by a dominant share of the groups of farms with the smallest area, is a significant barrier for the transformation of agriculture. To potentially developing unit could increase its economic potential, it is necessary transfer of land from weaker subjects. Processes of economic decline farms in recent years strengthened, although rarely end in bankruptcy or insolvency in the legal sense, they are often restrict production functions economy or complete cessation of agricultural activity. Owners coming into economic decline of farms in recent years increasingly decide to sell the land or agricultural equipment. Such changes should be considered a positive social phenomenon, since the transfer of land is one of the most important factors determining the success of the process of change in developing economies - using active strategies to adapt to the current conditions of the market economy and the mechanisms of the Common Agricultural Policy [Wojewodzic 2008].

***The purpose of research*** - to evaluate the process of limiting the activities of farms in Poland. This process is understood as a departure from the production activity of subjects who were still agricultural activities, defined as activities in the field of plant or animal products.

***Basic material.*** Changes that occur in the farms may have its source in nature and endogenous factors arise primarily from the manufacturing sector capacity, ie major resources available factors of production, or may be exogenous, resulting from the impact of other institutions and actors [Hunek 1998, Sulewski 2008].

Agriculture, as well as other economic entities are subject to the processes of change and internal transformation in order to adapt to dynamically changing demands of the external environment. However, the mechanism of these devices may be different. Subjects who are unable to cope with the demands of the environment, cease to grow, lose contact with the market and, in extreme cases, be subject to liquidation. A significant part of domestic farms is limited due to market agricultural products. The constant evolution of the economy is an objective fact, and also occurs in a situation of complete isolation from its agricultural markets, as the pressure of the environment to changes in the economy also takes place by the action of a public nature (in particular, by promoting the formation of a model of life and the needs to which income from farming activities can not cope) [Wojewodzic 2010].

The most prominent feature of limiting agricultural activity is the elimination of farm production as subjects. During the eight years between successive agricultural censuses in Poland (2002-2010), the number of farms decreased by 656 thousand. (22.4%), including the number of farms area exceeding 1 ha of agricultural land decreased by 390 thousand. Subjects ( 20.1%).

At the macro-region Malopolska and Poguzhe where the greatest fragmentation of farms, these changes even more. During the eight years in this area the number of farms with an area exceeding 1 ha decreased by 1/4. Among the provinces, which are formed on the macro-region, the most clear-cut reduction in the number of farms has come of Silesia, where the "disappeared" almost 1/3 of the subjects. With respect to the smallest changes came in the Świętokrzyskie region, which disappeared nearly 20% of the units that have led production in 2002. The reasons for these differences in the macro-region can look for, particularly in the chances of getting a job outside agriculture, differences in urbanization and industrialization provinces as well as in the former agricultural structure. Changes in the sectoral composition of employment may then, if there is a large enough demand for work in other - more competitive sectors of the economy, now mostly in services. This occurred during the period of rapid economic growth (2006-

2008), when it was created many jobs outside the agricultural sector. These conditions made it possible to move the workforce available to farms in other sectors of the national economy. There must also mention the considerable labor emigration of the population of Poland, intensified after the integration with the EU in 2004. Part of mostly young, residents of rural areas has decided to start work abroad countries, positioning their chances of financial independence in the target country of emigration rather than in their own country, particularly in agriculture.

Despite the sharp decrease in the number of farms in 2002-2010 gg., It is worth noting that among the subjects that are presented in the media as agriculture statistics, there are entities that do not lead productive activities; are decadent stage. Their number is based on the Common Agricultural census of 2010 in Poland is estimated at 387 thousand. Subjects, of which 308 thousand. - A farming area not exceeding 1 ha of agricultural land (Information on the results of the Public Agricultural Census 2011). This shows that the real scale of the termination of agricultural production in farms is much greater than can be considered by watching the official data of public statistics. In addition to these reasons, this comes also because even in subjects that are still functioning, the production of agricultural products is very limited in terms of volume. The size of this production is so small that it is provided only for the (often partial) family farmer food products, or acquires only amateur in nature. For obvious reasons, this scale of production has no commercial nature, as a result does not prejudice any contact with the market economy. This situation leads to the irretrievable breakdown of contractual trade relations, extensification of production in the long term its complete cessation.

It should be noted that divestment is a strategic option that can be used not only in small farms. Also large manufacturing entities in the agricultural sector can use divestitions steps in the process of improving the efficiency of their operation. In their case, it may indicate a planned process of liberation from parts sales are still activities (production areas) to thus freed resources of the organization to assign to the production of food products, characterized by higher

profitability [Osbert-Pociecha 1998]. In this area, questions divestments may be useful also in the process of transformation of farms in Ukraine, which are characterized by different conditions from the Polish agrarian structure (a large proportion of the large area of subjects), as well as other ownership structure (see. Lerman and others 2007). Divestment can be adapted to the conditions of the agricultural economy in Ukraine is not so much in the process of transformation of small farms, but in the process of change associated with the transformation of the itinerant structures in individual subjects, characteristic of the market economy.

***Conclusions and prospects for further research.*** Divestment is a process which can play an important role in the changes in the rural areas. Synthetically phenomenon was characterized restrict the activities of farms provides an exceptional chance for divestitsionnyye processes will enable the effective use of at least part of the resources of production factors, which are no longer used in the production of restricting or stopping production farms. From a macroeconomic point of view, given the chance to prevent divestments (albeit partially) waste production property of subjects of agriculture, which stop or limit the scope of