УДК 339.172

The range of goods on the domestic stock market

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The role of the exchange of goods in the functioning of the exchange market, their requirements and classification. Reviewed situation in respect of goods that are traded on the domestic stock market. Directions improvement formation nomenclature exchange market in order to further integrate into the global exchange space.

Commodities, standardization, stock market, requirements to exchange goods, classification of goods exchange, exchange nomenclature commodity derivatives

Statement of the problem. The development of stock market in our country has been and remains a key problem solving in the area of fair pricing, optimal organization of trade and security price risks arising in the course of trading. There is some specificity of the domestic stock market, which is set in the list of goods that can be traded on the stock exchanges of the country. Unfortunately this list is not always meets international requirements and standards and thereby inhibits the exchange integration processes.

Analysis of recent research and publications. In the scientific literature on the functioning of the exchange market in a large number of works, including such noteworthy authors Prymostka L.A., Sweet M.A., Sohatska O.M. Shpychak O.M., Jaworski V.A. and others.

The purpose of research - an analysis of the range of goods on the domestic stock market and determine its impact on its level of development in terms of integration into the global exchange space.

Results. The main condition for exchange trading is the availability of goods traded on commodity exchanges, and their level of standardization. In the domestic commodity market in circulation are about 20 million titles headings. However, quite a few of them may be subject to exchange trading on the commodity exchanges. To trading on a commodity exchange are permitted goods, the main feature of which is the simplicity and standardization of variety and quality. In the development of stock trading generated clear requirements for exchange of goods.

To exchange goods, which trades on the commodity exchange, shall not withdrawn from goods of a certain kind and quality as well as a standard contract for the said goods traded at the stock exchange in accordance with the rules of stock trading.

Exchange merchandise must meet the following requirements [1]:

- widespread production and consumption, a large number of producers and a wide range of consumers;
- standard, compliance with the established quality requirements and other specifications required by law;
- interchange within certain groups and types of goods;
- well carried;
- well-preserved;
- independent quality characteristics of the product from a particular user;
- variability of prices by the natural, seasonal and other factors

Consequently, the stock item is massive, homogeneous, quantitative and qualitative standardized, interchangeable, impersonal and, given the high level of demand and supply, they traded in large volumes, so you can set a real market (equilibrium) price.

Unification of commodities, according to state standards, meets the requirements of trade in the domestic market of Ukraine. In addition, virtually every commodity exchange develops according to state standards and uses a list of product groups in accordance with the provisions of the stock standard.

However, experience shows that when leaving Ukraine stock of goods on world markets is a problem discrepancy national exchange standard and accepted in world trade. To a large extent it determines the fact that only 10% of the total exchange turnover Ukraine sold in the markets of real goods international exchanges.

Standard exchange contracts, in accordance with the rules of stock trading, contain fixed exchange quantity of a certain brand, type, brand (stock unit, batch, lot, or containers that fit vehicles or are traditional volume and weight) and regulate the timing of its delivery. For example, in Ukraine a lot of wheat wagon party has a volume

of 60 tonnes for sunflower it is 8-12 tons during transport trucks, and 60 tons - railroad tank cars. Exchange trading rules strictly regulated by quantitative parameters, deviations from the prescribed weight or volume should not exceed 3%.

Of commodities usually are raw materials or semi-finished product, as the primary classification attribute when it is singling out what he has to undergo only primary treatment technology.

Machine-tech products, ready-to-eat products for industrial production and consumer goods are not subject to exchange trading because of their diversity, rapid changes in specifications and a high level of monopolization of production and marketing them.

There are several classifications of exchange-traded products. According to one of these products, which are made trading on commodity exchanges, combined into five groups, covering more than 70 different types of product lines to exchanges of real goods, but in 1991 the commodity exchange traded variety of over 3000 titles and 148 - futures markets [3]. The main range of these products is given in table 1.

More than a third of the total turnover of international commodity exchanges accounted for trade in agricultural products and raw materials, timber and foodstuffs. The main products in these groups are oilseeds and products of their processing and grain, the total rate which accounts for over 60% of the turnover of agricultural products is about 18% of trade in food products and about two percent - timber.

1. Classification exchange of goods in the international commodity exchanges

Trading group	Main range
1. Agricultural products and raw materials	1.1. Cereals (wheat, corn, rice, oats, barley, rye) 1.2. Oilseeds and products of their processing (sunflower, flax and cotton, soybeans, meal) 1.3. Textile raw materials of agricultural production (cotton, jute, silk, yarn, fees wool, linen) 1.4. Natural rubber
2. Foodstuffs	2.1. Vegetable origin (sugar, vegetable oil, peanuts, orange juice concentrate, cocoa, coffee) 2.2. Meat and livestock
3. Timber	3.1. Lumber 3.2. Plywood

4. Ferrous and precious metals	4.1. Non-ferrous metals (copper, tin, lead, nickel, zinc, aluminum) 4.2. Precious metals (gold, platinum, silver, etc.)
5. Fuel and energy materials	5.1. Oil and oil products (crude oil, heating oil, diesel, gasoline) 5.2. Gas and its processing products (LPG, gas oil, gas)

In stock trading of industrial raw materials and products for more than half of turnover accounted for fuels and fuel, Precious metals make up about 30% of turnover, and the proportion of non-ferrous metals is about 20 percent. [5]

A completely different structure consisted of commodity circulation in domestic markets, which is caused by the action of many objective and subjective factors.

The initial phase of the revival of stock trading hit at the end of the 1990s, when started reforming the socio-economic system in the country. The elimination of centralized distribution of resources and the state system of logistics, the introduction of free prices for scarce market conditions led to the emergence of a large number of markets as an alternative distribution system planning authorities. All of them are registered as commercial entities and were intended to generate income for the founders. The difficult financial situation, an acute shortage of inputs and imperfect legislation led to the transformation of markets on normal market intermediaries, which created opportunities for speculative trading real goods and the immediate delivery of goods sold. In stock trades exhibited a variety of products for which demand was only [3]. Therefore, the overwhelming share of the product portfolio of most exchanges were not commodities, and machine-technical products, equipment, and consumer goods.

In Ukraine, all product can be implemented through a stock exchange. For example, Kriviy Rig Mercantile Exchange "Basis" admitted to trading these assets: real estate, vehicles, agricultural and other machinery, chattels and other products, the implementation of which is not prohibited through a stock exchange regulations.

Specific product groups sold through the stock exchange are precious metals, property companies, which was in a tax lien, and confiscated customs. Precious metals markets in Ukraine - a gold, silver, platinum, platinum group metals, brought to trial in accordance with the highest international standards in bars and powders that have

quality certificates, and coins made of precious metals. With platinum group metals palladium taken only.

After the entry into force in December 1991 adopted the Law of Ukraine "On the Commodity Exchange" and improved legislation on enterprise income tax situation has changed. Exchange began to perform the functions inherent in commodity exchanges in countries with developed market economies. And the commodity structure acquired the following form (table 2).

According to the State Statistics Committee of Ukraine in the commodity structure of exchange transactions during the period under review takes the largest share of agricultural products and from 2007 to this day it gives fuel. Significantly increased volumes of trade in forest products, indicating that the expansion of trading it for this kind of commodities. Such products as computers, construction materials do not seem to exchange trading, which is a good thing in terms of the revaluation of goods belonging to the list of exchange.

2. Commodity structure of domestic stock trading

Heading	2000 year		2007 year		2013 year	
	The volume of transactions, million	Share,%	The volume of transactions, million	Share, %	The volume of transactions, million	Share, %
Metal and metal products	4,9	0,29	8,7	0,04	0,1	0,0003
Non-ferrous metals	0,3	0,02	-	-	0,1	0,0003
Vehicles	193,4	11,50	452,8	1,94	51,1	0,18
Computer equipment and office equipment	8,6	0,51	-	-	-	-
Forest and timber	0,7	0,05	701,8	3,0	1861,3	6,46
Building materials	3,6	0,22	-	-	-	-
Fuel:	290,6	17,28	9343,4	40,00	11132,8	38,65
including coal	1,5	0,09	0,4	0,002	2180,1	7,57
gasoline	0,5	0,03	7,2	0,03	669,7	2,32
Agricultural products	989,7	58,83	9596,8	41,16	11631,6	40,38
Foodstuffs	62,8	3,73	1228,5	5,27	2245,2	7,79
Chemicals	124,9	7,42	0,3	0,001	12,0	0,04
Other products	2,6	0,15	1981,00	8,50	1872,8	6,50
Total:	1682,1	100,00	23313,3	100,00	28807,0	100,00

Source: State Statistics Committee of Ukraine [1]

An important feature of stock trading is the absence of the exchange goods for exchange during the auction. As the quantitative and qualitative characteristics of commodities are standardized, no need for his presentation. Especially important is to establish requirements for the quality of commodities and monitoring compliance with them.

Conclusions. Analyzing the situation prevailing in the domestic stock market in terms of goods traded on it, it may be noted that there is a positive trend of increasing auction items that are credited to the stock list. However, there is a question for further research to enhance trading on exchanges such as the type of exchange-traded commodities derivatives. Last standards require proof of exchange of goods to the world, a clear legal framework in this area and to attract producers and consumers to trade in the stock tools. As a result, the mechanism will operate a fair pricing and price insurance risks in the stock market.

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336.77: 631.11

FEATURES OF CREDIT SERVICE ENTERPRISES AGRICULTURAL SECTOR

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The article deals with the nature of the agricultural lending sector, the features of the loan servicing companies agrarian sphere. Determined the most important areas of service credit enterprise of agricultural areas.

Keywords: credit services, agriculture, financial resources, preferential loans, government support.

Formulation of the problem. In modern conditions agrarian sector enterprises to update their material base, introduction of innovative technologies, construction of new facilities increasingly require financial resources. Credit money is a necessary source of business financing agricultural sector, but the poor financial condition of many farms, lack of collateral required by banks, the lack of positive credit history make it difficult, and in some cases make it impossible to obtain bank loans [2].

Analysis of recent research and publications. Problems credit services business of agricultural areas studied by many scientists and farmers. An important contribution to the study and solution of these problems did: P.T. Sabluk, M.J. Dem'yanenko, V.M. Aleksiychuk, S.A. Bukovynskiy O.D. Wasylyk, I.N. Bryukhovetsky, A.I. Danilenko, V.K. Zbarskyy, V.M. Zayac, V.V. Zinovchuk, P.A. laiko,I.A. lutiy, V.J. Messel-Veselyak, V.P. Riabokon, S.S. Osadets, H.M. Pidlisetsky, A.M. Poddyerohin, V.G. Andreychuk, I.G. Kirilenko and others.

Economists studied the bulk of theoretical, methodological and applied aspects of the provision of agricultural producers banking financial resources. But the

problem of bank lending agroformations still remains unresolved and continues to escalate.

Despite the presence of substantial research, this issue is relevant, so that requires constant attention and improvement.

The aim - the aim of the article is to determine the characteristics of credit services business of agricultural areas; research problems financing of agricultural and proposals for their solution.

The main material. Collateral major problems of the agricultural sector is the lack of credit for the development of enterprises of agricultural sector; the high cost of bank loans; complexity of obtaining credit; inability to provide collateral in agricultural land or lease rights to them; no guarantee mechanism in attracting loans [6].

Studies of the loan servicing agricultural enterprises,
indicates that they mostly work from their own resources, their share in the production of a significant, but not sufficient for self-financing. Limited own funds makes farmers rely on support from the state.

The need for credit, with no farm commodity as may be caused by the specifics of its reproduction process. The latter, in turn, requires that the objective requirements of the industry in the process of its credit services [4].

Bank Lending agriculture is a specific type of asset transactions in connection with the peculiarities of the national agribusiness.

Bank Lending agriculture has certain attributes defined specificity agribusiness. The credit policy of banks engaged in lending to agricultural enterprises should have some differences, taking into account the feature of agricultural borrowers, industry specifics agriculture and food market countries.

The main specific differences agricultural lending borrowers include: increased riskiness of the loan portfolio related to the vulnerability of agricultural products and dependence solvency of the borrower on weather conditions and policy agricultural market regulation; cyclical provision and repayment of loans, due to the seasonality of production and sales and periodic fluctuations in enterprise needs additional working capital [5].

Factors that affect the riskiness of agriculture - are factors that depend on the specifics of the borrower and features of doing business in certain sectors of agriculture. For companies that specialize in crop production, credit risk may differ from the risks inherent in enterprise specialized in animal husbandry.

Agricultural enterprises need to have some savings and reserve funds, including a certain amount of cash in the current account (and the volume of reserves is not possible to accurately predict or calculate) in the event of a rapid increase in receipts of finished goods that will be needed for the collection, primary processing and storage.

It should be noted that the amount of reserves may not be large, since agricultural production is most sensitive to the effects of inflation, which is also due to the seasonality of production. Loans farms should be made clearly stipulated in the terms and subject to the principle of adequacy lending as untimely divination and inadequate loan amount may affect the technology of agricultural work and, consequently, in a loss of yield.

This situation make it impossible to repay the loan by the borrower in the loan agreement stipulated time.

These features require banks adaptation of internal procedures and loan products specific to agriculture [7].

Development lending agrarian sphere depends on the following factors: the level of the financial condition of the company; collateral; quality management of the banks; mentality and professionalism of managers of the enterprise; stage of the life cycle of an enterprise; availability of long-term resources of the Bank; interest rates on long-term loans and the price level; level of the exchange rate of the national currency; guarantees of private ownership of property; legal unity of land and property; legal security of the mortgaged property; tax rates and tax incentives; government support; a system of registration of immovable property and rights to it; condition assessment activity; performance of insurance companies; level of market development of movable and immovable property; infrastructure development credit market [1].

One of the important features of lending farmers are seasonal nature of agricultural activities and turnaround times. This leads to a large gap in time between the implementation of production costs and income from sales, creating a shortage of working capital, which in turn leads to the need to cover the expense of short-term loans.

Another feature is the increased risk of loan defaults as a result of the negative impact of environmental factors, including: adverse weather conditions, disease, parasites, etc., that can reduce the yield of plant and animal productivity, which in turn will lead to a shortfall in the planned financial results. It should be noted that the crop is more risky in nature, it is impossible to accurately predict the weather. In addition there is a risk of loss or damage to property due to natural disasters, which not only reduces profitability, but can destroy the collateral [3].

It is important to emphasize that one of the factors that affect the credit relationship, there is an environmental risk. It pollution can reduce productivity and quality of output of livestock and crop. These important issues require further investigation.

Specificity of modern agrarian sector of Ukraine lies in the fact that the vast majority of agricultural products produced on commercial farms are not, and the farms of citizens who, along with farmers considered the most effective form of agricultural enterprise at a stage of transition. By the farms people are farming, production of which exceeds the amount needed for consumption in the household, and the excess sold as a commodity in the market through various channels outside the household [8].

In Table 1 we consider the dynamics of agricultural lending sector.

Table 1

Dynamics of bank lending to agriculture [9]

Index	**2010**	**2011**	**2012**	**2013**	**In 2013% to 2010**
Lending to agriculture million. / USD.	22600	26900	28300	34 954	154,6

Investigation of lending in recent years shows an increase in lending in agriculture. Thus, farm loans in 2010 amounted to 22.6 billion. UAH. In 2011, there was a tendency of growth of total loans to agriculture. Their amount was 26 900 mln. Increased total amount of loans to 1.4 billion. UAH. in 2012 compared to 2011 and to 5.7 billion. UAH. compared with 2010. According to the National Bank of Ukraine in 2013, the total amount of loans to agriculture amounted to 34 954 million. UAH., Which is 54.5% more than in 2010.

It should be noted that the above features of agricultural production lead to the development and implementation of organizational-economic mechanism of lending in agriculture, which is a system of organizational, economic, legal, administrative and regulatory actions, methods and processes that shape and influence the effectiveness of credit relations.

Established that barriers further dynamic growth in lending agrarian sector are: low financial state farms; lack of legal regulation of relations connected with the provision of credit; lack of adequate collateral agricultural enterprises; high interest rates, which are due to the high cost involved in long-term funds; shortage of long-term resources of the Bank; insufficient management in banks and so on.

The main directions of a full-fledged credit system of agricultural producers include: changing the regulatory framework in the field of agribusiness lending, particularly to improve the mechanism providing partial compensation; legislative regulation of the rights and duties of the loan process, ensuring adequate state support in concessional lending.

Conclusions. Established that bank lending is still not playing proper role in financing agricultural production, as evidenced by insufficient bank lending to agriculture.

The development of credit relations farms with commercial banks depends largely on improving their solvency and liquidity of credit.

The main lines of the credit to stabilize farm is a set of measures by the government and the banking system, aimed at developing an effective integration mechanism of interaction with the agricultural sector; increase financial support for

agricultural enterprises through the mechanism of reduction credits; development and use of all possible sources for raising capital in lending to agriculture (efficient use of public funds, increasing budget allocations of foreign loans, creating their mechanisms of state funds, bank loans or mixed).

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ОСОБЛИВОСТІ КРЕДИТНОГО ОБСЛУГОВУВАННЯ ПІДПРИЄМСТВ АГРАРНОЇ СФЕРИ

Аврамчук Л. А., Зезуль І.М.,

У статті висвітлюється сутність кредитування підприємств аграрного сектору, визначені особливості кредитного обслуговування підприємств аграрної сфери. Визначено найважливіші напрями кредитного обслуговування підприємств аграрної сфери.

Ключові слова: кредитне обслуговування, аграрний сектор, фінансові ресурси, пільгове кредитування,державна підтримка.

ОСОБЕННОСТИ КРЕДИТНОГО ОБСЛУЖИВАНИЯ ПРЕДПРИЯТИЙ АГРАРНОЙ СФЕРЫ

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В статье раскрывается сущность кредитования предприятий аграрного сектора, определены особенности кредитного обслуживания предприятий аграрной сферы. Определены важнейшие направления кредитного обслуживания предприятий аграрной сферы.

Ключевые слова: кредитное обслуживание, аграрный сектор, финансовые ресурсы, льготное кредитование, государственная поддержка.

FEATURES OF THE CLASSIFICATION OF SOCIAL AND PSYCHOLOGICAL METHODS OF MANAGEMENT IN AGRICULTURE

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The article analyzes the main methods of personnel management, represented in the works of domestic and foreign scientists. Studied the peculiarities of social-psychological methods of management and presents a detailed classification.

***Keywords**: socio-psychological methods, methods of external influence, methods of internal exposure, individual methods.*

Statement of the problem. Historical experience and current practice suggests that no system can function without government. However, today there is a problem of inadequate study of social and psychological characteristics of management personnel and the culture of the organization.

Analysis of recent research and publications. Social and psychological management techniques shown in scientific studies J.S. Zawadzki, O.D. Hudzynskyy, A. Chemeris, M.F. Kropyvka, N.V. Onischuk, F.I. Hops, G. Schekyn and other.

The wording of the purposes of article (problem). The main objective of agricultural management is to ensure that management practices to ensure favorable conditions for the operation and development of agriculture, it is necessary to determine management practices and determine the place of social and psychological methods in the management of human resources in the organization.

The main material. As in society and the individual, are important moral and ethical categories, values, ethics and morals, relationships between people. Tsilenaprvlene formation of public opinion, its orientation create the conditions necessary for the manifestation of the social activity of the society and the individual. Methods of formation and use of public opinion, social activity, resulting in significant social ethical categories and values and make a set of social and psychological management.

Low levels of financial incentives, working conditions and the development of social sphere in rural areas leads to an outflow of young human resources, so today it is necessary to improve public policy on social development of rural areas.

The main components of the motivational mechanism in agriculture should be as follows [1]:

• The social component is to provide social benefits, the creation of appropriate conditions for social and cultural development workers. Developed social infrastructure in rural areas play an important role in motivating workers. Given the same salary will be higher motivation of employees in the company with the best conditions beyond the production of leisure.

• The product component should ensure normal production, a system of tangible rewards, depending on the results of work of the individual worker and the overall performance of the enterprise.

• Motivational component should take into account the basic theoretical principles and provide employees interested in improving the quality and quantity of their work. Particular attention should be paid to workers with respect to awareness that only the constant improvement of their professional skills to provide them with a decent level of remuneration throughout your career.

When making management decisions must take into account not only the internal state of the economy, but also factors of influence. Therefore, when we combined factors influence psychosocial management techniques into the following groups: methods of external influence; methods of internal exposure; individual methods.

Methods of external influence. To this group comprises methods that are a manifestation of the external factors that have a significant influence on the organization and is reflected in the social and psychological activities. External methods - a fugitive techniques that influence decisions by management, as a result, the internal processes of the organization. However, in practice, if the various organizations to influence by the same methods, the result of their work in most cases

will be different. This is because, depending on the views and experience of members of different solutions to the problems.

At the level of external influence acting methods of managing social and mass processes. It is primarily the impact of media propaganda to the population, regions, social strata to form ideas about the nature of the current state of social development and social and mass processes (social state of society, employment, crime, poverty, etc.). At the same responsibility for objectivity and timeliness are not only the media but also government. This category includes:

- Social standards of life (life expectancy, literacy, real GDP per capita birth rate, unemployment rate);

- Social rules and norms (social services, transport services and communications, health care, providing schools, service institutions of culture, physical culture and sport, public services, trade, catering, social work with children and youth);

- State awards and awards (medals, medals, honors, etc.), but submission to government fees and awards make head or staff of the organization;

- Social consciousness (tradition, culture, religion, ethnic characteristics);

- Media coverage;

- Public policy on social development of rural areas;

- Social protection of rural areas, and more.

Methods of internal exposure, implemented within the organization. At this level, specifies the laws of society, is formed and manifested the personality of each. Organizing power of collective forms of communication not only professional skills, but also develops a personality. The level of social and psychological management characterizes the development team as social cohesion, social indicators system of its moral and psychological climate that has emerged.

Management practices at the level most appropriate collective rules of collective behavior, the formation of collective ethics. The data management techniques operating at the level of relations between members of the team or its

individual groups. The main element in the group serves the organization's culture, which defines the objectives and priorities of socio-psychological control, the nature of relations and relations between workers and groups of workers, employees and management personnel. Depends on the socio-psychological climate in both interpersonal and intergroup communication and the organization as a whole. This category we took:

- Motivation to work (immaterial and material);
- Recruitment, training and staff development;
- Labour Organisation (introduction of flexible schedules, providing additional free time, redistribution of free time);
- Conditions of work and rest (safety, health and living conditions, cultural conditions, protection of health);
- Industrial democracy (the possibility of equity, profit-sharing, awareness of personnel level career opportunities);
- The style of management and labor discipline,
- Psychological climate in the team;
- Methods of psychological influence, and so on.

Quite often the manager must solve the problem of the formation of the team, determine priority areas and ways of its social development. Development team is only possible through the procedures of proper selection, placement and fixing frames, identification of prospects to meet the needs of work and fun personality. In the selection of staff should take into account the complex socio-demographic and professional qualifications as an employee. These problems are solved by using individual methods of socio-psychological control.

Individual methods of social and psychological impact of being implemented at the level of the private interests of the individual. It should be noted that the internal methods of organization are external with respect to the individual. The subject of management of this group of methods acts as the general public and staff, and especially managers. Within individual management is primarily a personal example, when the manager himself is emulated or points to sample employees. It is important

to focus on the head of the personal dignity of people, respect their ideological and moral principles and beliefs.

In solving the moral and psychological impact on the individual special role of motivation, especially moral incentives, which allows employees more aware of the social significance and necessity of his work as a moral duty to themselves, their colleagues and the public. But moral incentives, combined with the material gives much more effective results, because it is necessary to consider the moral encouragement, not supported by the material, just as quickly loses its strength as a material that is not accompanied by the staff respectfully and society.

The main problem is the right choice of effective social-psychological approach, this requires not only a set of methods, but also to effectively influence knowledge worker's personal characteristics. This group of methods include:

- Psychological (ability, temperament, character, will and emotions);
- Motivation (needs, values, interests, values, guidelines);
- Socio-demographics (gender, age, status, education, skills);
- By example (as manager and employees).

However, experience shows that the greatest effect is achieved only when the system is used in methods where each method complements and enhances the other. Using a social-psychological management should be aimed at achieving the organization's goals and objectives of employees, creating social and psychological effects, without which it is impossible to imagine the effective management of people in organizations.

Conclusions and recommendations for further research. The basis of the organizational HR farmer is the head that has to master the methods of socio-psychological control, because it is a potent factor in stimulating labor activity of the company and allows to considerably improve the level and quality of work in farms, leading to increased economic performance of the economy.

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UDK 330.341.1

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MARKET OF BIOPROPELLANT IN UKRAINE AND INCREASE OF HIS EFFICIENCY

Annotation. *In-process grounded directions of market of biopropellant, prospect of providing and increase of efficiency of the use of fuel and energy resources development are in the agrarian sphere of economy of Ukraine.*

Keywords: power resources; innovative development; scientific and technical policy; alternative types of fuel; biopropellant.

Raising of problem. Among many problems which require an exigent decision, a value is important the prospects of market of biopropellant development have an important value in Ukraine. Development of energy from renewal sources it must be the primary objective of power policy of Ukraine, and development of untraditional відновлювальних energy sources a speed-up, in particular biopropellants, by major priority in the economy of Ukraine.

Research purpose. Development of suggestions is in relation to the prospect of production of biopropellant in Ukraine.

Exposition of basic material. In a modern biotgas production utillize three basic technologies of methane fermentation: continuous, variable and periodic.

Continuous fermentation consists in the permanent in time receipt of raw material (organic offcuts, excretions of animals and others like that) to the reactor. Simultaneously with the serve of fresh gnoevki there is an outflow of mass which fermented. Raw material which is added fermentation must have liquid or semi-fluid consistency. Better in all gnoevki of cattle or pigs befits for this purpose. This technology needs the least fermanchiynuch chambers and will realize the process of continuous production of biogas. Fermentaciyni reservoirs can be set horizontally or apeak, different there can be methods of interfusion of mass (by a

mechanical mixer, pumping-over of raw material, insufflation of biogas and others like that), and also methods of introduction and leadingout of raw material. Technology with continuous fermentation belongs to most technically exhaust.

Variable fermentation needs construction at least two ферментаційних reservoirs which in turn are filled raw material. Through set time (from 8 weeks to a few months) free the first high-usage reservoir, leaving in him the two-bit of шламу for inoculating of bacteria at a next load. A production of biogas at the use of this technology is cyclic. Than more reservoirs, the more short interruptions between the cycles of production of gas from different reservoirs.

Periodic fermentation takes a place after a similar to variable fermentation process, but with the use of one to the ферментаційного reservoir which is periodically filled and upon termination of fermentation free. This technology is used at presence of thick raw material, such as a pus. Requirements are often put, that a period of stay of pus in a ферментаційному reservoir was not less than than 6 months. At such requirements and such technology, the production of gas is possible only twice on a year and is the lowest in comparing to other technologies.

Results which are attained in development of the technical providing of rural locality with the use of biotgas options, it only small step in direction of decision of general complex issue. Technologies of processing of органіки with the use of біомаси of phytogenous in biotgas options get distribution in connection with reduction of total number of livestock of cattle and growth of cost of traditional power mediums. However much the technical providing in Ukraine of these technologies does not answer modern requirements and needs the proper development. The important condition of development of biotgas technologies on the modern stage is an increase of efficiency of hardwares for the production of biogas with the minimum possible extrass of harmful gases in an environment.

Conception of technical and technological decision of problem of the compatible use of organic fertilizers and vegetable біомаси is mined-out and realized in biotgas reactors. During fermentation in a reactor to fermenting mixture fresh mixture which ousts done in other capacity is constantly added. By

mechanical mixers the process of fermentation in a reactor is distributed evenly on volume. Fermenting mixture remains in a reactor so much times, how many it is biologically necessary for decomposition of organic matters bacteria. At optimum terms and temperature in a reactor 35-45 °organic matters are laid out on 90...95 % for 35-45 days. The special attention must be turned on homogeneity of fermenting mixture. In a reactor bacteria must be constantly provided with organic matters. It needs permanent serve of homogeneous organic mixture in a reactor. Technology of growing of vegetable mass stipulates efficiency of process of зброджування. The table of contents of raw phase in біомасі determines time of stay субстрату in a reactor. And maintenance of raw phase depends on the degree of development of plants. Therefore, to provide the maximal exit of methane from gas it is needed to optimize time of mowing. Late collection gives the high exit of біомаси from to the hectare, and early — low. The specific exit of methane is Therefore possible from біомаси on the hectare of area of reared біомаси can hesitate in considerable limits. As in mixture which raw material is for зброджування in a biotgas reactor, an important component is a pus, it is necessary to define his efficiency at formation of biogas. As one head of VRKH makes annually about 1,5 т raw material in the form of organic fertilizers from which the output of methane makes on the average 355 м3. And exit of methane from on power necessities answers the hectare of plants to the output of methane from 8-18 heads of VRKH. These calculations do not determine processing of organic fertilizers as less effective. It is expedient to utillize both субстрати which at обєднанні 'create субстрат with improving qualities. In particular, quality of organic rises finished off, that get thremmatologies in the process of utilization of offcuts.

All built now, to the biogas options, both economic and industrial, differ the large varieties of specific production, technological and technical decisions.

The project of the biotgas setting is successfully carried out in an agricultural company „Vycia", which is located in the Kaunaskomu district. This setting includes 3-и horizontal biotgas, by a capacity for 300 м3 each, which are

able to do reactors to 60 т of liquid organic offcuts for days. Annually in the biotgas setting from about 400 thousand of м3 biogas which is utillized for a generation 185 кВт·год electric power and work of two steam-boilers general power 300 kW for heating of capacities is made субстрату. Part of mined-out electric energy provides the own necessities of company, and remaining – passed in a general network.

The prospects of development of building of biotgas options (BGU) in Ukraine are fully real, because for their effective load a presence has raw material, and prices on fossil power mediums continue to grow. In addition, a transitional period which was got by Ukraine at an entry to SOT for driving of economy and legislation to accordance with world norms and standards of menage will be completed soon, in a that number in the field of safety of environment and guard of natural environment. Hundreds of the Ukrainian enterprises are interested in building of biotgas options. A few developed biotgas projects expect investments from abroad or internal financial resources, and a few - are on the different stages of planning, building or start in work.

The first industrial biotgas setting was built 2003 in c. Olenivka of the Dnepropetrovsk area for processing of гноївки on a pig farm on 18 thousands of chairmen. A project is developed the company of Netherlands BTG after accompaniment of NTC "Biomasa". Day's load of two biotgas reactors of lagoon type, by volume of for 1000 м3 each, makes 80 т of pork гноївки with addition of negligible quantity of offcuts of workshop of backwall of bird. Working in a мезофільному temperature condition, the biotgas setting provides the output of biogas at the level of 3300 м3 for days with a 50-65% maintenance of methane in a biogas. Electric and thermal power of the когенераційної setting (КГУ) is set is 160 and 320 kW, accordingly. An enterprise utillizes electric power and heat on own necessities.

In с.м.т. Terezine of the Kievan area on VAT of «Terezine» and LTD. «Elite» the biotgas setting is brought into an action on the project of the German company LIPP. Day's load makes it 60 м3, from them 90% leave to the rot KRS

and 10% pork гноївки, and also flows from a milking hall and tailings of forages. Swept volume biotgas the reactor of vertical type makes 1500 м3. His office hours are мезофільний. The output of biogas arrives at 2160 м3 for days, and maintenance of methane in a biogas is 50-65%. Electric and thermal power of KGU is set arrives at according to 250 and 310 kW. Mined-out energy heads for own necessities, and in future it is planned to sell electric power in a general network on a «green» tariff.

In c. Old Petrivci of the Kievan area on joint-stock COMPANY «Kraft of Fudz Ukraine» on the project of the Canadian company ADI Systems INC a biotgas fluidizer is started processing of flow waters of enterprise by the productivity of 540 м3 on days. Volume anaerobic makes 100 м3 a reactor. The output of biogas makes on the average 2400 м3 for days at maintenance of methane at the level of 54%. A biogas is burned on a torch.

Editing of pilot biotgas fluidizer is carried out receipt of biogas from після-спиртової барди on DP of "Luzhanskiy experimental factory", which allows after the leadingout of it on complete power to decrease on 32 % consumption of natural gas by this alcoholic factory. Technology of production of biogas is indicated will be inculcated yet on 10 alcoholic factories of Ukraine.

In the National university of biotresources and природокористування of Ukraine (Nubip of Ukraine) the specialized laboratory is created for work of pestle culture of метаноутворюючих bacteria. Due to the use of this науково-виробничої base on the different modes with various nourishing субстратами technologies of production of biogas and liquid organic fertilizers of high quality are worked out.

Project works are completed on creation of the pilot biotgas setting of new generation for the production of biogas and organic fertilizers at зброджуванні multicomponent субстрату, which is developed in Nubip of Ukraine jointly with austrian colleagues on the basis of long-term науково-практичного experience of specialists of University of BOKU and companies of BauerTech and Heat

Bioenergy. It is foreseen to redo a project annually about 17-18 thousand tons multicomponent субстрату and to make every day to 3500 м3 of biogas with maintenance of methane at the level of 50-60%. Kogeneraciyna setting is counted on producting 330 kW electric and 380 kW thermal energy. In addition, the pilot biotgas setting annually will give out for the necessities of educational-experimental economies of Nubip of Ukraine, placed in the Kievan area, about 3,3 hard and 14,5 thousand tons of liquid organic fertilizers of high quality.

In this setting a technological equipment is for previous preparation of components to субстрату and them anaerobic processing it is functionally up-diffused, that allows each of components субстрату to do on the most effective technology. Yes, твердофазні components to субстрату, to which, vegetable біомаса belongs foremost, act to to to the bunker of біомаси and after grinding down and rolling зброджуються in a vertical fermenter.

The processes of preparation of rarely phase components of organic raw material to зброджування foresee it successive grinding down, сепарацію, interfusion and moistening to maintenance of dry organic matter at the level of 15.20%. The then homogenized raw material is given to horizontal a fermenter in which anaerobic зброджування of raw material is carried out at the temperature of 36-40± of C during 15-20 days. A horizontal fermenter provides the постадійне flowing of process of метаногенезу with a selection a biogas and gravity dissociating from a general array to субстрату of particulate mineral matters and extraneous including, which was contained in him to fermentation, and also disinfestation a multicomponent субстрату due to implementation of terms uninterfusions new and раніше the given portions to субстрату during all of duration of his display. A biogas is got from horizontal a fermenter given to to to the gasholder, and multicomponent рідкофазний субстрат зброджений in anaerobic terms passes to subsequent fermentation to vertical a fermenter, where compatible зброджування of preliminary geared-up рідкофазних is and твердофазних components to субстрату.

Compatible зброджування of components in a vertical fermenter proceeds субстрату in two stages, that improves the output of biogas and quality of organic fertilizers substantially. On the first stage compatible зброджування is conducted in a circular reactor, where субстрат from horizontal a fermenter acts to the ring a reactor and gradually interfuses with dosed given there preliminary geared-up vegetable біомасою at high intensity of work of mixers and temperature of 36-40± of C.

It is important that got complex субстрат continues anaerobic fermentation gradually moving a circular reactor during 20-40 days, that stabilizes implementation of process, allows gradually to delete the extraneous hard including which acted with біомасою. Efficiency of flowing of метаногенезу in a circular reactor due to addition of fresh organic raw material from vegetable біомаси grows substantially. Implementation vertical a fermenter as a ring a reactor with the second reactor of afterfermentation contained in him allows heating of process of fermentation to carry out only in a circular reactor. On the second stage, done in a circular reactor субстрат is given in the second reactor on an afterfermentation during 20-30 days at a temperature not below 36± of C.

Set between a gasholder and когенератором of electric and thermal energy the vehicles of delete the sulphuretted hydrogen and drainage of biogas carry out the двоступеневу cleaning of biogas before his power use. The capacity of гігієнізації біошламу and separator of organic fertilizers is placed between the second reactor of afterfermentation and depository of liquid organic fertilizers allow to conduct гігієнізацію of organic fertilizers after anaerobic fermentation, and then сепарувати them before moving of liquid phase to the depository of organic fertilizers, and hard – on a compost ground before bringing of them on the fields. It is important that components it is prepared субстрату and add anaerobic fermentation it is differentiated, that provides the economy of power charges, and the same, increases the amount of biogas which can be utillized for an external consumption.

In accordance to Rosporyadzhennya of KM of Ukraine №217-p from February, 12 in 2009 “Question of organization of production and use of biogas”, taking into account this development, constructions and типорозмірний row of modern когенераційних of biotgas options are formed in Ukraine.

Conclusions and prospects of subsequent researches. Consequently, on the base of changes in the legislation of Ukraine, new possibilities of financing appeared / crediting of building of biotgas options which can be erected to three basic through: operating mechanisms of Kiotskogo of Protocol, which provide partial (to 30%) coverage of investment charges; a актуальний mechanism of the Green investments is with the partial or complete financing of projects; crediting is after favourable rates on initiative of international financial інституцій.

Together c difficulties take a place those for сільгоспвиробників in relation to introduction of biotgas options. It in particular: large initial investment charges; low credit activity is in the agrarian sector of economy; there is a necessity of receipt of license to the production of biogas; absence of typical normative document is on planning; building and exploitation of biotgas options and others like that. A legislative problem is absence of build norms for biotgas reactors.

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UDC: 331:108.2:338.43.02

MAIN PROVISION OF VARIOUS ENTITIES FORMS IN RURAL TERRITORY

Chornij G.M., Mishchenko I.A., Faychuk O.M.

The current state of most forms of management on the ground and the prospects for their development is hampered underutilization of general reserve - modern management, which should be the bearers of a new generation of leaders with a comprehensive, practical and managerial training. Training of reserve managers, professionals for business entities in agriculture is a matter of national importance and for this purpose should be allocated targeted subsidies.

Keywords: type of business, management, managers reserve training of professionals, businesspersons APC.

Problem statement and analysis of recent publications: Ukraine has a 57 thousand different forms of management, including the principal ones: about 8000 companies 4 thousand private enterprises 1,000 production cooperatives, 42,000 farms. Methods of observation of their economic activity and comparison of outcomes revealed that each legal form of management is zoned attribute group with little resource potential. But among these groups beware significant difference in the results of economic and financial activities by the end of calendar year between separate entities.

Logically ascertain these fact different levels in modern terminology management and especially the professional skills of managers of the first rank. It turns out that the old slogan "cadres decide everything" is obviously valid, because its truth is confirmed in practice today.

The problem of staffing business entities dedicated to scientific publications apk Sabluk P.T., Nelepa V.M. Yurchyshyn V.V. Zavadskiy J.S., Zinoviev I.F., Inozemtseva V.L. Shpykulyaka O.H. and others.

The purpose of the article - the rationale for reserve training leaders for the various forms of economic activity in rural areas.

Materials and methods. Analysis of economic activity in a business entity, which in today's environment provides extended play shows that they are headed by talented managers. This outstanding individual with congenital anatomical and physiological instincts to lead, with a high level of social maturity, rich practical experience deep intuition and penchant for tricks. Proportion of heads of 10-15 percent in various forms. About them say it's leaders "of God" their natural talent can successfully carry out its administrative functions. In respect of the majority of modern materials managers direct observations during informal meetings, as well as during the academic pursuits of students enrollment in-service training clearly testify to the fact that they lack modern managerial training. Even their sincere and selfless desire to operate on the basis of trial and error without the proper training leads to positive results. "The leaders who seek to manage knowledge with which organized - stress H. Koontz and C. O'Donel - must believe in luck, intuition and what is done in the past" [1]. J.S. Zawadzki argues that economic efficiency is only one-third is caused by the available material resources, and the rest depends on the human factor - the intellectual capacity and qualification of managers [2].

Peter Drucker in his book "The challenge shall mint in the twentieth century, believes that" the days of the so-called "intuitive" managers fulfilled. "Effective management, in his opinion, it is possible based on the harmonious combination of "organized knowledge and systematic analysis of personal practice" [3,c.24]. Justifying the need for special training manager to equity holders of one of the followers of F. Carol Taylor Adametski asked the following analogy: "Today, every sane person realizes that a machine such as a car, may well manage motorist who perfectly knows the mechanism that has the appropriate skills necessary for machine control and has the experience and knowledge. Is the owner of the car ever to mind the idea that the mere fact of owning a car is already sufficient qualification for driving " [4].

Similar to the logic K. Adametski own land and property, received the peasants in the agrarian reform, is not a basis for sustainable management of these resources in the production process based on personal experience and intuition. This is possible only gifted talented individuals and belongs to acquire functional managerial skills.

At the same time one of the components of agricultural reform in Ukraine during the transition to new forms of management has been and still is the concept of finding effective owner of the land and means of production. By the way, how to understand the phrase "effective owner" s current reference does not give an answer. It is not clear how and where it "look" who should "look" and how to do it. Life has denied this position. Now it is obvious that the creation of new organizational forms of management, more adapted to the market environment was preceded by training leaders of the new formation of appropriate managerial thorough preparation. The thesis of the search for "effective owners", which is still preserved by inertia should be replaced by the thesis of modern management training for management on the ground.

Adamatski warned that societies will still not be whether the owner of the company manager ... qualified people who still believe in the magical power of capital, it is difficult to agree with the fact that this power is not crucial and that the title holder does not have the right to Self manufacturing control [4].

Thus, references to authoritative scientific publications and materials analysis of the current level of management serve as direct proof of the necessity of control in most agricultural enterprises in the hands of the leaders of professionals, which we lack. Therefore, the conclusion is the organization of training.

Of course, in recent decades in universities Ukraine curricula of all disciplines of agricultural universities provide study subjects management cycle, which of course will produce swam in formation in production management personnel, but this training is not enough, the very formation based on trial and error delayed for years. Today production is urgently in need of a modern computer professional guidance.

This problem can be solved only at the state level by switching of the subsidies to the agricultural sector for reserve training leaders in special branches of Advanced Studies.

Originally owned work out three pilot projects: first predict reserve training of personnel managers of student seats, followed by postgraduate distance learning and training in the production of advanced agricultural enterprises; Dr. ruhym before

seeing trained individuals have higher agricultural education and inclination to management activities; third anticipate training managers working in conjunction with the theoretical background of short training in agro-effective units.

The state has very limited resources to subsidize agrarian sector. However, foreign and domestic experience suggests n Rote that investment (investment) in human capital brings the most significant dividends to society. A carrier of human capital - heads professionals will embody the main reserve for further development of all legal forms of economic activity in rural areas.

Conclusions:

1. Present state of most forms of management on the ground and the prospects for their development is hampered not fully use m general reserve - modern management, which should be the bearers of a new generation of leaders with a comprehensive, practical and managerial training.
2. Reserve training of managers, professionals for business entities in agriculture is a matter of national importance and for this purpose should be allocated targeted subsidies.
3. Provision of training for managers and employee training troops should be brought into force unconventional teaching methods at the offices of Advanced Studies, elaboration and implementation of pilot projects which require urgent life.

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Features investment environment functioning of enterprises in agriculture

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The paper identifies the key features of the investment environment functioning of enterprises in the agricultural sector during the economic crisis. Defined interaction investment risks, potential activity of business entities and their impact on the investment attractiveness of businesses during the economic crisis.

Keywords: investment environment, enterprise, agriculture, business, economic crisis.

Formulation of the problem. Investment processes in the agricultural sector has its own specifics, they are a number of features. The essence of investment in agriculture is the account of investors of all aspects of business, from the weather, long production cycle, the study of modern implementations in the agricultural production of advanced management methods, methods of effective agricultural production, the use of new generations of technology, the use of new strategies for personnel policy and so on. It is therefore important to characterize the data features and evaluate them.

Analysis of recent research and publications. The problem of investment in farms devoted to scientific work of economists, including: I.A. Blank, A.P. Haidutsky, O.M. Harkusha, S.A. Hutkevych, M.I. Kisil, V.I. Topiha, A.V. Chupis et al. However, some problems are still not fully resolved. These alone to include issues related to the characteristic features of the investment environment functioning of enterprises in the agricultural sector in the modern world.

The main part . Purpose of this article is to determine the characteristics of the investment environment functioning of enterprises in the agricultural sector during the economic crisis.

The main material.

As you know, capital is one of the factors of production, that is one of the key resources which need to properly use to create products. The volume of sufficient capital in cash and no cash makes a solid foundation for the growth of production of goods. In the present circumstances difficult to independently provide an idea, plan, project, etc. sufficient amount of equity, and it is the practice of attracting investors that would aim to make the best use its accumulated capital and as a result get the maximum profit. In a market economy, the availability of investment in agricultural enterprises is a prerequisite for development and growth.

Scientists, economists [1] have studied the mechanisms of interaction between investment potential and investment risk of the entity, but in Figure 1. author has identified features of the investment environment in times of economic crisis.

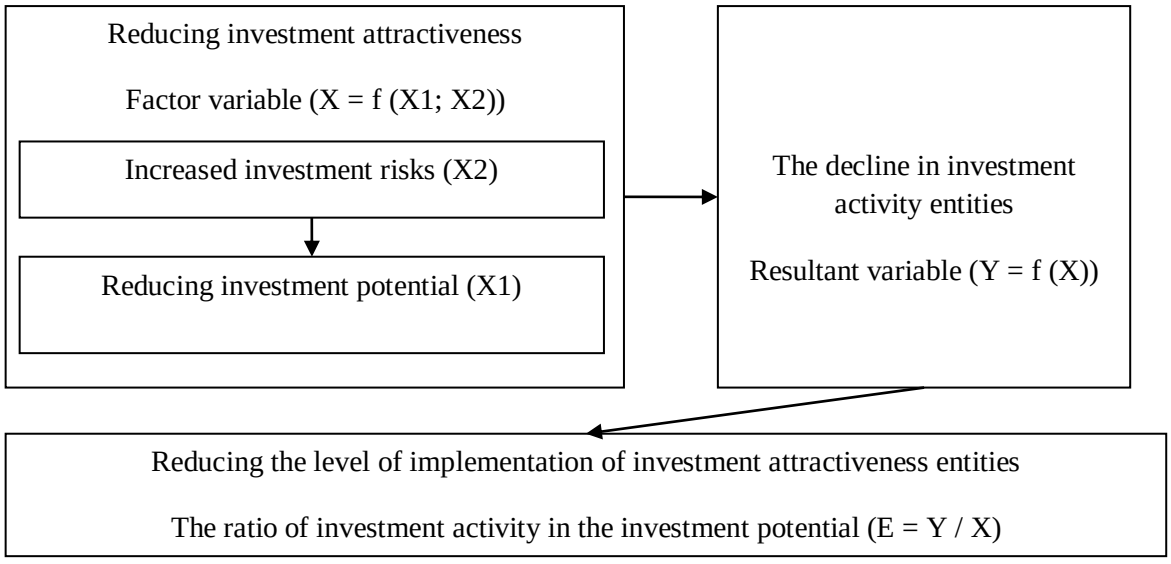

Figure. 1 Features of the investment environment in the economic crisis

The figure shows that the implementation of the investment attractiveness of businesses are directly dependent on investment risk and investment potential, and change in the future such factors as the level of risk can significantly affect the implementation of investment attractiveness.

Expectations each index value, which is taken into account in assessing the investment potential and investment risk can be calculated by the formula:

$$I_i=B_i*P_i \quad (1)$$

where Ii - hopes value of action i-th differential (primary) target;

V - scoring and second differential (primary) target;

Ri - index weight and the second differential (primary) index.

Expectations generalized index value assessment of the investment potential (IP) and investment risk (IR) is proposed to be determined by a formula similar to (1), using the values and aspirations of the weight coefficients for groups of indicators, which form a generalized assessment.

However, direct investment precedes the decision to invest in a certain idea, plan, project, etc.. An investor must evaluate all aspects of business, including conditions and traditions of doing business in the country.

Ukraine has traditionally been considered an agricultural state, because it has fertile soil, plenty of land for agricultural purposes, mainly rural areas, and more.

Recently, the World Bank and IFC "Investment Climate in agribusiness" has published its ranking of countries attractive for business. Among the 185 countries (Doing Business 2013) Ukraine took place 137, becoming close with countries such as Lesotho (South Africa), the Philippines, the Palestinian Territories (Gaza Strip and West Bank of the Jordan River) and others. Although Ukraine has a positive trend in this ranking compared to last year rose by 15 points - from 152 to 137 seats, but the present is a neighborhood in the ranking clearly indicates the presence of some serious difficulties for investment in agribusiness in Ukraine.

Consider the features of the investment environment functioning of enterprises in the agricultural sector in Ukraine. First, in agriculture, besides the usual risks attached also natural and weather. Secondly, the difficulty in controlling the production process and product quality over large areas of farms. Third, the agricultural sector is characterized by long production cycle, which leads to a long payback period. Another feature is the conditions that most people do not find attractive, so changing agricultural cornfield for office work. The fifth feature is

the significant differences in the region, the companies that have business all over Ukraine. In addition to these, there are also difficulties in obtaining credit for business. But the realities of the world still argue that the world needs investment in agricultural business, about 1 billion people in the world today are not getting the proper amount of food, and while the world population is increasing annually by 2.5%.

Scientists, economists [2; 3; 5] argue that if deficiencies in the enterprise would be a matter exclusively allocation of funds to address the problem, then it would be profitable businesses with nothing bad ever happened. Truth problem lies in the lack of professional cash management on farms.

In modern conditions farmers Ukraine responding to global challenges and in order to survive and multiply capital tend to the world of globalization, to the horizontal and vertical integration. It helps companies become more influential in the markets and enter new standards increase the number of areas to improve the technical equipment to be more stable and steadfast in times of crisis.

In the XXI century. changes occurring in the business world with unprecedented speed for the last century, and large powerful agricultural holdings now attracted the attention of investors is much more than other agricultural formation, they have larger production scale, and thus willing to offer faster returns to investors. But often changing and unpredictable business environment in Ukraine standing in the way of drawing up investors and no competitive advantage today does not guarantee survive tomorrow.

It is important to note two main positive aspects of investment in agricultural enterprises of Ukraine. First is the high potential agricultural enterprises (including fertile soils with a high content of black soil), and unlike other industries, the agricultural market of Ukraine during the global financial crisis, one of the few to save the positive dynamics.

Investment projects should work proactively in business, and therefore:

1) First you need to invest in promising areas;

2) investments should be systematic and objective. The lack of consistent and systematic state innovation sphere indicates a lack of consistent and systematic approach to development [4];

3) investment should include short and long term;

4) need to invest in continuous innovation, only innovations enable always be competitive in the market, and sometimes one step ahead;

5) need to invest capital in employment, continually increasing the level of both managers and employees, encouraging them with new knowledge and skills to be a company that invests in them;

6) invest in a socially responsible business that would care about the population of regions, infrastructure areas and regions;

7) invest in logistics companies. This is why in the case of lack of modern agricultural formation for efficient operation.

An enterprise shall not be regarded as an object separated from external influences, so it is said that the negative effects of corruption, bureaucratic processes, qualification of personnel is not bound by standardizing products and other negatively affect the quality of the investment projects.

Increase the effectiveness of laws and respect for their implementation in the agricultural business and investment will reduce risks for investors to increase investment potential, and hence the level of investment attractiveness of agricultural enterprises. Consideration and protect the interests of investors of investment as small, medium and large businesses will help to increase production capacity in Ukraine through new investments. So to minimize the risks in agriculture is one of the crucial factors for attracting investment.

The benefits that have so far is far enough for investors in the agricultural sector of Ukraine will soon fast reality. One of the main features is that investors should take advantage of, is to be the first to invest in agricultural enterprises of Ukraine. This is implemented to give the opportunity effectively to the particularities of the investment environment.

Conclusions and recommendations. The economic crisis in agriculture affects the undertakings which agribusiness, and according to the quantity and quality of investment attraction in them. Taking into account the main features of the investment environment functioning of enterprises in agriculture, such as the concentration of agricultural land to large agricultural holdings, horizontal and vertical integration, and others are important for better attract investment. Understanding these features investments in farms certainly give impetus to positive changes in the agricultural sector and to effectively invest.

Enterprises agrarian sector of Ukraine require more positive environment for growth and development, such as the legislation should be more clear, clear, run, lack of corruption, and political stability that investors can easily, simply and in a short time to invest in agricultural enterprises of Ukraine.

Economic Impact features investment environment functioning of enterprises in the agricultural sector requires additional studies and will be described in subsequent studies of the author.

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В статье определяются главные особенности инвестиционной среды функционирования предприятий в аграрной сфере в условиях экономического кризиса. Определена взаимодействие инвестиционных рисков, потенциала, активности субъектов хозяйствования и их влияние на уровень инвестиционной привлекательности субъектов хозяйствования в условиях экономического кризиса.

В статті визначаються головні особливості інвестиційного середовища функціонування підприємств в аграрній сфері в умовах економічної кризи. Визначена взаємодія інвестиційних ризиків, потенціалу, активності суб'єктів господарювання та їх вплив на рівень інвестиційної привабливості суб'єктів господарювання в умовах економічної кризи.

Features of management in agricultural units

Danilevskaya Inna

The totality of the nationality agricultural make the economy in a country . All sectors of the nationality agricultural by develop economic laws operating in sjsiety.At the same time agriculture has specific natural and socio-economic characteristics that distinguish it from other industries and determine the specificity of action of economic laws. And, in turn, features of agriculture as an industry and determine the relevant features of the management cycle and practice management features of the workers on their implementation. These features are should be considered heads, deputy heads and chief specialist farms in decision-making. Therefore, the entrepreneur should know and skillfully used not only economic laws and the laws of nature.But you see it is the object of human living organisms, plants and animals; their biological processes take place according to certain laws of nature, and the human impact on these processes is limited.

Analysis of recent research and publications Many native scientific researching the development of the agricultural sector, pay attention to his scientific writings that the development of agricultural enterprises in Ukraine is in accordance with the peculiarities of the agricultural sector in a particular region of the state. These are: V.P. Halushko, G.M.Chorniy , V.G. Andreychuk, O.D. Hudzynskiy, V.K. Zbarskiy, O.U. Ermakov, S.M. Kvasha, V.K. Tereschenko, S. I. Mikhailov, etc.

The aim research - to clarify the features of management activities in the agricultural farm under the influence of the conditions of agricultural production.

The main material. Features of agraricultural units depend on the specific conditions of agricultural have an impact on the management cycle. The content of practical management activities in any and all agricultural farm is to perform certain types of jobs that form a circle or cycle(Figure 1).

In management theory, these three types of work are interpreted as universal primary function. Performing these functions in real conditions of agricultural production will receive the appropriate "color", that will have its own consider these features) compared with other areas of social production.

Practical management activities of managers and specialists of agricultural enterprises directly in line with the three stages of the management cycle: the first stage corresponds to the operation of information security; associated with the second stage of the decision-making activities; of the third stage consistent efforts

to implement solutions, resulting in a change in the facility will control as a source of new information that will launch the next cycle management. Thus, subjective practical management activity has its own internal objective basis - cyclic change of state information and is consistent with the stage.

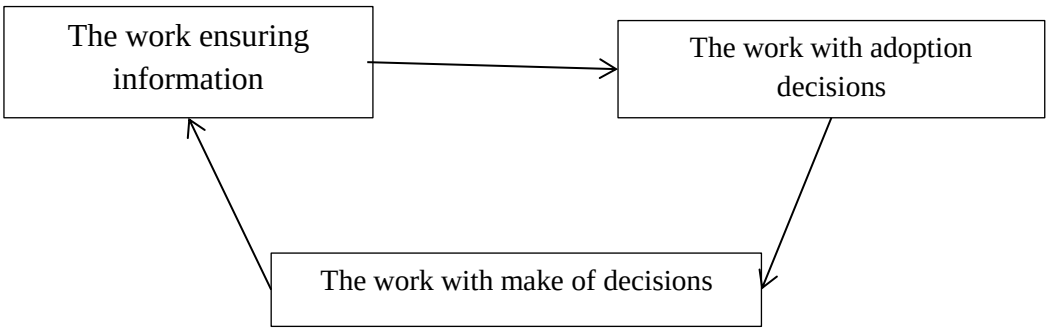

Figure 1 Schematic representation defiryntsiatsiyi function object control subjects

Source: compiled by the author.

Consequently, the management process - a practical activities of management, which consists of homogeneous types of jobs that are executed sequentially according to the stages of cyclical changes in the state of information.

Research methodology in management processes AIC also takes into account the specific characteristics of agriculture, which directly affect the quality and quantity management cycle parameters as objective factors: the impact of unforeseen natural events, seasonal processes in crop production, the presence of living organisms with their inherent biological laws of development, considerable length of individual processes, spatial dispersed production facilities, diversified nature of production, poor equipment and technology, low social sphere.

The land is in agriculture is the main and indispensable means of production , while the industry - equipment , machinery , buildings, etc . Properties of land with proper use of it improves. This is the basis of good farming systems that need to use the head of agrarian enterprise for its successful functioning.

Seasonality of production in plant-growing and animal industries, that is the inability to acceleration the production process ,as in industry. For example time of production of winter wheat is 10 mounth work is interrupted in between sowing , fertilizer application , spring harrowing and harvest. The seasonal character of

agricultural production determines the uneven use of labour, machinery and tools, products and proceeds from its implementation. Hence the slow turnover assets. Term of performance of the accepted decisions adequate period of technological processive within such a situation can be mitigated by manufacturing products (we are talking about such a production organization, which unites the basic and auxiliary industry.

Agriculture , more than other sectors of the economy , depends on climatic conditions that directly affect the organization of production and management. In addition , the climatic conditions are the determining factor of specialization of agricultural production , and this determines the specifics of its organization. [1 , p - 426]. Here there is an unexpected influence of natural phenomena (drought , excessive moisten , temperature , spring frost , the uncontrolled emergence of diseases and pests). For managers in this regard, many unexpected information . The decisions they make , contains quite a significant proportion of the risk.

The part of the manufactured products in agriculture is used in the further production of (a certain amount of grain , potatoes and other products leave the seeds, for cattle feeding , part of animals used for reproduction and others). Therefore, not all produced in this industry products are marketable. This determines peculiarities of planning the production and distribution of products and production processes.

Very important is the timely execution of production decisions (for example , planting, harvesting , care of animals...). If in industry untimely performance of technological operations, delay production, in agriculture it causes direct losses of the product , deterioration of its quality, large losses embodied in it work. This affects the company's performance.

Also managers should take into account the complementarities of the main economic sectors of plant growing and animal husbandry. The latter cannot develop without prey, and crop production without organic fertilizers, coming from the livestock industry.Except parallel to their development allows more efficient use of human and material resources.

The low level of social sphere of life determines specificity of the organization of the management of agroindustrial complex: the difference between urban and rural areas, the stability of the traditions and customs of the rural population, the influence of households on the economic situation of employees and other. Status social infrastructure determines satisfy human-related queries livelihoods and living in rural areas (living standard) and which directly affect the

working ability and desire to work in an agricultural enterprise. The level of remuneration, which now exists in the Ukrainian agricultural company assumes only the absence of incentive to labour activity. Not less important factor for maintaining health , as well as for the development of qualification and mental abilities of the rural population is the availability of free time and the possibility of its optimum use. A villager, having no other means of ensuring a sufficient level of income, forced to additionally work in your personal economy. In fact, working in two shifts, the employee is forced to endure, to divide them on the double working day. Of course, this is accompanied by a decrease in labor intensity. This necessarily underutilization of professional and creative potential of workers of agriculture, that is, incomplete feedback in the workplace.[6, 151-155p.].

The territorial dispersal between structural divisions of business entities and business units in agriculture ,large volumes of interfarm transportations of cargoes(grain . fertilisers , fodder , fuel...) and significant costs of energy resources and means of production. Unlike industry , where usually there is a movement of items of work and the means of production (machines , equipment) fixed on one place, in agriculture are moving the instruments of production and labour - plants and animals are on the same place. This affects the formation of production costs , as ensured relatively greater need for mechanisms and the costs of travel and transportation of products , and also causes certain peculiarities of operations management, related to the need to minimize costs.[1 , p.-426].Territorial farmstead of production and the remoteness of structural units from the Central manors, poor road conditions are getting in the way of collection and processing of information, leading to delay decision making. These circumstances require an extension of the boundaries of the independence of enterprises, and on-farm units, especially in operational and economic activities.

A long period of production. The need for managers of agricultural enterprises to take risky decisions in conditions of incomplete information. Decision on production are accepted for a year or more before the sale. During this time the market situation may change in unfavourable for the enterprise side. [5, p-140].

The account of features of management in agriculture as a branch of social production is mandatory, because they largely determine the effectiveness of the whole system of agricultural production management from top to bottom.

Conclusions and perspectives of further research. The peculiarity of agricultural production is that it is one of the most risky types of economic activity. On its results are affected by many factors: climatic conditions, long production

period, a significant number one agricultural enterprise technological processes, territorial dispersal of production,low level of social sphere of life, the seasonality of production, etc..All the above requires managers more intense and considered management decisions, almost instant reaction to changes in the market, to consider the experience (which is formed from 6 to 12 years), make its own decisions, considering all features of agricultural production. Also will be ready alternative variants and adaptive plans.

Given the above, for a smooth reproduction in agricultural production, the important role of managers shall allow the creation of reserve funds. The analyzed sector requires significant insurance resources in case of unforeseen environmental conditions. It concerns, first of all, fodder, seeds, and wages to ensure the stability of the income of rural workers.

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UDC 339.16.012:633.85

PROSPECTS OF PRODUCTION AND EXPORT OF RAPESEEDS IN UKRAINE

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Considered are the main indicators of production of rapeseed in Ukraine, analyzed the dynamics and geography of production and export of domestic rapeseed.

Production, export, rape seeds, geography of production of rapeseed.

Statement of the problem. In the world is growing every year the production of biodiesel based on rapeseed oil, particularly in European countries is well developed the industry. Today and in the future the views of Europe will be focused on Ukraine as a supplier of raw materials, therefore the study of the state and prospects of production and export of rape seeds is relevant.

Analysis of the last researches and publications. In the economic literature comprehensively presents the state of the market of rapeseed in various aspects: the size of the market, the dynamics of production and export, the prospects for further development. A significant contribution to diagnose the market of rape seeds introduced Russian and foreign scientists, in particular Galushko V.P. [1], Greeks L.D. [2], Kuzmin A.V. [2], Lupenko Y.A [4], Supihanov G.B. [9], Shpychak O.M. [4], and others. In most publications on state and prospects of production and export of rape seeds focus on the main trends that have developed in the whole state. Therefore it is at the level of Ukraine, it is expedient to analyze the state and prospects of production and export of rape seeds.

The aim of the research. To substantiate the expediency and prospects for the production and export of rape seeds in Ukraine.

Summary of the basic material. Rape culture in Ukraine has grown in the past century. In the 70-ies in the country was sown about 10 thousand hectares, in the 80's - about 20 thousand hectares, and in the beginning of 90-s the production of

rapeseed began to pay more attention and was planned to increase sown areas up to 500 ha.

Table 1

Dynamics of production of rapeseed in Ukraine

Indicator	Years										
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sown area, thousand ha	69	117	207	414	891	1412	1059	907	870	566	1080
Yield, t/ha	0,9	1,39	1,46	1,57	1,3	2,07	1,85	1,7	1,73	1,7	2,36
Gross harvest, thousand tons	50	145	278	591	1021	2801	1826	1433	1402	1180	2305

Source: Developed by the author based on the data of the information Agency "APK-inform" [5]

Considering the dynamics of rapeseed production, it should be noted its intensive growth over a five-year periods, when gross yields increased from 417 thousand tons, average for the period from 2003 to 2007, up to 1,7 million tons for the period from 2008 to 2012, or 4 times. It should also be noted that in 2008 Ukraine produced a record number of rape seeds, more than 90% of which was exported. In the dynamics of gross yield of rapeseed in 2008 increased against 2007 by 2.8 times. By results of the 2013 production of rape seeds increased to 2.3 million Comparing the two previous five-year plan, sown areas under rape has increased in 2,8 times - from industry annual average of 340 hectares in 2003 - 2007 to 963 thousand hectares in 2008 - 2012. After the recession of volumes of cultivated areas from 2009 to 2012, 2013 in Ukraine under the rape was sown already 1080 thousand hectares, which is 90,8 % increase in this indicator 2012. Examining the dynamics of the yields of rapeseed, it should be noted that it has grown on 43%, comparing five-year periods: from 1.33 t/ha in 2003 - 2007 to 1,91 t/ha in 2008 - 2012. The average yield in 2013 compared with 2012 rose by 38.8 % (from 1.7 to 2.36 t/ha, respectively) [5].

Rape has many agro-technical and economic advantages compared with other crops. However, refers to risky crops. The main threat for winter canola causes

overwintering, and in Ukraine is dominated by the production of winter rape. In the structure of areas for the harvesting of 2013 the share of winter canola crops accounted for 95.8%, i.e. 1035 ha [4]. This distribution in the structure of crops can be explained by several reasons: first, the productivity of winter rape in order higher spring-sown grades, secondly, an increasing amount of time for the spring sowing campaign.

Slow formation of the market of rapeseed oil in Ukraine, the decline of the livestock industry, which led to a drop in demand for animal feed, lowest prices for rapeseed in Ukraine - the main factors, which have become a prerequisite for increasing the export of rapeseed Ukrainian enterprises. If in 2000 it was exported 52% of the rapeseed in 2001 already 70%, while in 2008 this figure was more than 90% [9]. In 2000 the enterprises of Ukraine was exported commodity seeds of the rape for the total amount of 10,700 million. The USA, in 2007 - 378,055 million. USA, and in 2013 - 1929,5 million. USA [5].

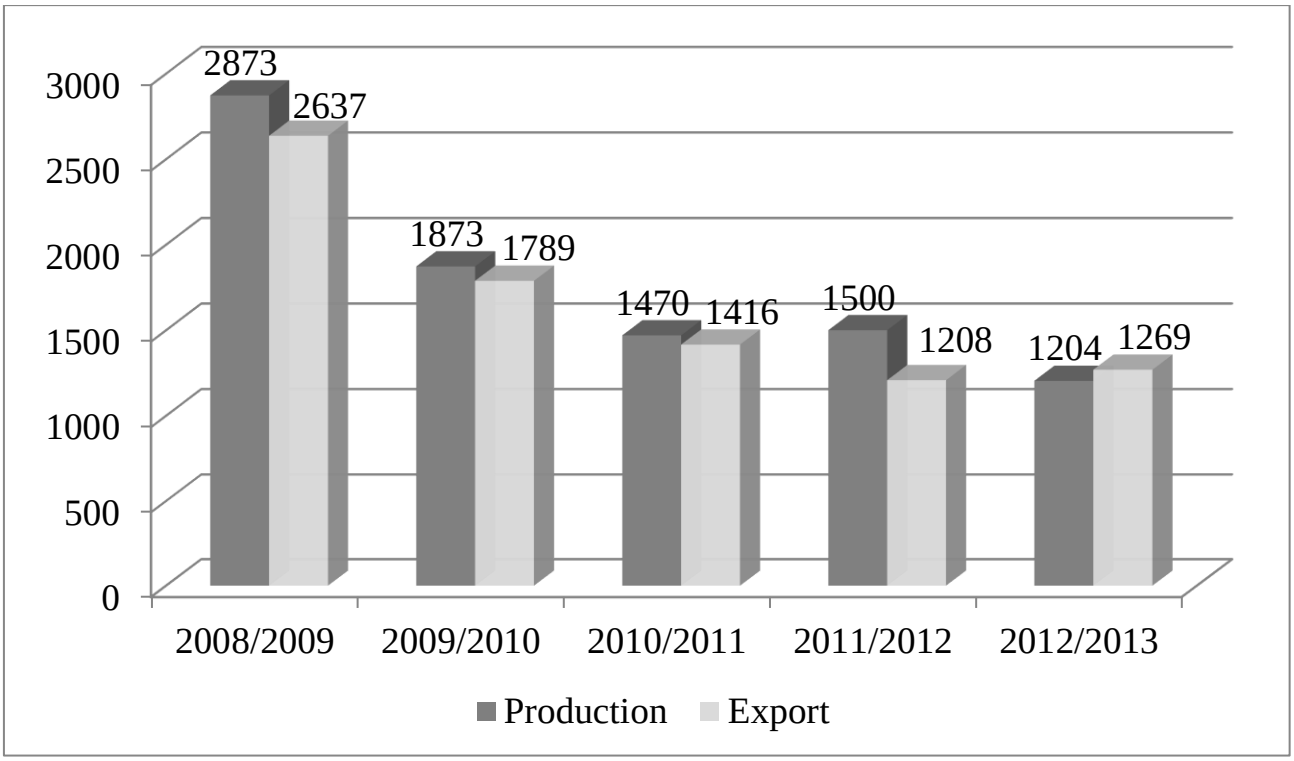

Fig.1 Ukraine: production and export of rapeseeds

Source: [7]

As we can see from Fig. 1, the volume of export of rape in 2013 exceeded the volume of its production, it is explained by the fall in domestic consumption, in

particular of the processing volume of this oil crops, as well as a sufficiently large shipments crop residues 2011 at the beginning of 2012/2013 MG. In 2000, the rape was exported mainly to Israel, Germany and the Baltic States, which accounted for 65% of total exports of rapeseed from Ukraine. As at the year 2013 in Europe exported to 84.6% of the total volume of export of rape seeds (Netherlands - 20%, Belgium - 19%, Poland - 19%, France - 17%) [8]. According to preliminary data of state statistics Committee of Ukraine, the gross yield of rapeseed in 2013/2014 MG year amounted to 2.4 million tons, while during the first three months (July-September) exported 1,29 million tons (54% of the total harvest).

In 2013, the leaders in terms of area under rapeseed among administrative-territorial units of Ukraine became Odessa (96,8 thousand ha), Vinnytsia (92,2 thousand ha) and Dnipropetrovsk region (79,1 thousand ha) (Fig. 2).

Fig. 2 Agromart acreage of rape, 2013

Source: [6]

According to the results of 2012/2013 MG, the largest exporter of canola from Ukraine is the company "Alfred S. Topfer the international / Ukraine", which accounted for 17.2% (2011/12 was 10,3%). Second place was taken by the company

Serna, with a share of 11.1% (9.7% in 2011/12). On the third position-Company - Agroinvest" - 8,1% (versus 8.0% in 2011/12) [8]. Farmers have shown that rape has become one of the most profitable agricultural crops in 2008 and 2009.

Conclusions and perspectives of further research. The most important obstacle to increased production and development rape is retarded technical base of agricultural enterprises. As a result of violations of precision seeding, fertilizing, the failure rapeseed economy lose 30-50% of potential crop, which automatically increases the cost of production of rapeseed. Such factors as the lack of financial resources in the farms Poggi in breeding work also significantly hinder further development of the market of rapeseed in Ukraine. Despite a significant decline in cultivation area in 2012, 2013, Ukraine increased their volume almost doubled, while the gross harvest of crops increased by 95%. Consequently, we should expect a positive development trends rape cultivation on both global and domestic markets.

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UDC 330.131.7:631.15

METHODOLOGICAL APPROACHES TO TAKE ACCOUNT THE WEATHER RISKS OF AGRICULTURAL ENTERPRISES

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Methodical approaches to take account the weather risks of *agricultural enterprises through operative estimation of possible levels.*

Keywords: *weather risk, agricultural enterprise, critical and catastrophic losses.*

Weather risks could significantly affect the financial results of any agricultural enterprise, if both risks (adverse events) not timely provided. The agricultural business is – extreme weather conditions that differ significantly from the estimated average. These may include: unusually large or small quantity of precipitation, poor temperature control and so on. [5]

Analysis of the main research and publications. The problem of evaluation and consideration of risk have devoted their research are domestic and foreign scientists: М. Интрилигатор, Л.Донець, А.Скрипник, Н.Машина and others. Among foreign scholars Т.Дж. Уотшем, К. Паррамоу.

Very urgent is the impact of climate change on agriculture and development, respectively – taking account of weather risks. These aspects are covered in the works of Adams, RM, Fleming RA, Chang C., Dana L. Hoag, Badcock BA, Fraser RW, Pindyck R. and others.

The aim – to study the efficiency of methods to take account the weather risk of agricultural enterprises and its operative estimation on the basis of economic-mathematical methods.

The main material. The accuracy of weather forecasts to the long period of time is quite low, as opposed to short-term forecasts (two or three days), so a more

efficient operational tasks perceived loss prevention agrarian enterprise by taking into account weather risks at this time interval. [6,7]

It should be borne in mind that the forecast is not always deterministic and stochastic in nature, is an organization that provides services provides forward-not a single value predicted parameter number and its distribution, ie, the possible values of the parameters and their predictive probabilities.

It is believed that the weather – it is a vector quantity, each component of which is given its own number distribution. [2,8]

Weather set in the time interval $(t_1;\ t_1+\Delta)$ and is made available to the consumer at the time t_0, and $t_1 - t_0 \le 3$ *дооби*.

There are emergency conditions forecasted weather conditions (vectors) are given as:

$$\theta_1(\xi_1;\xi_2;\ldots;\xi_k);\ \theta_2(\xi_1;\xi_2;\ldots;\xi_k);\ldots;\theta_m(\xi_1;\xi_2;\ldots;\xi),$$

components where extreme weather conditions meet certain weather parameters (air temperature, wind speed, rainfall).

Each of weather conditions is realized with probability $p(\theta_i)$ provided:

$$\sum_{i=1}^{m} p(\theta_i) = 1.$$

We introduce the notion of expected state of extreme weather conditions:

$$\bar{\theta} = \sum_{i=1}^{m} p(\theta_i)\theta.$$

The condition of the extreme weather conditions, if this is not agreed separately, we assume at least one deviation from forecast figures for confidence limits $(M(\xi_i) - 2\sigma;\ M(\xi_i) + 2\sigma)$, where $M(\xi_i)$ – the expected value of ***i***-th parameter predicted weather conditions, obtained by long-term observations, and σ_i – standard deviation.

If you use the Chebyshev inequality, the probability of such an event is less than 1/4. That is, the repetition period of adverse weather conditions over 4 years.

Denote z_{ij} – the damage that can be obtained from 1 ha of crop ***j***-th culture and the occurrence's of ***i***- th extreme weather conditions (***i*** = 1,2, ..., k; ***j*** = 1,2, ...,

n). These values are considered to be known and calculated on the basis of available for the area of statistics. Losses we mean reducing the size of the gross income, provided that no precautions are not taken.

Then the expected loss for the ***j***-th occurrence of the culture of extreme weather conditions:

$$\mathbf{z}_{\mathrm{j}} = \sum_{i=1}^{k} z_{ij}\, p(\theta_i)$$

If each crop sown area $S_j\ (\mathbf{j=1,2,\ldots,n})$, the total loss from the occurrence of extreme weather events $\bar{\theta}$, which is characterized in that at least one of the parameters beyond the double standard deviation from the mean value is equal to:

$$z(\bar{\theta}) = \sum_{\mathrm{j=1}}^{\mathrm{n}} \mathbf{z}_{\mathrm{j}} S_j\ /$$

The expected value of losses is not deterministic and actual values can deviate significantly as more damage to the side and toward the smaller.

A measure of the deviation is the dispersion (standard deviation). [1,3]

For every 1 hectare of crop damage variance is:

$$\sigma_j^2 = \sum_{\mathrm{i=1}}^{\mathrm{n}} \mathbf{z}_{\mathrm{ij}}^2\ p(\theta_j) - \mathbf{z}_{\mathrm{j}}^2 .$$

The total variance of losses is calculated as follows:

$$\sigma^2(\theta) = \sum_{\mathrm{j=1}}^{\mathrm{j=n}} \mathbf{S}_{\mathrm{j}}^2 \sigma_{\mathrm{j}}^2 = \sum_{\mathrm{j=1}}^{\mathrm{n}} \mathbf{S}_{\mathrm{j}}^2 \sum_{\mathrm{i=1}}^{\mathrm{k}} (\mathbf{z}_{\mathrm{ij}}^2\ p(\theta_j) - \mathbf{z}_{\mathrm{j}}^2) .$$

In the insurance business and banking losses are not taken to determine the level expectation (approximately 50% probability of actual losses may exceed this value), and the 5% significance level, ie the loss probability is equal to the excess of 5%. However, the agricultural business is different from all other substantially greater risk, so the level of significance there should be more - 10%. If we use the methodology of banking and insurance, many promising projects will be implemented. [4]

At the significance level α losses are calculated as follows:

$$z_\alpha = \mathbf{z}(\bar{\theta}) + \mathbf{x}_\alpha \cdot \sigma(\theta),$$

where $x_{0,1} = 1{,}28$ in the case of normal distribution, and $x_{0,1} = 2{,}24$ in the case of Chebyshev inequality (distribution unknown).

For each agricultural enterprises there is a critical level of losses, excess of which can lead to serious financial consequences. There is also a catastrophic level of damage that can lead to bankruptcy. We denote these values $z_{кр}$ as the one $z_{кат}$, in this case $z_{кр} < z_{кат}$. If the critical level of damage it is advisable to compare at a loss for confidence level 10%, disastrous – 1 percent significance level.

We distinguish four possible options for the ratio of the risks of adverse weather conditions on stability data of the agricultural enterprise:

1. $z_{0,1} < z_{кр}$; $z_{0,01} < z_{кат}$.
2. $z_{0,1} > z_{кр}$; $z_{0,01} < z_{кат}$.
3. $z_{0,1} < z_{кр}$; $z_{0,01} > z_{кат}$.
4. $z_{0,1} > z_{кр}$; $z_{0,01} > z_{кат}$.

If implemented the first version of inclement weather, it will not reduce significantly the financial position of the company and the decision regarding the adoption of precautionary measures taken on the basis of information on the cost and the expected economic impact.

With the implementation of the second option is likely to need to make a precautionary step, but the final decision depends on their complexity and cost of the necessary financial resources.

Possible implementation of the third and fourth options indicates the presence of strategic miscalculations in the planning of the agricultural business. Widely known is the fact that, due to climatic changes of the last decades the frequency of extreme (catastrophic) weather events and so much increased, respectively, significantly increased risks of agriculture weather.

Strategic Issues reduction degree weather risks through diversification, insurance, use of weather-resistant technology should be seen not only in the case of implementations of the third and fourth options for weather risks, but if there are estimates that suggest the possibility of their implementation upon the occurrence of extreme weather conditions, while has not led to catastrophic consequences.

Provision of information, which is necessary for timely weather risk avoidance involves a detailed short-term prognosis extremely weather resistant, containing a number of distribution most dangerous weather characteristics (this service can make regional compart-ment Hydrometeorological Service of Ukraine); early losses calculated table onset emergency (extreme) weather conditions per 1 ha for crops grown in the area (based on the analysis of the case of weather risks of the agricultural sector in previous years) and assess critical and catastrophic risks that are inherent to this company; information on the characteristics of crop areas, the cost of planting company, expected yield and selling price (to avoid price risk, preferably in dollar terms) and others.

Conclusion. Effective evaluation of weather risks to the proposed techniques and their consideration in the planning of its activities will enable enterprises to maximize agricultural avoid damage caused by them.

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Розглянуті методичні підходи до врахування погодних ризиків аграрних підприємств шляхом оперативної оцінки їх можливих рівнів.

Ключові слова: *погодний ризик, аграрне підприємство, критичні та катастрофічні збитки.*

Рассмотрены методические подходы к учету погодных рисков аграрных предприятий путем оперативной оценки их возможных уровней.

Ключевые *слова: погодный риск, аграрное предприятие, критические и катастрофические убытки.*

UDC 621.8.036: 658.26: 631.11

REUSE OF HEAT AS THE TOOL FOR OPTIMIZATION OF POWER SUPPLY FOR AGRICULTURAL ENTERPRISES

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This paper presents the technology of simultaneous milk cooling and water heating on the principle of using special power equipment – heat pump. The effective ways are proposed to improve milk quality, reduce costs at its primary processing and preparation of hot water for technological purposes, while getting the environmental effect by reducing the use of traditional energy sources and reducing the emission of heat, and also improving the microclimate in the room.

Energy conservation, combined heat / refrigeration, heat, heat pump

Setting the problem. The quality of dairy products largely depends on the quality of milk supplied to dairy processors. Strict adherence of its initial cooling of sanitary and hygienic measures should be provided appropriate technological equipment. Thus a significant impact on the cost of production, which in turn depends on the cost incurred in the production of energy, has used the technology of rapid cooling of milk on a dairy farm, and heating water for technological purposes.

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Analysis of recent research and publications. Both home and foreign scholars have increasingly suggested using heat pumps for recycling or reuse of excess heat [1-5, 9-10].

A research aim is to explore the ways to reduce costs in the primary processing of milk and preparation of hot water through the use of heat pump installations.

Presentation of the main material. Usually milk processing plant isn't transported milk at once. Until the time milk is stored in tanks and baths. Tanks are with double walls, the space between them is filled with insulating material. They keep chilled milk 36 – 48 hours. To maintain a low temperature baths TOM-1, TOM-2, TO-2 are used. These double–walled tanks, which are located beneath the tube evaporators, are connected to the chillers.

On dairy farms to cool milk flask are immersed in a pool of running water at the rate of 3 – 5 liters of water per 1 kg of milk cooling. Ice is also often used (100 kg of milk need 10 – 12 kg of ice).

The above traditional technologies have such feature in common: low–grade thermal energy that is shown in milk dissipated in a room where there is refrigeration, significantly increasing its temperature. Typically, depending on the design features, efficiency of chillers varies within 0,8 – 0,9.

For heating water that is used for washing and disinfection of milking equipment electric heaters are commonly used. This uses a large amount of electricity, which the company is spending heavily. In addition, the need to ensure rapid heating of water, there is a need to establish a sufficiently powerful electric heater. In this case, their power supply also causes additional problems related to resettlement farms with strong power networks and switching equipment.

Feasibility of study, the ways and means of combined heat and cold was carried out at the dairy farm of «Bilahro» Velykobagachanskiy district Poltava region. The investigated dairy farm has 1000 cows, of which 650 are milch cows. An average daily yield per cow is 12,045 liters of milk. In order dairy processors get milk of required quality, manufacturing process requires the product to cool down the

temperature from 32 ºC to 4 ºC. After each milking there is a need for hot water for cleaning of process equipment (milking machine, milk pipes and utensils, cooling tanks). The process of cleaning needs 350 liters of water[3], from which 250 liters should have a temperature of 55 ºC and about 100 liters – 85 ºC.

The amount of energy that can be obtained from milk during its cooling depends on the amount of milk, its initial temperature and the temperature to which it must be cooled under sanitary rules:

$$m_{milk} = \frac{n_k \cdot G_d \cdot k}{2} = 3506{,}1 \qquad (1)$$

where m_{milk} – the weight of milk per milking cow, kg; n_k – the number of cows; G_d – average daily yield, kg; k – coefficient of inequality of daily milk yield (0,82 – 0,9).

The theoretical amount of heat energy (Q_{milk}), which is released by cooling the milk from 32 °C to the required 4 °C is:

$$Q_{milk} = m_{milk} \cdot \tilde{n}_{milk} \cdot (\grave{O}_2 - \grave{O}_1) = 103{,}1 \ \ kW, \qquad (2)$$

where $\tilde{n}_{milk}$ – heat milk, kW/(kg · °C); T_1 – temperature of the milk after cooling, °C; T_2 – initial temperature of milk, °C.

Consequently, the aforementioned dairy farm during the initial cooling of milk daily disperses («thrown out into the air») in scattered areas 103,1 kW of heat taken from fresh milk.

The amount of water used for cleaning and disinfection of milking units, milk pipes, and tanks for milk cooling at the same time is 350 liters. Particular attention should be given to the strict adherence of washing temperature conditions. Part of the water that is 100 liters, which is used at the start of washing should be high temperature – 85 °C. This is due to the fact that, due to the large heat capacity of the cooling tanks and other equipment, a large amount of heat energy is spent on compensation of the thermal capacity of the equipment. To complete the washing and rinsing of the equipment it should be another 250 liters of water, which is enough to heat to the temperature of only 55 °C.

Thus, according to the standard technological procedure all the water (350 L) coming from the pipeline at a temperature 12 °C to 55 °C is heated, and then some of the water (100 liters) of this amount is separated and further additionally heated in a separate boiler to 85 °C.

Let's calculate the amount of heat energy required for the first stage – heat 350 liters of water (Q_w) to 55 °C:

$$Q_w^{'} = m_w \cdot \tilde{n}_w \cdot (\grave{O}_4 - \grave{O}_3) = 16{,}56 \ kW, \tag{3}$$

where m_w – the weight of water, kg (L); $\tilde{n}_w$ – heat water kW/kg ·°C; $\grave{O}_3$ – initial water temperature 12 °C; $\grave{O}_4$ – water temperature after heating with a heat pump 55 °C.

$$Q_w^{''} = m_w \cdot \tilde{n}_w \cdot (\grave{O}_5 - \grave{O}_4) = 3{,}3 \ kW, \tag{4}$$

where $\grave{O}_5$ – water temperature after additional heating in boiler to 85 °C.

The total amount of heat thus is:

$$Q_w^{sum} = Q_w^{'} + Q_w^{''} = 19{,}86 \ kW. \tag{5}$$

Thus, considering the obtained above calculations we can conclude that $Q_{milk} >> Q_w^{sum}$.

Nowadays, for solving the problems of combined heat and cooling supply and reuse of excess heat processes heat pumps (HP) can be most appropriately used.

But at this stage of development of the equipment for using low-grade heat (heat pump), the basis of their technological features, the efficiency of heating to temperatures above 55 °C is significantly reduced. Therefore, in this case, to improve the overall system heat and to increase the speed of heating water, we proposed the following scenario: 350 liters of water we heat from 12 °C to 55 °C using heat pump type «liquid – liquid» because the heat of milk is enough to heat this water. In the second stage, separated 100 liters of water will additionally be heated from 55 °C to 85 °C in a separate boiler with the help of electric heater.

In addition, water heating, which watered the cattle during the cold season, a positive effect on milk yield, because warmer water requires less energy consumption of cows to heat it to body temperature of the animal [3]. The farm average heated to

about 3000 liters of water for watering cows daily. So, it will take such amount of energy:

$$Q_w^{\text{watering}} = m_w^{\text{watering}} \cdot \tilde{n}_w \cdot (T_6 - T_3) = 42{,}9 \ \ kW, \tag{6}$$

where T_6 – temperature of water for watering animals, 25 °C

Technological requirements of the process of cleaning the equipment after milking determine the first wash cycle under elevated temperature (85 °C). This is due to the high heat capacity of the equipment. If you start washing with water at 55 °C so getting to the equipment it quickly cools – and therefore quality washing is not possible. But according to features of work of the HP, when the temperature of the secondary circuit is more than 55°C, the pump efficiency drops sharply. Therefore, we proposed to use an additional source of heat– heat battery with equipment electric heaters that will additionally heat water from 55 °C to 85 °C which is necessary for basic sanitizing equipment.

The capacity of the heat pump is calculated according to the requirements for milk cooling rate. According to the hygiene requirements, time (*t*), is required for cooling milk shall not exceed 3 hours.

Let's calculate the capacity of the heat pump (P_{HP}):

$$P_{\acute{I}P} \ = \frac{Q_{milk}}{t} = 39{,}5 \ \ \hat{e}\hat{A}\grave{o} \ . \tag{7}$$

The system designed heat pump type is «liquid – liquid». With a line of heat pumps heat pumps of Ukrainian manufacturer A & K Medium of this type HP A & K Medium 57 \ 49.1 with 49 kW of cooling capacity has been selected [8]. Such power has been taken in view of the need for a significant margin. In addition, the pump of this type uses environmentally friendly Freon R407S.

As a leading indicator of the efficiency of the heat pump COP conversion factor applied (*coefficient of performance*), which is equal to the heat generated by HP to electrical power consumed by it:

$$COP = \frac{Q_t}{P_{el}} \tag{8}$$

where Q_t – the generated thermal energy, kW; P_{el} – wasted electricity.

In cooling mode to evaluate the effectiveness coefficient EER (*energy efficiency ratio*), equal to the ratio of performance refrigeration TN to power consumption is used:

$$EER = \frac{Q_{\text{cooling}}}{P_{el}}, \tag{9}$$

where Q_{cooling} – energy of cooling, kW.

In our case, the useful thermal energy obtained from the heat pump, is the sum of energy of two multidirectional heat flows and, consequently, the efficiency ratio is the ratio of useful energy (water heating and for cooling milk) to actually consumed to drive the compressor electric power (P_{el}^{fact}) for the actual time of cooling milk to the desired temperature (t_{cool}^{fact}). In the experimental studies, it was found that the average value of the amount of electricity consumed was equal to 11,2 kW and an average time of cooling milk in terms of the farm was 2,3 hours. This is slightly less than the theoretical value, which is due to the fact that we used HP slightly more powerful, and by fluctuations in temperature of milk, water and other actual indicators.

$$K_{sum} = COP + EER = \frac{Q_{milk} + Q_w^{sum} + Q_w^{\text{watering}}}{P_{el}^{fact} \cdot t_{cool}^{fact}} = 6{,}31. \tag{10}$$

Coefficient of equipment when using this heat pump in a bilateral mode was 6.31.

Thus, in comparison to traditional technology of heating of water and cooling of milk, technology of simultaneous implementation of two technological processes with the use of internal energy of milk by means of HP has greater power efficiency in 6,31 times.

With the old technology for cooling 3506,4 kg of milk obtained by milking once it is necessary 103,08 kW of energy. Given the efficiency of refrigeration equipment η= 85%, which was spent on this process:

$$E_{el}^{old} = \frac{Q_{milk}}{\eta} = 121{,}27 \text{ кW.} \quad (11)$$

For heating water using titanium it was spent $Q_w^{sum} = 19{,}86$ kW of electric power (conversion efficiency of electrical energy into heat – 1).

In aggregate, these two technologies require $E_{el}^{old} + Q_w^{sum} = 141{,}13$ kW per milking. As for twenty-four hours there are two processes of milking, then the value got by us needs to be doubled.

Consequently, the old technology spent on the technological needs 282,26 kW for twenty-four hours. As an actual in the moment of the research price on electric power for industrial enterprises in 1,07 UAH per kWh, the cost of wasted energy will be 302 UH. Accordingly, the year electricity consumption is 110,23 thousand UH.

At our proposed technology of using the heat pumps, electrical energy which is needed for it to work was:

$$E_{el}^{new} = P_{el}^{fact} \cdot t_{cool}^{fact} = 25{,}76 \text{ kW.} \quad (12)$$

The energy for additional heating of the water (4) in the second stage is $Q_w^{22} = 3{,}3$ êÂò

Thus, the total cost will amount to

$$E_{el}^{new} + Q_w^{22} = 29{,}06 \text{ kW} \quad (13)$$

per milking or 58,12 kW per day which in monetary equivalent will be under 31,09 UH and 62,19 UH. Thus, the annual cost for the use of such technology will make 22,7 thousand UH.

Daily energy savings with the application of a new technology using HP compared to the old technology will be

$$E_{daily} = 224{,}13 \text{ kW.} \quad (14)$$

In monetary equivalent the savings are 239,82 UH.

Annual savings are 87,53 thousand UH. This kind of savings can significantly affect the cost of milk, and, consequently, the competitiveness of its production on a dairy farm of «Bilahro» Velykobagachanskiy district Poltava region. It should also be

noted that the value of the pump used in the research at the time of study was 132 thousand UH. So the payback period of this type of equipment was only eighteen months.

Besides, the energy obtained by cooling milk can be used to heat additional rooms, facilities for calves, drying equipment, heating water for cattle [6]. All large-scale energy saving programs implemented abroad, provide a broad introduction of HP [7]. It is necessary to work on wide introduction of heat pumps in the agricultural production is increasingly recognized in Ukraine, and in other countries of the world. [3, 5].

Conclusions and recommendations for further research. Through the use of heat pump type «liquid – liquid» system allows you to accurately maintain temperature control processes, thereby improving the quality of dairy products. In addition, the use of innovative approaches to provide heat energy prospects to reduce emissions of CO and CO_2 by reducing the use of traditional energy sources.

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UDK 330.341.1:37.025

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INTELLECTUAL CAPITAL IS IN INNOVATIVE DEVELOPMENT OF ENTERPRISES

Annotation. The process of forming of intellectual capital is investigational in the article, his role is certain, as an intellectual constituent of innovative development of enterprises.

Keywords: intellectual capital, intellectual resource, innovative development, innovative process

Raising of problem. An innovative economy constantly improves quality of life of humanity by introduction in the everyday way of life new hi-tech wares. In Ukraine instead of creation of scientific and production associations dissociating of innovative structures came true from productive enterprises with their further elimination in the process of privatizing. It is today possible finally to assert that a competition between the developed countries actually grew into a competition in the field of science and technologies. Together with classic factors that directly influence on an unit (quality of raw material, cost of labour and others like that) cost and determine her competitiveness, all the special factors that characterize an intellectual capital become more ponderable.

An analysis of researches and publications is on issue. The questions of forming and use of intellectual capital were investigated in works of foreign and home scientists, in particular: K. Sveiby, P. Druker, T. Sakaya, A. Bytnik-Siversky, G.Dobrova, O.Kuzmin, S. Klumov and other. However a ground is needed by the innovative-intellectual aspects of forming of intellectual capital.

Raising of task. The aim of the article is research of process of forming of intellectual capital, determination of his role, as an intellectual constituent of innovative development.

Exposition of basic material of research. In the world Europa, USA and new industrial countries of Asia compete for bringing in of talented specialists. Europa is disturbed by the process of loss of innovative positions takes measure with the aim of expansion of sphere of natural and technical sciences. To carry out the export of raw material and ready-to-cook foods, import the manufactured goods, сільгосппродукцію is having no prospects strategy.

At the beginning of 90th of past century the radical changes conditioned by the changes of the political and economic systems of the state took place in the scientific sphere of Ukraine. Were founded creation at national level of organs of management, forming of the government scientific and technical programs, a scientific and scientific and technical sphere, and others like that. However, a scientific sphere was not certain priority in politics of the state, by a consequence what considerable lag of Ukraine became from the developed countries of the world, that began creation of economy of new type that is based on knowledge.

To Ukraine, to enter the number of influential in the international arena of the states, it is necessary to carry out decisive steps to the increase of efficiency of scientific sphere and input of technological development of base industries [3].

Problems of reformation of science and her organizational structure is actual for entire countries that have scientific and technical potential. The analysis of situation shows in the highly developed countries of the world, "that they constantly develop and adapt the historically formed system of organization of scientific researches to the necessities of time and world development".

In modern society basis of development is intellectual property that determines the competitiveness of enterprises. Possibility to create and effectively use intellectual resources largely determines economic power of country.

A capital is a category difficult and many-sided. Historically a capital comes forward first of all as money, that самозростають. Such interpretation of essence of capital is logical for mercantilisms, as they were limited to the sphere of turnover, and that is why concepts "capital" determined as money. However and in future many scientists, absolutizing the money form of capital, asserted: "...a capital is a sum of money and other means of payment.". The classics of economic theory gave mind in the researches on the sphere of production [4].

The category of intellectual capital is new. Therefore in economic literature there are substantial enough differences in relation to his interpretation. Some scientists examine an intellectual capital not only as scientific shots (intellectual elite) but also trademarks, licenses, patents and even assets, added to the book-keeping records with pointing of them the so-called historical cost that increased repeatedly [1].

Other researchers distribute the concept of intellectual capital and on such factors, as leading positions in industry of the use of NT, continuous in-plant training of personnel et cetera. Id est, it costs to perfect the system of record-keeping, that would represent successful activity of organization from the point of view of strengthening of her market positions, bringing in of permanent clientele, perfection of quality of products and others like that.

It is considered that term an intellectual capital was first entered D. Gelbreit in 1969, however considerable deposit from the point of view of clarification of object of research and ground of him basic elements K. Sveiby was brought in, P. Druker, T. Sakaya, T. Stuart and other [2]. T. Stuart did an accent on the consumer accent of intellectual capital and defined it, as all knowledge of workers of enterprise that form competitive edges at the market. L. Edison defined an intellectual capital, as knowledge that can be estimated. In opinion of A. Gaponenko and T. Orlova - an intellectual capital it the result of cooperation in the process of production of people inter se, people and informative resources, and also people and elements of physical capital [3].

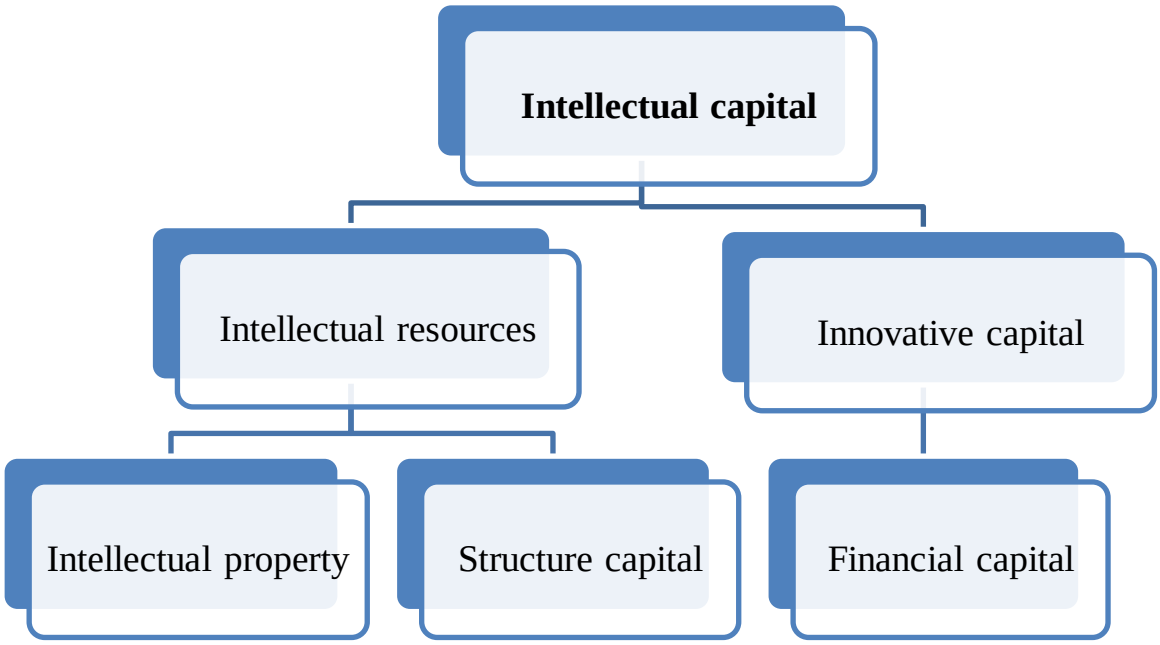
In 90th a term "intellectual capital" became well-known, spreading simultaneously with expansion of interest in the question of value of imperceptible assets in economic activity. In these years there was the worked out system Balance by the scorecard scientists of Kaplan and Norton, although she does not use a concept "intellectual potential" but used for the estimation of intellectual assets of well-known firms. Her feature consists in aimed at a prospect. A general structure envisages a financial prospect, prospect of client, internal prospect, prospects of innovations and studies [5].

Special influence on development of management knowledge small book of I.Nonaka and X. Такеushu "Companies create that knowledge" (1995p.), in that examine conception of obvious

and non-obvious knowledge, and also to their intercommunication in the process of creation of new knowledge [5].

Further researches of concept of intellectual capital characterized his statistical descriptions, related to the process of accumulation of intellectual resources in the type of patents, licenses., and dynamic, that is related to the human factor, organization and management innovative activity.

Generally speaking certain an intellectual capital includes for itself all intellectual resources, including human capital. Intellectual assets are part of intellectual capital, that forms competitive edges and efficiency of enterprise. In turn intellectual property also is part of intellectual capital protected by a corresponding legislation. An infrastructural capital includes for itself administrative processes, pattern of production, that does not depend on workers. An innovative capital characterizes a capacity for updating, introduction of NT, organizational decisions and others like that. A financial capital it the cost of intellectual processes. In our view totality of these constituents can characterize an intellectual capital (rice.1) structure.



Rice. 1. Intellectual capital structure

As a result of creative intellectual activity an intellectual capital is transformed in an intellectual product, by materially-material basis of that scientific, theoretical and practical knowledge are accumulated about corresponding actions, processes, problems and ways of their decision.

For maintenance of intellectual resource in a scientific and technical sphere it is necessary to accept all measures, in relation to encouragement of young people to participating in scientific

but to scientifically-technological activity, in particular by addition to scientific

organizations by the specialists prepared after a government order. It is necessary to enter the new special underbacks for young scientists, to create the specialized advices for defence of

candidate's and doctoral dissertations from the newest specialities, master's degree programs, to extend practice of preparation and in-plant training of shots of higher qualification in foreign educational establishments.

In the conditions of contradictory cooperation of functioning in an economy market institutes, and in the disbalance of interests of business and state, it is necessary to mark that category an intellectual capital expresses ambiguous character of economic relations. The role of intellectual capital in an agrarian sector is underestimated and ambiguously perceived by both businesses and state institutes, that shows up in:

- insufficient financing of spheres of science and education;

- to subzero motivation of workers, that shows up in absence of aspiring to scientific researches, developments and introduction of innovations.

Universally recognized, that intellectual, scientifically armed labour that is base on knowledge, creative capabilities of workers, them professional qualification, rights on a design, trade signs, patents, management structure and information technologies, become fundamental principle and motive force of production, by the strategic factors of economic development of national economies in an informative epoch.

Conclusions: the Successful forming on the use of intellectual capital requires urgent and scale steps from scientifically reasonable development of methods, technologies, mechanisms and instruments of intellectually workers, distribution and introduction in practice of activity, newest going near preparation of professional workers, able to provide intellectually-innovative development enterprises for all without the exception of spheres of vital functions of society.

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THE ESSENCE OF THE COMPETITIVE ADVANTAGE PROVIDING IN THE CASE OF "METRO Cash & Carry UKRAINE"

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Annotation: A detailed analysis of the mechanism of the systematization of competition advantages while building the matrix of competing map of the market has been carried out. The present state of "METRO cash and carry" competition has been outlined. A range of factors, conditions of functioning and certain specific features of wholesale enterprises have been analyzed.

Key words: competition benefit, positioning, competition situation, internal competition benefit, external competition benefit, compatibility, prior compatitor.

The statement of the problem. In a rapidly changing market environment, the process of evaluating the competitiveness of enterprises becomes an independent piece of analytical work. The results can be used as an information base when making management decisions on strategic issues in the planning of innovation, technology and product policy as well as in shaping the competitiveness of enterprise management mechanism, determining reserves of competitiveness and strengthening of competitive position on a particular market[2].

For timely identification of priorities, the development of an effective strategy that will most respond to trends in the market situation and use the strengths of the company, any company should always perform ongoing monitoring and analysis of competitive market where it operates. As the process of identifying the strong and weak points of local businesses such analysis provides a perfect opportunity to develop the activity of an enterprise, to find its hidden potential[5].

Evaluation of the competitiveness of enterprises is also the procedure most in demand at international trade and the foreign markets. But within the internal market, with increasing globalization, companies are exposed to foreign

competition. In this regard, the requirements for assessment procedures and the competitiveness of enterprises in general as well as systematization of competitive advantage are increasing[1].

The analysis of recent research and publications. The following works of foreign scientists and economists (F. Kotler, M. Porter, V.K. Hall, T. Copeland, K. Hessiha, A. A. Thompson, I. Ansoff, H. Assel) and local researchers (G. L. Azoyeva, R. A. Fathutdynova V. I Gerasymchuk, I. L. Reshetnikov, E. M. Azaryan, A. E. Voronkov, Y. F. Yaroshenko, M. I. Knish, J. Rubin, A. Yudanov and others) concerning the creation of competitive advantages and their organizion are dedicated to the problem.

Unsolved aspects of the problem. The analysis of the existing material on the problems of systematization of the competitive advantages of enterprises showed that the theoretical development of many aspects of the problem is fragmented and dispersed. There is no comprehensive understanding of the practical systematization of competitive advantages in the wholesale trade companies and, as a result, there is a need for such generalization. Taking into account the different approaches and the way they are combined, the results will enable a more comprehensive analysis on the example of METRO / Makro Cash & Carry[7].

Formulation of objectives and targets of the paper.

The purpose of this research is to study the system of theoretical and methodological approaches and principles of the classification of competitive advantage with regard to the trends in today's economy, to define and analise the systematization of competitive advantage of METRO / Makro Cash & Carry by constructing a matrix of competitive map of the market.

The object of the research is the process of formulation and implementation of competitive benefits of the company METRO / Makro Cash & Carry in a retrospective context.

The subject of the study is a set of theoretical, methodological and practical aspects of the formation and implementation of competitive advantage in the crisis conditions.

Scientific research hypothesis is based on the assumption that the study of the theoretical foundations of the formation and realization of competitive advantages in the retrospective aspect will allow the company METRO / Makro Cash & Carry to adapt as much as possible to the modern conditions and consider the challenges of the modern economy that are both threaten and preferences.

The main material. To analyze the behavior of the company METRO / Makro Cash & Carry on the market, to set strategic objectives of marketing goods and services, it is advisable to develop a marketing plan, to build a matrix of competitive map of the market. Matrix is a classification of competitors according to the occupied position in the market which is used to determine the status of the competition and systematization of competitive advantage. It allows one to correctly determine the relative balance of power in the market and identify marketing problems of the company, to establish current and future competitors, outline guidelines for choosing a competitive strategy

The financial situation of the competitors and associated distribution of the market shares can identify a number of standard provisions on the market: the market leader, with maximum amount of shares, an outsider occupying the most modest position, and some minor groups.

Shopping centers METRO open exclusively to business customers, i.e. for legal entities and individual entrepreneurs "METRO Cash & Carry Ukraine" is a part of the METRO GROUP - one of the largest international trading companies. In 2012, the sales of METRO GROUP amounted to 67 billion euros. In 2200 company's stores in 32 countries over 280 000 people are employed. The structure of METRO GROUP sales divisions is as follows: METRO / Makro Cash & Carry - the international leader in wholesale, hypermarkets Real, Media Market and Saturn - European home appliances market leader and Galeria Kaufhof department stores.

The main competitors of "Metro Cash & Carry" in the market segment is "Ashan Hypermarket Ukraine" (Competitor number 1) and "Fozzy Group" (Competitor number 2). The means of competition among existing commercial enterprises is the level of service, range of products, prices.

Let us analyze the strategic position of goods being implemented by LLC "Metro Cash & Carry", using a matrix of "General Electric - McKinsey."

The analysis will be carried out in terms of various product groups.

This matrix has a 3x3 measurability. On the X-axis the competitive position of the company is represented, and on the Y-axis - the degree of attractiveness of the strategic areas of management.

For the calculation and construction of this matrix we used the method of expert estimations. The experts were the specialists of "Metro Cash & Carry." Tables 1 and 2 present background information about market ratings and the competitive position of the company.

Table 1

Expert assessments of market attractiveness of "Metro Cash & Carry"

Characteristics of attractiveness	Weight	Target markets of the company	
		Food	Industrial Goods
The size and growth rate of the market	0,2	8	8
Quality of the market	0,1	7	8
The competitive situation	0,4	9	7
The influence of the environment	0,3	6	8

Table 2

Expert assessments of the competitive position of "Metro Cash & Carry" in key target markets

Characteristics of attractiveness	Weight	Target markets of the company	
		Food	Industrial Goods
The relative market position	0,2	7	7
The relative production capacity	0,25	6	6

The relative potential of NI	0,35	6	8
Relative potential of staff	0,2	6	8

Table 3

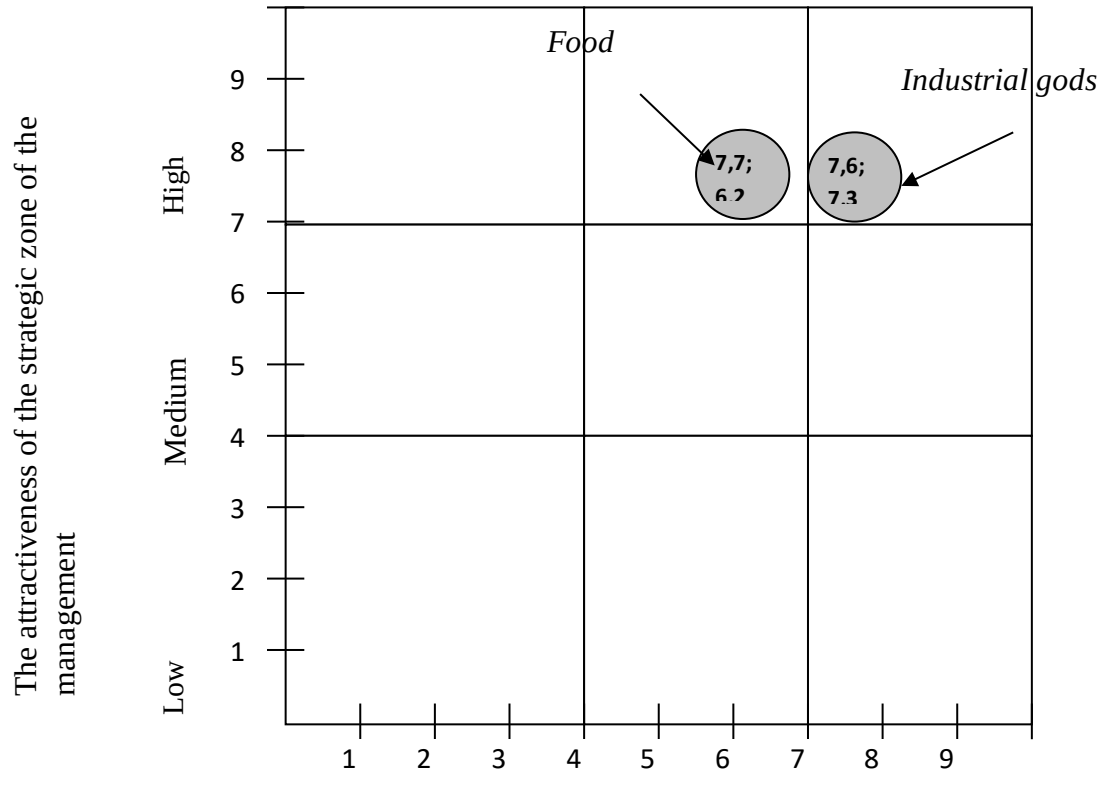
Assessment of market attractiveness and competitive position of "Metro Cash & Carry"

	Food	Industrial Goods
The attractiveness of the market	7,7	7,6
Competitive position	6,2	7,3

It becomes clear that the markets of the LLC "Metro Cash & Carry," and the market of food and industrial products market in particular is attractive for development.

Thus, basing on the results, the group "food" is holding a leading position, that's why they need to increase sales.

While implementing the strategy, basic requirements relating to the strategic management of technology should be completed by"Metro Cash & Carry" as well as by any other entity.



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Pict. 1. Matrix "General Electric» - McKinsey for «Metro Cash and Carry"

LLC "Metro Cash & Carry" - a company with a strong and competitive position, which is improving; the closest competitor is the company of "Ashan Hypermarket Ukraine" (Competitor number 1), which also is holding the position 6 in matrix formation CDF (while choosing the competitive strategy the company needs to focus primarily on this competitor as the strongest). Competitor number 2, "Fozzy Group", is located in the middle, indicating its weak but competitive position that is improving. If compared with competitor number 2 "Metro Cash & Carry" has a clear competitive advantage in pricing policy at a high level of product quality.

Table 4

Matrix formation of competitive maps of food market

Market share / The growth rate		Market leaders	Company with a strong competitive position	Company with a weak competitive position	Enterprise - outsider
		1	2	3	4
Company with rapidly improving competitive position	1	1	"Metro Cash & Carry" 5	9	13
Competitive position of the company, which is improving	2	2	6 "Ashan Hypermarket Ukraine"	10 "Fozzy Group"	14
Competitive position of the company, which is worsening	3	3	7	11	15
Company with rapidly deteriorating competitive position	4	4	8	12	16

An important factor that affects the economic security of "Metro Cash & Carry" is the dependence on the intensity of cooperative relations of the firm with suppliers of various kinds of resources. This is about the dependency of the firm on

the stability of supplies of all the necessary resources both in terms of quality of the resources supplied and the completeness and timeliness of deliveries.

Table 5

The assessment of the Marketing of Ltd. "Metro Cash & Carry"

Number	Indicator	Weight indicator	Standard Enterprise value	Rating r	
1	The volume of supply to the domestic market, thousands, uah	0,2	4167,2	3065,4	0,15
2	Export site , thousands, uah	0,1	453	0	0
3	Financing advertising,% of total cost of enterprise, thousands, uah	0,1	30	22,5	0,08
4	Corporate Identity (developed areas)	0,1	3	3	0,1
5	Price, thousands, uah	0,1	58,6	45,75	0,08
6	Innovative activity, thousands, uah	0,2	154,3	70,9	0,09
7	The cost of sales per unit of product, thousands, uah.	0,05	24,7	20,6	0,04
8	Channels of sales units	0,05	7	11	0,08
9	Volume of successfully implemented agreements with customers	0,05	2457	3698	0,08
10	The level of compliance with contract terms with customers (fines, thousands, uah)	0,05	15,9	0	0
The amount of sites		1	x	x	0,7

The development of strategies for Ltd "Metro Cash & Carry" is carried out in three stages: the collection of background information, strategic analysis, strategy formation.

In carrying out these steps, the following measures are taken: the evaluation of the costs of product, the refinement of the financial goals of the company, the identifying of potential competitors of "Metro Cash & Carry", the financial analysis of the company, market segment analysis, competition analysis of the company on a particular market, the impact of the assessment measures government regulation on pricing, determination of the final price strategy.

The position of "Metro Cash and Carry" the target market can be represented in Table .6

The position of the enterprise in terms of prospects has been determined by a survey of existing customers. The desired position of the company in the future, that is, increased market share, established in the strategic plan of the company and in the plan for the 2014-2015s of the food market analysis showed that the main competitors of "Metro Cash & Carry" is "Ashan Hypermarket Ukraine" , Ltd "Fozzy Group".

Table 6

The position of "Metro Cash and Carry" on the target market

Index	Character of the Index
1. The company position in terms of potential customers	Strong
2. The desirable placement of the company in the future	Increase in the share market
3. Which competitors need to surpass "Auchan Hypermarket Ukraine" LLC "Fozzy Group"	Ltd "Ashan Hypermarket Ukraine" Ltd "Fozzy Group"
4. Has the company sufficient resources for the maintenance of the desired position in the market	The presence of a significant amount of assets makes it possible to implement costly projects that do not exceed 500 thousand uah.

Conclusions and recommendations for further research

Thus, the position on the chosen market is stable, which is caused by the presence of significant competitive advantages of "Metro Cash & Carry." So, one could argue that the vast majority of external factors positively affects the activity of "Metro Cash & Carry." Ltd"Metro Cash & Carry" is really going to attract potential customers and expand the scope of activities, strengthening its

competitive position. By means of competition among existing commercial enterprises, the study of the level of service, range of products and prices.

The main factors of the formation of competitive advantage are a commercial and innovative activity of "Metro Cash & Carry" in production and management processes.

Thus, competitive advantage can be defined as high competence of the company of "Metro Cash & Carry" in the sphere of trade, which gives the best opportunity to overcome the competitors, to attract consumers and to save its image.

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Annotation: A detailed analysis of the mechanism of the systematization of competition advantages while building the matrix of competing map of the market has been carried out. The present state of "METRO cash and carry" competition has been outlined. A range of factors, conditions of functioning and certain specific features of wholesale enterprises have been analyzed.

Key words: competition benefit, positioning, competition situation, internal competition benefit, external competition benefit, compatibility, prior compatitor.

UDC: 65.012.7:65.018:338.439.5 /.6 (477)

Ukraine on the way reorganization safety and quality control of food products.

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Annotation

The article examines issues concerning the state control safety and food quality, assess the effectiveness of the current system and its shortcomings, and identified the benefits and prospects of implementing the system of state control.

Keywords: quality control, food products, food safety, food security, agriculture, veterinary and sanitary service, Codex Alimentarius

Statement of the problem. Ensuring the safety and quality of food is one of the main goals of modern society, which depends on solving the health and preservation of the gene pool. According to forecasts of the World Bank, food production worldwide by 2050 to increase by 70-100%, while the population - to reach 9 billion people. [5]

Execution of the tasks may be subject to implementation of new technologies in the global agriculture and processing industries for providing of safe and high quality food products. Ukraine on the quality of food security now ranks 47 th among 107 countries.

The country has potential for further development of agriculture, which is able to increase the volume of production. At the same time he needs financial support from the state to update the material basis of production, especially by small farms. [1]

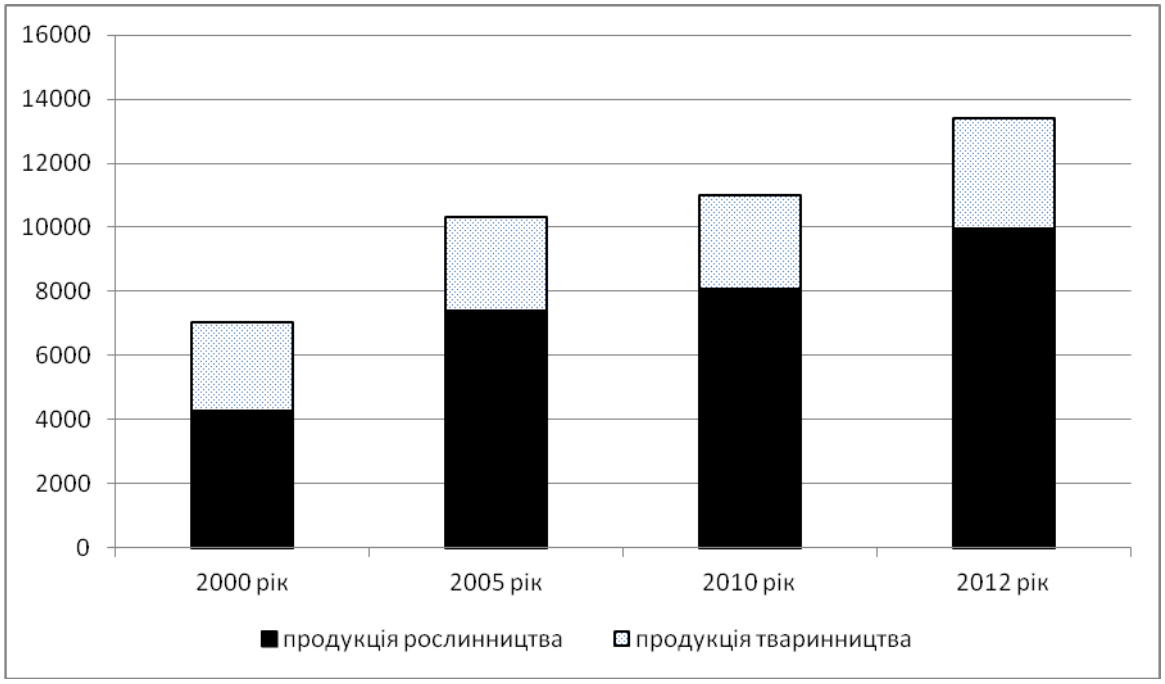
Analysis of recent research and publications. Reorganization of the State Committee of Veterinary Medicine of the State Veterinary and Phytosanitary

Service, initiating the formation of a new government, veterinary and sanitary control and supervision as in food has caused great interest among scientists, members and employees that provide direct control of safety and quality of food. Thoughts on the said reforms are sometimes diametrically opposed. But they brought a sense of caring and responsibility for the safety and quality of food. Persuasive opinion of Academician I. Trachtenberg, G. Onishchenko, G. Kuznetsov, V. Horzheyev, T. Bakhteyeva. Given the significant contribution of these scientists in solving this problem in the economic literature are not processed approaches concerning the conditions of agricultural production with numerous small businesses and private households. Currently, the production conditions do not meet the European requirements and therefore outputs can not be competitive.

The purpose of the study. The aim of the study is to analyze the existing systems of monitoring the safety and quality of food, the assessment of production conditions for internal and external customers, with continuous monitoring of safety and quality of food.

The main material. Ukrainian agricultural sector, despite the state of logistics, difficult financial and economic situation in the country continues to provide food in accordance with the domestic market. At the same time providing foreign exchange earnings to the country. Food security at all stages of social development has been and remains one of the major problems of civilized society. Without proper and sustainable development of the food sector and ensure complete consumption of all products no society can not exist.

Significant contribution to food security, farmers are making Ukraine Poltava. This is illustrated by the chart the growth of production in all categories of farms (Figure 1). The volume of production in 2012 amounted to 13,399.8 million. This is 190,4% against the indicator of 2000.



Rice. 1. Agricultural output in the Poltava region in years 2000-2012 [8] (in comparable prices of 2010, mln.).

Food security depends on the level of economic and social development of all agricultural units. In agriculture, Ukraine operate nearly 4.5 million small farms and they produce a significant amount of agricultural products.

The table shows that the proportion of households Poltava region in production is growing steadily. Increases in milk production and meat. But the economy is based on the personal work of farmers in terms of application technology, production conditions with a significant lag, and of course can not guarantee the safety and quality of food. Such products may not be competitive, because it does not comply with European standards.

Table 1.

Share of households in agricultural production in the Poltava region [8],%.

	Years					
	1990	1995	2000	2005	2010	2012
Agricultural Products	22,7	36,7	47,4	45,6	40,3	38,3
Plant products	15,3	31,8	39,1	40,3	37,1	35,9
livestock products	29,6	43,3	60,4	62,5	49,3	45,3
including - milk	19,1	34,4	53,6	67,3	56,9	54,6
meat (carcass weight)	24	45,2	64,1	61,6	50,2	50,8

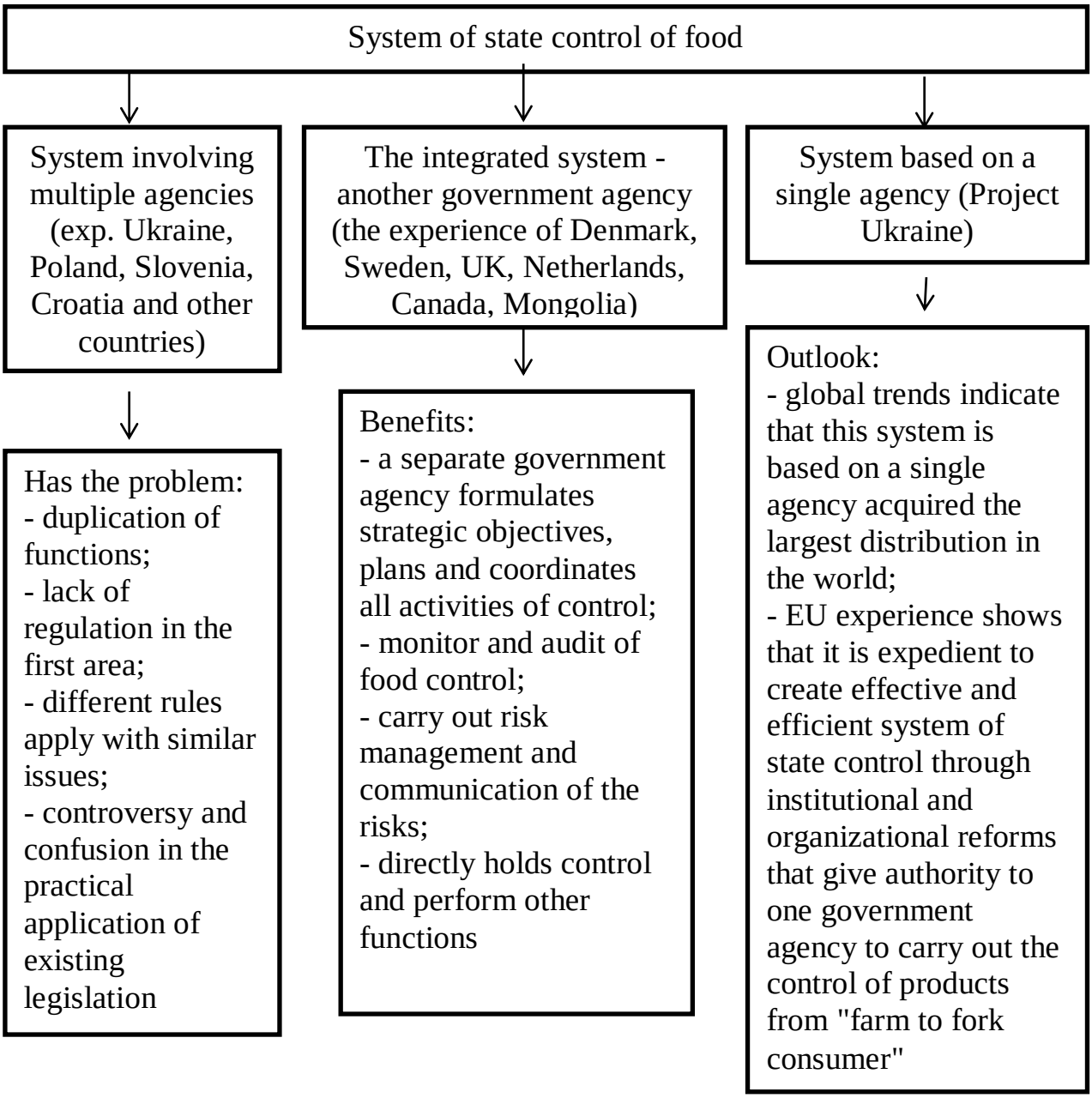
In accordance with the Law of Ukraine "On safety and quality of food" [3] state authorities to ensure the development, adoption and implementation of sanitary measures for food safety are: Cabinet of Ministers of Ukraine, central executive authority on health care, the State Sanitary and Epidemiological Service (hereinafter - the sanitary service), the State Veterinary Service of Ukraine (hereinafter - Veterinary Service), the central executive authority on agricultural policy, the central executive body for technical regulation and consumer policy (Article 4). The main functions to implement controls rely on veterinary and sanitary services (Article 6, Article 7).

Veterinary Service carries out state control and supervision of the raw food of animal origin on the capacities of their production, all plant products, agricultural products and raw food of animal origin sold at agricultural markets for production and final products in meat processing, rybodobuvnyh, fish processing, milk processing plants.

Sanitary Service provides state sanitary and epidemiological supervision over all the objects of sanitary measures. Controls for all food products for special dietary and all functional foods [6].

The current food control system in Ukraine, scientists and manufacturers assessed differently. In particular, G. Kuznetsov [4] describes as being: was not clearly defined organizational structure at the state level, so that there has been duplication. Establish additional obstacles for businesses inefficiently used budget and not consistent action between these bodies.

Experience Europe for organization and control of safety and quality of food is shown in Figure 2.



Rice. 2. Organizational form of food control in Europe

Three years ago the president of Ukraine decree reorganized the State Committee of Veterinary Medicine of the State Veterinary and Phytosanitary Service (Derzhvetfitosluzhby) initiating the formation of a new government, veterinary and sanitary control and supervision as in food. The decree was signed, but not as active reorganization took place as was thought. In furtherance of the President's decree has not been developed a number of legal documents - changes

to existing laws, regulations. In the autumn of 2012 to the Parliament was submitted draft law "On amendments to some legislative acts on food safety." It is this law supposed to resolve all problems in the implementation of food control.

Functions ending live animal veterinarian. Regarding categorical statements I. Bisyuk now the state has created the only competent authority, which controls the entire chain of food production for the population according to V. Chopenko are premature, because he took over the powers of sanitary-epidemiology service is not in stock, entrusted to him departments [9,10]. They should fix the law "On quality and safety of food products" which have not been adopted by the Verkhovna Rada of Ukraine. Addicted to the proposed reform is ambiguous. But international practice focuses on a single competent state agency that oversees food from field and farm - to the table of the consumer. As government control will be present from production to the consumer, then the manufacturer is obliged to behave responsibly produced. In particular: the crop for process - the use of chemical fertilizers, pesticides, herbicides, certified seed; in breeding for process - diagnosis, vaccination, laboratory tests, quality of feed, slaughtering, milking cows, product storage and shipping on the counter.

Ready agricultural sector of the country to cooperate with the WTO and the EU? Derzhvetfitosluzhby Chairman reported that the processed food products segment is not yet ready. First of all you need to fulfill the requirements of the EU's single body of state control over the safety and quality of food. Also required by law to resolve the question of reducing the number of permits, a feed of animal by-products not intended for human consumption. Subject to revision and law on animal identification and registration.

Practical implementation of animal identification program in agricultural enterprises and private farms of rural population began in the summer of 2002, when it was created, "Agency for Animal Identification and Registration." Identification and registration of animals is important for breeding, meat balance sheet, calculating vaccine production needs. In addition, identification of animals - epizootic welfare, quality and food safety, which is essential for the government,

producers and consumers [4]. Since the organization Derzhvetfitosluzhby authority for identifying, registering handed it to her. Work is something.

Modern technologies of agricultural crops include the use of chemical fertilizers, herbicides, pesticides and other chemical products. They help increase productivity, increase shelf life, improve appearance of fruits, vegetables and grains. At the same time they provoke danger. We know that pesticides are hazardous to health and are carcinogenic. A healthy nation - above all! Science says that life is 80% dependent on the quality and safety of food products. Nourishment continue or shorten our age [9].

Grown or produced agricultural products shall not contain genetically modified organisms, as well as residues of pesticides, herbicides and other chemical products. Scientific studies show that persistent pesticides in the environment enter the human body in 95% of cases of food, 4.7% - of water. Radionuclides enter the body chain "soil - plant - a man" or "soil - plant - animal - human" in 94% of cases of food, about 5% - of water.

In connection with the accession to the WTO and the EU closer to a stipulation of the Directorate General of the European Commission and Consumer Protection (SANCO): no food product does not fall into the Eurozone, if Ukraine does not operate a single supervisory body that will ensure the quality and safety of food. Inspectors from the European Union warned Ukraine, on mandatory identification of cattle in peasant farmsteads. Failure to do so will be an obstacle exports of beef.

Ukraine has manufacturing facilities for the production of cheese and send to export 80 tons of which 80% in Russia. Recently, there are problems with exports because of non compliance with manufacturers specifications. Cheese one brand can be of two types. For specifications that each company develops "by itself" decoupling producers hands. It is about the use of overseas oil. Actually the use of overseas oil is no big sin. The main thing - honestly labeled product: natural or substitute it, both for domestic consumption and for export. [10]

Ukraine can be a successful exporter of products, namely - corn, sunflower, meat and dairy products. To do this, the conditions of livestock production to bring in line with European requirements. You also need to establish a strict system of food safety control.

Conclusions and recommendations for further research. Vector of Ukraine's economy is oriented towards the EU. To achieve this goal the government actively conducts standard-setting work in all sectors, especially in the field of life and health of citizens, trying to harmonize our legislation with EU legislation. A particular concern for the safety and quality of food.

Reorganization of state control safety and quality of food lays the foundation for the future. To do this:

- accelerate the adoption of legislation that would resolve all departments working together, clearly define the functions and powers of state control;

- strengthen the responsibility of manufacturers who must implement a system of quality management, evaluation of hazard such as ISO and HACCP standards and good manufacturing practices;

- to provide financing, technical and organizational upgrading of agricultural production;

- european choice of Ukraine requires the use of state control elements of modern quality management systems, the use of modern laboratory equipment, regular reporting of monitoring results to the public.

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УДК 338. 439. 64

THE AGRICULTURAL EXCHANGE AND CHANGES IN ORGANIZATION OF MARKETING OF AGRICULTURAL PRODUCTS

Nakonechna K., PhD, Associate Professor

Problem statement. Ensuring food security is directly related to the normal functioning of the agricultural sector, high levels of agricultural production, in accordance with an established system for the implementation of products and replenishes state reserves. Solve problems associated with the sale of agricultural products, to help domestic producers to enter foreign markets and thereby contribute to the protection of economic rights can only be functioning in the country developed agricultural market infrastructure. One of the key elements of the agricultural market is agricultural exchange, as a kind of specialized commodity exchange. It is the activities of agricultural exchanges related structural changes in the system of marketing of agricultural products.

State of studying the problem. The issue of state regulation of agricultural exchanges reflected in research leading national scholars - workers as economic and legal science in agricultural, civil and economic rights such as: VI Andreytseva, TS.V. Bychkov, A. Bobkov, D. Bobrov, A. Vinnik, PI Haidutsky, AP Getman, A. Degtyarev, A. Zeri, BP Dmitruk, VP Zhushman, AA Ivashchenko, V. Nosik, VM Kravchuk, PF Kulinich, IN Kucherenko, V. Lutz, V. Mamutov, JA Moiseev, AA Pogrebnoy, SA Pogrebnoy, TP Procenko, NA Saniahmetova, IV Thank-Fateeva, PT Sabluk VI Semchyk, MO Sweet, ON Sohatskyy, AM Stativka NI Titova, E. Kharitonov, V. Hahulin, JM Shevchenko, VV Scherbyna, JS Shemshuchenko VZ Yanchuk and other prominent scientists.

Results. According to statistics, in modern terms, only about 1% of agricultural products sold by agricultural enterprises on the stock exchange. This

is despite the fact that the market for agricultural products, 36 commodity exchanges accredited Agricultural Policy. This situation is due to the lack of modern exchange mechanisms, lack of broker networks and through distrust farmers to commodity markets, lack of control over their activities. Commercial Code of Ukraine (Article 278) defines the term "trade - of Stock Exchange Activity" as one that aims at the organization and regulation of trade by providing entities in carrying out their specially created trading business organization Mercantile Exchange. According to the AG Bobkova and JO Moses, the term "trade and exchange activities" more fully reflects the essence of the activity and commodity exchange is novel in Ukrainian legislation [2]. Thus, the legislator again saves (as in Art. 1 Law of Ukraine "On the Commodity Exchange") to provide services to an entity as the content of the exchange [3]. Although, given the nature of the non-agricultural exchange, the phrase "provision of services" can not be regarded as a business activity, in our opinion, such a formulation should still be avoided. Agricultural exchanges established and conduct their activities in accordance with the Law of Ukraine "On State Support of Agriculture of Ukraine" [4] Law of Ukraine "On the Commodity Exchange" [3] and Articles 278-282 of the Commercial Code of Ukraine [1]. Such exchanges are created to enhance food security, providing exchange services to business entities from entering into exchange agreements (contracts) with respect to agricultural products, the sale of commodity derivatives, underlying asset is an agricultural product, mortgage certificates, mortgage, as well as conducting and (or) of clearing and settlement activities. To ensure sustainable and efficient functioning of agricultural production agricultural exchange creates conditions for exchange trading on the basis of equality and non-discrimination participants of Stock Exchange Activity, Set pricing equilibrium (fixing) solely on the basis of coincidence of the offer price to the price of a single commodity demand it provides Brokers organizational, informational and other services collect, process and disseminate information, relating to market conditions exchange of goods, supervise adherence of Stock

Exchange Activity requirements of the law, the modern terms the activities of agricultural exchanges by intensification of trade and a distinct tendency to increase the interest of market participants to exchange services in the contract of sale of agricultural products. As a result of government interference sale residential property in exchange lost content. But many agricultural exchanges continue to profile the practice agreements for residential property.

Law of Ukraine "On State Registration of Rights to Immovable Property and Their Limitations" on July 1, 2004 [5], defines that the subject property (real estate, real estate) land and facilities located on the land building, structure, etc.), whose movement is impossible without depreciation and changes their destination. Thus, Article 19 of the Act sets out a list of documents for state registration of rights to immovable property, including - contract - the sale of real property listed in due course. Letter of the State Tax Administration of 01.12.2004, the "On the registration of transactions of sale of movable property by individuals to exchange" [6] specifies that during the exchange transactions - the sale of movable property (including vehicles) is one of the parties to the contract purchaser) shall take title to the acquired personal property, and the other party - the seller receives income from a sale only after registration of the contract) on the exchange. Therefore, under the law, the exchanges may be awarded contracts for movable and immovable property and accordingly made stock trades on the sale of these objects. Its characteristics real estate (buildings and land) and personal property (vehicles, equipment) can not be exchange commodity since no signs consistent interchangeability and uniformity, but these products are fairly common on the market. In our opinion, this situation does not meet the challenge posed to agricultural exchanges and trends of agricultural exchange market. Bidding of movable and immovable property, not directly contradict, but does not contribute agricultural exchanges to trade large in bulk agricultural products. A tendency to enter the stock market directly to agricultural producers (owner products) due to his desire to work in the field of commodity-money relations, avoiding barter (barter) transactions to purchase

and sell products at actual exchange rates. These provisions can be defined as the activities of the agricultural exchanges. It follows that the content of the agricultural exchanges is an activity that achieves this goal through work in their respective areas. Expand the contents of the issue of agricultural exchanges is seen through the analysis of appropriate exchange functions. Law of Ukraine "On the Commodity Exchange" [3] and the Commercial Code of Ukraine [1] define the principles of commodity exchange, rights and obligations, but does not specify which exchange functions are performed. In economic literature, defining the functions of commodity exchanges [3]: organizational (organization of exchange trading, production rules, the logistics of trading, providing highly qualified personnel); development of exchange agreements (standardization of quality parameters, determination of the parties, settlement procedures and providing liquidity); resolution of disputes between members and participants of the stock exchange operations; registration and publication of stock prices (quotes); insurance pricing and exchange rate risks (hedging); to guarantee the performance of exchange-traded contracts (through the organization of clearing and settlement activities); information (collection and registration of stock prices with a view to distribution).

Accordingly, the functions of Agricultural exchange can be divided into intra-organizational (aimed at organizing the coordinated work of all structural units of the exchange and creation of conditions for the conclusion of the exchange agreement) and external (aimed at ensuring effective cooperation with agricultural producers and other actors in the agricultural market). In order to attract customers, exchange of sellers of agricultural commodities counter sales of products provide benefits in the acquisition of shares, broker places providing information on commodity prices. However, exchange different forms of customer service product is put up for auction as well as for sharing. Despite the fact that recently adopted a number of regulations designed to regulate relations in the sphere of agricultural products through the stock market, the problems of legal regulation of agricultural exchanges are not fully analyzed, a

number of issues remain unresolved or controversial. Requires deep study of the provisions concerning the legal status of agricultural exchanges in the structure of the agricultural market of Ukraine; there is a need to clarify and improve the conceptual apparatus used in the formulation of appropriate regulations; Science in Agricultural Law ambiguously defined legal form of agricultural exchanges; require further research legal issues of taxation of their activities; not properly analyzed the issue of transition to a futures market.

Conclusions. Agri Exchange is an important part of the agricultural market. They found widespread practice, but act in an imperfect legal framework. This primarily refers to the absence of a proper legal definition of the legal status of processing of agricultural exchanges as the primary basis of their activity. Did not find sufficiently reflected in the legislation features activities agricultural exchanges, associated with specific agricultural also not defined the scope and mechanism of state regulation of their activities. The above together creates significant barriers to the formation of the agricultural market in Ukraine as a whole.

УДК 338.439.004.6:63

System changes in the development of agricultural enterprises

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The article explores the essence of enterprise development, highlighted its main features and trends, summarized the theoretical position on the concept of change and their classification.

Key words: development, changes, system, enterprise, agriculture.

Problem statement. Each agricultural enterprise operates in constant contact with the environment. This environment is dynamic, it changes the state priorities, updated technology, product range, needs, interests and tastes of consumers are gaining strength and multiplying competitors or, on the contrary, economically weak: and move to other markets. Therefore, the introduction of system changes is an effective tool in the fight for survival and stability of the enterprise.

Analysis of the latest research and publications. Foreign scientists P. Drucker, Y.A.Shumpeter, I. Ansoff and native - Voronkov D.C, V.A. Vasilenko, V.A. Verba, O.N. Grebeshkova, N.M. Bondar, V.S. Ponomarenko, O.M.Trydid, M. I. Kononenko, M.O.Kyzym. explore the problems of development of enterprises. The issues of change management in the enterprise considered such scholars as John Weber, John Brayt, M. Porter, and among national scientists should provide O.D.Gudzynskoho, Biesiedina M. O., E. Boyko, D.Voronkova, N.Tarnavsku et al.

Task statement. The aim of the paper is to investigate the nature of enterprise development, allocation of its main features and trends, summarize theoretical propositions on the concept of change and their classification.

Gudzynskyy O.D., PhD of economic science

The main material. Philosophy considers development as the emergence of

new qualitative states, new types of systems that are born with previous systems. These changes are unfolding opportunities are preliminary qualitative states [18].The development is a form of change in general, a special type of motion, which are inherent natural, directed, irreversible, qualitative changes in material objects [5,11].

That is to say that from a philosophical point of view the development of this facility transition from one state to another, better quality and more perfect.

Concept development process is continuously improved in the economic literature. Many scholars served the term "development" in the context of a particular entity (organization, enterprise, company) [2,17,18].

Great Dictionary of the modern Ukrainian language gives the following definition of "development": the process by which changes the quality of something, the transition from one qualitative state to another, higher [3].

Development of enterprise should only forward movement, namely qualitative indicators of its activity should not be lower than previous years. This raises the question: whether the development of the enterprise and its activities during the crisis and what the time period of the existence of the enterprise should be considered to determine development? In other words, development is not necessarily continuous, and it is not inherent in each stage of the enterprise.

Table

The definition of "development" modern scholars.

Authors	Definition	The main features of the concept
Voronkov D.C	Development is a permanent, regular changes of matter and consciousness, their universal property. A steady progressive development of the company occurs as a result of changes in the parameters of the external and internal environment and contribute to improved implementation of further positive change.	Changes, improvement the parameters of external and internal environment
V.A. Verba, O.N. Grebeshkova	Conversion economic system to a new state as a result of irreversible directed, regular changes of technology, work organization and management is the enterprise	Changes,transition to the updated state of the enterprise

	development.	
N.M. Bondar,	Enterprise development means qualitative changes and updates its economic system and organizational structure, improve the functioning through improved technology, technology and work organization in all structural units, improving the quality of products and services that it provided	Qualitative changes, improve the functioning of enterprise
V.S. Ponomarenko, O.M.Trydid, M.O.Kyzym.	Development is a process to quantify qualitative changes in the system complexity of the structure and composition, as a result increasing its resistance to the destabilizing influence of the environment and the efficiency of the operation.	
M. I. Kononenko	Development - is irreversible, directed, regular change of material and ideal objects that are made over time.	Changes, irreversible process

Summarizing the above definition we can say that the development of the enterprise - is irreversible, natural, long-time transformations aimed at improving the management of the company and increase its effectiveness as a whole.

Thus, the characteristic features of the development include:

1) timeline directionality- only forward movement;

2) duration

3) quantitative and qualitative changes. The emergence in the development of new and high quality, that did not exist before;

4) increase the resilience of enterprise external negative factors.

Most writers [2,13,17,18] key role given to change when considering the concept of 'development. But the concept of "change" by itself does not give a clear idea of its nature, as a means of changing only when they contribute to the achievement of new enterprise development outcomes.

Should consider the relationship of concepts such as development and growth for more clearly define the essence of development

There are three types of growth: extensive, intensive and innovative [9].

Extensive growth provides for an increase in production agricultural enterprises through the involvement of additional factors of production - acreage, number of animals, means of production. However, their quality and technical level, the manufacturing route remain unchanged. Invariably productivity of land

and animals. Increase in production is achieved as a result of quantitative increase the participation of labor in production.

Intensive growth implies an increase in production due to rising labor productivity improvements based on technical and efficient use of available resources: arable land, livestock animals and poultry. It provides a continuous increase crop yields and animal productivity through the application of scientific and technological progress.

Innovative activity is one of the main means of adapting enterprises to constantly changing environmental conditions.

An innovative type of development is the way of economic growth based on continuous and systematic innovations aimed at significantly improving all aspects of the economic system, periodic regrouping of forces caused logic NTP, goals and objectives of the system, the use of certain resource factors in creating innovative products and formation of competitive advantage [19].

According to P. Drucker, Innovation - is providing better and cheaper products and services. The enterprise is no need to expand, but it is necessary to get better. Schumpeter in his "Theory of Economic Development" declared that the norm for a healthy economy and a central factor in economic theory and economic practice is not so much Health and optimization as a dynamic imbalance that occurs due to the entrepreneur and innovator. [14].

Consequently, economic growth and economic development are closely linked. Economic growth can occur in the absence of economic development, while economic development is not possible without economic growth.

Changes is.the main component of development. In general terms, a change – is a development organization of new ideas or behaviors. [11].

Entrepreneurs find change normal and positive sign. Of course, they are not the cause of this change. But the entrepreneur is always looking for some changes in response to it, and uses it as an opportunity [6]. That is, the changes serve as an opportunity to improve the individual subsystems as well as on the whole enterprise.

Biesiedin, M. O., and Nahaiev, V. M. note that changes within the organization usually occur in response to changes in the environment [1]. This view is shared by S.R.Stetsiv, arguing that the term "change" analyzes the internal changes that occur as a result of the company having to adapt to the environmental conditions of a particular area [15].

V.M. Didenko believes that change is a combination of changes in the organization that lead to innovation and implementation can take place in the following areas: assessing and changing the organization's goals; change in the structure, namely the distribution of authority, responsibility, division into departments, services, departments, committees, etc.; change in technology, processes, designs products; modification (change) the ability or behavior of employees (training in communication, movement officials, training, group formation, performance evaluation, etc.); changes in production and business activities. [5].

We give a proper definition of the term of changes. Changes is a set of transformations formed under the influence of internal and external factors that contribute to the development of the company and increase its effectiveness.

Large number of species changes due large-scale processes taking place in the organization. Scientists identify the following areas of change:

- Changes relating to staff
- Changes in the process (which implies changes in the products and services);
- Change strategies and objectives of the company (and consequently change the strategy at all levels);
- Change in organizational structure

Agricultural enterprise is a complex system that consists of a set of interrelated elements of economic nature which form a single unit and have a common goal.

Profit, sustainable competitive position in the market, requires management of agricultural enterprises effectively implement change and management.

Successful change different its local orientation, or systems approach. Attempts to improve everything at once usually doomed to failure [12].

Simple and achievable objectives is inherent for local goals. However, it is important for businesses achieve comprehensive results. Changes in the company do not occur in isolation: each of the following is a consequence of the previous one. System changes only a single approach to the selection of goals and business strategy will ensure its efficient development and high resistance to the external environment.

Conclusions from the study. From the study it can be concluded that the development of the company - is irreversible, natural, long-time transformations aimed at improving the management of the company and increase its effectiveness as a whole. After analyzing the relationship between the concepts of growth and development, we can say that economic growth is an integral part of development.

The main component of development is changes, but only those that are now contributing to new quality condition. In addition, more effective changes will be carried out on the basis of a systematic approach, with a single focus and consistent with the overall concept of the organization.

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Никитченко Т.О. Системные изменения в развитии сельскохозяйственных предприятий

В статье исследовано суть развития предприятия, выделены его основные признаки и направления, обобщены теоретические положения относительно понятия изменений и их классификации.

Ключевые слова: развитие, изменения, система, предприятие, сельское хозяйство.

Нікітченко Т.О. Системні зміни в розвитку сільськогосподарських підприємств

У статті досліджено суть розвитку підприємства, виділено його основні ознаки та напрями, узагальнено теоретичні положення щодо поняття змін та їх класифікації.

Ключові слова: розвиток, зміни, система, підприємство, сільське господарство.

UDC: 004.151: 631.145

Evaluating the effectiveness of information system for regional agribusiness.

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Effectiveness of regional agro-industrial complexes is determined by the degree of fulfillment of the tasks defined by agricultural policy. However, the specific climatic, social, economic and environmental conditions and features of the functioning of the regional agro-food markets provide a basis for objective differences in the development of agriculture and agro-industrial complex in total across the country. According to the local conditions sectoral and industrial structure, optimization and clustering system of forms of ownership and management mechanism of intra-and inter-relationship management are forming.

Increasing efficiency of organizational models of regional industrial structures in the agricultural sector provides stability of general socio-economic conditions of their development, making full use of bioclimatic and genetic potential, increase crop yields and livestock productivity, labor productivity, saving production costs [3].

Mounting and sustaining the implementation of reforms in the agrarian sector of Ukraine provides for the establishment of modern information systems based on advanced computer technologies that use a single address space, the principle of transparency, providing ease of user communication with the system and its integration into the global information space. Successful implementation of the information system of agricultural sector and any system must be accompanied by an assessment of its functioning.

Analysis of the main research and publications. To theoretical and practical research on the information systems, evaluating the effectiveness of the functioning of these systems devoted works of T.L. Arkhipov, V.V. Klochan, V.V. Krinitsyna, M.F. Kropyvka, I.M. Kryvoruchka, M.G. Tverdokhlib N.I. Chernyak, M.Z. Shvydenka and others. However, the question of forming an effective information

system of management of agriculture, especially at the regional level needs further research and practical implementation.

The purpose of the study - the theoretical justification of approaches and methods for evaluating the effectiveness of information system of regional agriculture.

The main material. Agriculture of Ukraine - complicated industrial and economic system, which is a group of technologically and economically interrelated sectors of the economy and industry. All elements of the agro-industrial complex as cycle-alike interbranch complex interrelated. Changes in one will require appropriate adjustment of the entire structure of the complex. Therefore, agro-industrial complex should be seen as a dynamic system that provides the ability to model cross-sectoral linkages and proportions. [2]

Globalization significantly increases the role of information technology as an important tool to improve the efficiency of the regional economies. One of the most important factors influencing almost all aspects of human society, government and business is considered the progress of information and communication technologies. The effect of functioning depends on the process of searching, processing, storage and dissemination of information. In other words, the level of efficiency of information activity is expressed as increase of the effect of the use of information by organizing information links between informing and informed systems. Relevant and pertinent information are the impetus for the effective functioning of regional economies.

Thus, the efficiency of the agricultural sector more and more dependent on the use of new information technology-based integrated system for collecting, processing and sharing of information when the simple task of automating information processing tasks are integrated with sophisticated mathematical modeling and design of a joint information base as the National System of Agricultural Information and Knowledge (NSAIK) information system or the agricultural sector. This information system must meet the needs of the entire infrastructure of agriculture and consist of

regional functional subsystems focused on the basic functions of Ministry of Agrarian Policy and Food of Ukraine.

Thus, effective for the agricultural sector must be accompanied by an effective information system, assessment of the effectiveness of which we investigate.

Information systems are needed for the organization and efficient processing of large data sets in order to provide information support management decisions. Therefore, it is important to identifying and assessing effectiveness of the use of automated decision support systems.

Creating an information system or any other system, based on certain principles - general requirements, rules or regulations to be in this case to keep. The quality of various information systems is determined by their reliability and efficiency. Thus, according to regulatory documents when creating automated systems (AS) should be guided by the principles of consistency, development, interoperability, standardization and efficiency. This principle can be defined as a rational relationship between the cost of the creation of AS and target effects (including outcomes) achieved through automation, which is not always and not necessarily to gain form of money, might be the time (or rather, its economy), certain facilities, new features, image and so on.

So, when creating IS as when constructing the AS, should be guided by, among others, the principle of effectiveness, which generally gives meaning for construction of such systems and is the result of compliance with all other principles of design.

The effectiveness of an information system is determined by comparing the results obtained from the operation of the system and the cost of all kinds of resources necessary for the creation, implementation and development of this system. Evaluation of the efficiency is carried out at:

- Formation of the requirements that apply to IS;

- Analysis of created and functioning information systems to meet the necessary requirements:

- Choosing the best variant of the establishment, operation and development of IS;

- Synthesis (formation) of the most appropriate design of the IS on the criterion of "efficiency-cost"

In turn, the efficiency can be technical, economical, rapid and etc..

Technical efficiency - a measure of the adaptation of the system to perform operational tasks, due to its technical characteristics.

Economic efficiency - a measure of the profitability of the economic costs of the creation and use of the system.

Operational efficiency - characteristic of the results of using the system, due not only to its technical condition, but opposing factors.

Also distinguish the estimated and actual performance. Estimated efficiency is determined at the design stage of the information system, ie design development. Actual performance is determined by the results of the implementation of the working project. Generalized criterion of economic efficiency is the minimum cost live and embodied labor. Found that the more automated control links, the more efficient use hardware and software. The economic effect of the introduction of computer and are divided into direct and indirect [1].

Direct economic efficiency - saving material and human resources and financial means obtained by reducing the number of management personnel, payroll, cost of basic and supporting materials owing to automate certain types of planning and accounting and analytical work.

It is clear that the introduction of automated information technology in the first stage will lead to a reduction in the number of workers of different services. In this case, taking into account indirect efficiency, which manifests itself in the final results of economic activity. Its local criteria could include shortening the assembly up, improving the quality of planning and accounting and analytical work, reducing workflow, increase productivity and culture and so on.

The main indicator is increasing of quality of management, which, as in direct economic efficiency, leading to savings of living and materialized labor.

These two types of cost-effectiveness are interrelated. Determine the economic efficiency of using labor and cost parameters. The basic calculation is the method by comparing the data base and reporting periods.

To evaluate the economic impact and cost-effectiveness of IS using the same parameters as for the evaluation of investments: net consolidated income (*NPV*), profitability index or return (*PI*), payback period (*T*), internal rate of return *(IRR*). The main criterion of implementation of IS is:

$$NPV = \sum_{i=0}^{n} \frac{P_i - B_i}{(1+p)^i} > 0,$$

where P_i;- The results obtained in the i - th period;

B_i - items obtained in the i - th period;

p - the discount rate;

n - number of years of the life cycle of IS.

The effectiveness of the subsystem information provision as a subsystem of the overall intellectual direction of IS is defined not only in terms of money. Its efficiency is also increased by improving the quality of management, which can be determined by the appropriate factor.

The effectiveness of the subsystem of information support as a subsystem of the overall intellectual direction of IS is defined not only in terms of money. Its efficiency is also increased by improving the quality of management, which can be determined by the appropriate factor.

Coefficient of improving the quality of management - a notional value that is determined by the improvement of quality of management compared to what it was before implementation of a new information system, and is defined by performance indicators reduce the time spent on data collection, processing and delivery to users, as well as analysis and making management decisions. The question of what level of competence and other related factors executives in both before and after the introduction of this system were unchanged. In addition, the operation of such a system on-site management creates real conditions for improving the forms and methods of management.

Under the informational efficiency we mean the combined effect of information activities and use of information because information activities considered by us in the light of making effective management decisions. In this case a key role not only how effective is the information infrastructure itself, but also how it contributes to the aim.

Conclusions. Information system of agriculture should provide opportunities to each participant of the agricultural market throughout Ukraine quickly obtain accurate, reliable, pertinent and sufficient information with minimal time and money. The absence or lack of such information about the situation in the agricultural market leads to the fact that labor costs and resources invested in the production of agricultural products over a long period may result in direct losses. Therefore, it is necessary in building regional IS, which is a component IS industry to adhere to accepted principles of building such systems for its reliability and efficiency.

The main burden conducted in Ukraine market reforms is definitely on the regions. It is from the information processing and formalization of methods and procedures for the adoption of basic management decisions to ensure the effective performance of the functions of management processes, facilities or systems.

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УДК 004.9:504:631.11

Internet Marketing as a Promotion Tool of an Agricultural Production Ecologization

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Abstract. *The ecologization concept, its basic principles and fundamentals are researched. Basic problems and peculiarities of agriculture in Ukraine are considered, as a precondition for carrying out the environment ecologization at all levels, from state laws to private farms. The use of Internet Marketing as one of the effective tools for popularizing the ideas of country ecologization is suggested. The list of the main features and benefits that Internet Marketing and its tools provide in achieving the goal of agriculture ecologization is presented.*

Keywords: *ecologization, agriculture, Internet Marketing, environmental, intensification, ecosystem, tool.*

Problem statement. These days the exponential trend in the world is revealed in the form of general ecologization of the environment, which is characterized by the improvement of environmental relations, formation of eco-oriented economy, increased attention to environmental safety, etc. An important role in this process belongs to agro-industrial production, agriculture in particular, as one of the most nature-exploiting, "destructive" for the environment industry, aimed at the formation of new ecosystems [4].

Current environmental condition of agroecosystem in Ukraine can be defined in total as unsatisfactory [8]. Over 50% of all negative processes, which lead to degradation of the environment, occur specifically because of agriculture. These include: chronic depletion of soil fertility and soil degradation, erosion of land, destruction of biogeocenotic cover by plowing the soil and fragmentation of ecosystems, total non-compliance with scientifically-based system of farming, crop rotation, etc., spread of weeds, diseases, pests, infraction of hydrological regime over wide areas and others [8].

In order to strengthen the position of environmental protection, conservation of land and its quality, agricultural activities should be based on ecologization principles. Ecologization (or greening) is a "process of gradual and consistent implementation of technological, managemental and other solutions that increase

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the efficiency of natural resources and environmental conditions along with improving or at least maintaining the quality of the environment" [5].

To comply with the principles of ecologization it is necessary to spread the relevant ideas and to introduce them particularly among farmers and the rural population, because "when changing the world, start with yourself" (Mahatma Gandhi). As a reliable tool for popularization of this concept the application of Internet Marketing is suggested. It integrates a set of effective actions and measures aimed at the promotion and sale of goods or services (in this particular case, at the promotion of the principles of concept), using the technology of the Internet [6].

Analysis of recent research and publications shows the active formation of scientific thought with regard to the need for rural development orientation on the sustainable basis with an environmental component being important [9]. Ecologization problems of the agriculture and the aspects of conservation, restoration and reasonable management of land resources were studied by such famous scientists as I.K.Bystryakov, P.P.Barshcheuski, V.G.Vyun, V.V.Horlachuk, J.S.Gukov, B.M.Danylyshyn, D.S.Dobryak, S.I.Doroguntsov, V.J.Mesel-Veselyak, M.F.Reymers, I.A. Rozumnyy, P.T.Sabluk, V.P.Sytnyk, V.M.Trehobchuk, M.M.Fedorov, T.S. Hachaturov et al. [5].

The issue of Internet Marketing in Ukraine, in turn, was paid attention by a number of scientists: I.Lytovchenko, S. Kovalchuk, I. Dubinsky, M. Oklander, Y.Bahryn, A.Dlyhach, N.Pisarenko, V.Pylypchuk, V.Polonets and many others [3].

The purpose of the research is to explore the concept of ecologization, to analyze the preconditions of its application necessity in agriculture and basic principles, and to highlight the advantages of online marketing tools for spreading the fundamentals of agriculture ecologization.

Literature review. Agriculture of industrial era was characterized by the following elements – excessive intensification, specialization and concentration, that caused a number of negative consequences, such as:

• changes in the structure, mechanical, physical and chemical composition of the soil;

• development orientation of a single or multiple class attributes (fat, protein and vitamin content, etc.), that led to the deregulation of the plant organism and made its survival impossible without artificially created conditions;

• depletion of the species composition of ecosystems in large areas due to the prevalence of monocultures and uniformity;

• neglect of major agricultural regions where intensive farming is undesirable;

• increased dependence on agriculture industry;

• the impoverishment of farmers, farms decay, etc. [1, 4].

In Ukraine, in addition, there are certain circumstances that cause additional problems in agriculture:

o extensive land use, weediness of fields, low efficiency of reclaimed land;
o addressing rural population of their immediate needs at the expense of natural ecosystems (eg, burning a huge amount of timber and firewood);
o disregard of rational land use technologies, plowing the soil on steep slopes, on the banks of rivers and ravines, which leads to soil erosion, loss of humus, water pollution;
o use of pesticides and fertilizers, especially those which have not passed the proper testing and are harmful to the organism;
o use of morally and technically outdated technology, as well as plant varieties and animal breeds with low productivity;
o lack of proper implementation of the government strategy to create sustainable land use and land protection, deficiency of effective national, sectoral and regional land protection programs;
o outdated legal support of agricultural sector ecologization [1, 5, 10].

To deal with these problems the concept of agriculture ecologization was developed, the main feature of which was the rational use of land. Ecologization has a direct relationship to the economic development of the territory or region, as the environmental safety of agricultural production is a guarantee of health and favorable living conditions of the rural population, while production of environmentally friendly agricultural production in rural areas attracts buyers and investors.

Ecologization provides:

1) the transfer of agriculture from extensive to intensive administration routes (within reasonable limits);

2) reforming the land ownership, so that it would have specific owner, really interested in the efficient land use;

3) appeal to environmentally sound technologies of agricultural production (avoiding the use of artificial growth stimulants, pesticides, implementation of a mixed system of farming using mainly biological agents);

4) implementation of modern technology in agricultural residues utilisation (eg, producing biogas from organic waste, using technologies for processing coarse organic (straw, corn waste, etc.) in the nutrient concentrates for cattle), as well as resource saving and ecologically safe technologies, the gradual reduction of the negative impact of utilised waste on agrosphere and soil;

5) diversification of crops for cultivation, their use in the diet of the population;

6) adoption of laws and legal documents that ensure the full implementation of environmental protection, ecological insurance, providing the fertility of

agricultural land, planning agriculture greening, elimination of the negative impact of waste on the environment, etc., and the rules of farming, limiting its negative impact on the environment;

7) compliance with environmental requirements in the agricultural activities of rural households, ecologization of peasant farmsteads;

8) minimization of the negative processes of wind, water soil erosion, salinization, etc., gradual reduction of the tonnage of agricultural machinery;

9) reducing the area of cultivation, the identification of agricultural land used irrationally by owners and land users and taking measures for their redistribution, preservation of degraded lands;

10) implementation of agricultural forest and land management, hydraulic reclamation, reconstruction of drainage and irrigation systems, chemical reclamation;

11) reproduction of soil fertility, restoration of practices to develop annual plans for increasing soil fertility, soil survey, establishment of appropriate public authorities;

12) development and implementation of organic farming; promoting Ukraine as a manufacturer of environmentally-friendly crop products and livestock;

13) certification of agricultural products according to international standards, the formation of standards of product quality and control of the proportion of genetically modified foods in its composition;

14) improving of environmental education and awareness of rural population about ecological problems of agrosphere [1, 4, 5,7,8,10].

The main tool for the dissemination of ecologization ideas may become Internet Marketing. In a broad economic sense Internet Marketing is "a set of measures aimed at improving the ranking of Internet resources in the network, traffic increasing and, consequently, attracting new customers and causing the company's growth. Internet Marketing also implies professional analysis and research of the market situation, assessment of the feasibility of Internet usage for promoting specific products or services, determining the current position of Internet project and its prospects "[2].

Its complex of measures is aimed at creating the necessary conditions for the emergence of a customer consumption cycle, directed at the regular visits to the site, improving site's design and content, amendment of the overall company's image. It covers a wide range of marketing tools that provide significant opportunities: an analysis of the target audience, market segmentation, media planning, development and implementation of PR-strategies to promote the company (interaction with online media, distribution of optimized press releases, communication building with company's customers), creation, maintenance and

promotion of the company's corporate blog, employees training, reducing the entry threshold, development of cyclic conversion feeds, SEM-tools, etc. [11]. However, Internet Marketing can be used not only to promote companies and their products, but also for any online campaign/project, online resources, ideas, individual personality, etc.

Internet Marketing offers the following opportunities for agriculture ecologization:

1) Effective promotion of the ecologization idea;

Internet Marketing allows to promote the ecologization idea agriculture quickly and effectively through web resources, covering a huge audience at a relatively small effort, time and expenses. Required information is quickly distributed in the network in the form of various viral elements with minimum interference of the initiators and at minimal operating costs. Communication with the public under these conditions is simplified as much as possible with the ability to immediately respond to requests and comments without delay in time and in any available format. By informing consumers about the realities of industrial (read "chemical") traditionally grown and distributed food, concerned experts give their reasons and motivations for changing consumer habits and stimulate to choose safe products, increasing the competitiveness of the industry.

To overcome the disadvantages of certain ecological ignorance of the farmers and population the basic tools of Internet Marketing (means of influence and information dissemination), represented in Figure 1, can be used:

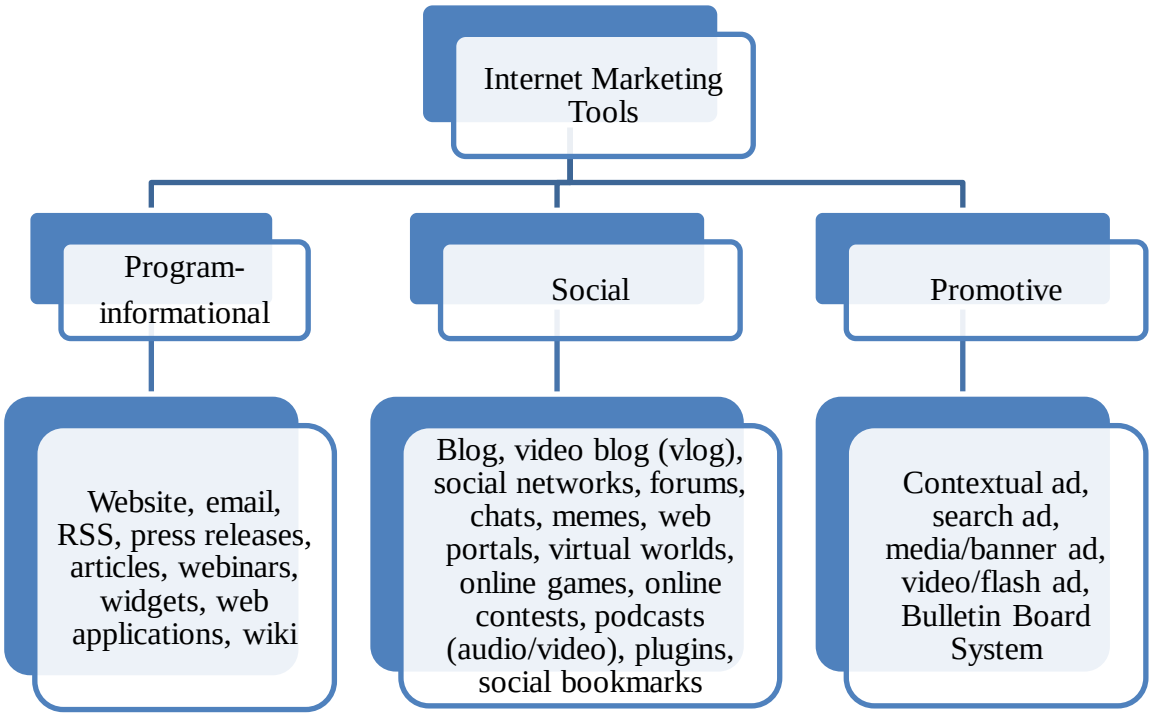

Fig. 1. **Classification of Internet Marketing Tools**
Source: Developed by the author

The examples of these tools application are: development of educational websites, forums and blogs; distribution of newsletters with information on environmental issues by e-mail; organizing specialized webinars, online conferences and meetings; dissemination of relevant articles, posts, viral video clips; publication of information on the webportals, development of subject online magazines/newspapers, discussions on social networks, forums etc.

2) Specialized forums devoted to ecologization;

An opportunity to participate in and support the livelihoods of forum groups (virtual communities) in a specific area of expertise, ecologization in particular, allows extending the database of contact persons concerned to spreading the principles of agricultural production ecological safety. Specialized forums help to find information on various aspects of ecological agricultural production quickly and to use Internet resources continuously.

3) Viral Marketing;

Viral marketing is a new effective method of dissemination information about products, services, ideas, concepts, etc. that users transmit by themselves through personal recommendations. Viral marketing is the process of creating and posting interesting and attractive content, that just like viruses will be very quickly ("epidemically") distributed by the users. Application of this online marketing tool to promote the idea of agriculture ecologization and environment protection seems to be very effective and promising, since by its nature it is not perceived as pressure from the outside and has a high confidence among users.

4) Interactive Marketing;

Using Interactive Marketing (a form of direct marketing, which is implemented by means of interactive computer services that provide information services online and use communication channels in real time), ecologization specialists can conduct and apply available market research results for receiving any information about relation of farmers and rural population to the idea and the process of ecologization, creation of new ideas, etc. Interactive Marketing can be effectively used to conduct relevant market research on ecologization, thus providing an analytic function of marketing, it allows to fully or partially automate the process of visitors' servicing, providing the right service at a convenient time, opening the possibility to organize feedback to the users efficiently, to explore quickly their needs, current supply and demand.

In addition, Internet Marketing tools can be used for conduction online information-educational activities, namely:

• Informing about the status and threats to Ukraine's soil (erosion, burning, destruction of forest belts);

• Distribution of thematic publications;

• Information on the processes associated with climate change and its potential impact on agrosphere;
• Organization of hearings on the formation of an ecological network;
• Organization of hearings on the implementation of concepts, laws and programs for the conservation of soil and biodiversity of Ukraine, changes in environmental laws of the country [8].

Thus, by proper use Internet Marketing can be used as a powerful tool in implementing ideas of agricultural enterprises ecologization, environmental protection and self-discipline of Ukrainian rural population.

Conclusions and recommendations for further research. Ecological orientation and ecologization of national agrosphere should become one of the main areas of economic transformation of the country, for execution of which the administrative and economic methods should be used. Current ecological condition of agroecosystems of Ukraine is unsatisfactory. The coordinated efforts to change this situation, which begins to threaten national security, are needed.

As a reliable tool to promote the idea of ecologization of Ukraine Internet Marketing is suggested to be used, it integrates a set of effective actions and measures aimed at the promotion of ecologization principles using Internet technologies.

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Анотація. *Досліджено поняття екологізації та його основні принципи і засади. Розглянуто основні проблеми та особливості сільського господарства України, як передумови проведення екологізації навколишнього середовища на всіх рівнях, від державних законів до приватних селянських господарств. Запропоновано використання Інтернет-маркетингу в якості одного з ефективних інструментів популяризації ідей екологізації в країні. Наведено перелік основних можливостей та переваг, що надає Інтернет-маркетинг і його інструменти у досягненні мети екологізації сільськогосподарського виробництва.*

Ключові слова: *екологізація, сільське господарство, Інтернет-маркетинг, екологічний, інтенсифікація, екосистема, інструмент.*

Аннотация. *Исследовано понятие экологизации и его основные принципы. Рассмотрены основные проблемы и особенности сельского хозяйства Украины, как предпосылки проведения экологизации окружающей среды на всех уровнях, от государственных законов до частных сельских хозяйств. Предложено использование Интернет-маркетинга в качестве одного из эффективных инструментов популяризации идей экологизации в стране. Приведен перечень основных возможностей и преимуществ, которые предоставляет Интернет-маркетинг и его инструменты в достижении цели экологизации сельскохозяйственного производства.*
Ключевые слова: *экологизация, сельское хозяйство, Интернет-маркетинг, экологический, интенсификация, экосистема, инструмент.*

UDK: 336.22: 347.15

A redistribution of profits is that progressiveness of the tax system

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Annotation. *In this publication investigational influence of the economy growing and tax policy is on welfare of different socio-economic groups of population.*

Keywords: public welfare, progressive taxation, curve of Lorensa, tax system.

Raising of problem. One of main problems at constructing of the tax and transfer systems (systems of social defence) consists in their evaluation from the point of view redistributive properties, stopped up in these systems. Most tax systems built on principle of progressiveness. An idea consists in the use of progressive taxation as a political instrument for reduction of inequality in allocation of profits.

Research purpose. To analyse the methods of research of efficiency of innovative investment processes in relation to their influence on the level of public welfare.

Exposition of basic material. It was considered at the beginning of market reforms, that for passing to the intensive way of development, for initiator of processes of самоорганізації there are companies which result in the origin of powerful middle class it is enough to conduct privatization of public domain and trust in an open market. However much it resulted in opposite results. Liberalization of economy in default of the adequate інституціональної system resulted in надвисокого property stratification, falling of efficiency of economy, to mass impoverishment of population. It was not well-to-do institutional mechanisms of forming of the new system of patronage (employers must be accountable for welfare of the employees). The Old system of patronage (state guarantees are in relation to a living wage) died off by itself, as the state, voluntarily giving up a propert, lost necessary for this purpose resources.

Out of control economic processes in Ukraine resulted in the ultrahigh level of property, social and, that it is most important, to psychological polarization and confrontation of social executions.

In the countries of the West a middle class determines the level of consumption and is the stabilizator of socio-economic and political processes. Hopes on the rapid forming in Ukraine of powerful middle class and achievement of high level of consumption for all of company groundless. On power mediums requires high production charges, power-hungryness of production and dependence deep modernization of industry and agricultural production, reformation of infrastructure, introduction of енергозберігаючих technologies and naukovoyemnyh productions. Only on such conditions hasty growth of ettlings and forming of middle class will become possible. However much it requires the high rates of the economy growing in a long-term plan. However much the considerable social obligations of power distract resources on their implementation due to economic efficiency. Market laws malfunction. Between economic efficiency and social justice appears there is extraordinarily close intercommunication. We can not at first attain the high level of economic development, and then pass to the decision of social problems. It can result only in strengthening of social self-contradictions. In an identical degree we can not work out social problems, and then work out the problems of the economy growing: resources absent for this purpose. A problem consists in the decision of conflict situation between economic efficiency and social justice: what measure can we endow to the first in behalf of the second and where is this limit? Is there a backlash of inequality, poverty and polarization (intervals of values of the proper indexes), at which the economy growing is accompanied growth of social welfare and social obligations are here executed? How, to co-ordinate an economic, tax and social policy, that in a prospect to attain the separation of economic efficiency and social justice without the losses of social welfare? For the receipt of answers for these and some other questions we need on something to lean, a theory is needed. We can lean only on that which does супротив. Social theory, as science about facts, such супротиву does not do. It allows arbitrary interpretation, „pidsezonyuvannya" and

arrangement of public events, depending on economic and social and political circumstances. Strategic planning of social infrastructure, planning of trajectory of future development of social processes must lean against the concrete formalized prognosis. For this purpose theoretical bases of formalization of social processes and proper mathematical models are needed for research of their dynamics in space and time.

We assume that taxes are determined exceptionally after profits, that, all other factors, such as age, domestic position and others like that nottaken into account. Progressive taxation on profits in general case is characterized growth of level of taxes at growth of profits. In connection from it, the progressive tax system is accompanied two effects on which refer as on a redistribution and disproportion (deviation is from a proportion).

The measures of local progressiveness estimate progressiveness of the tax system in some set point of distributing. The modular measures of tax progressiveness are Therefore needed. First insomuch there is a measure of progressiveness of the tax system of Musgreyva – Hay [3]. It is certain as a relation between inequality of післяподаткового and pre-tax distributions of income. The tax system is progressive, if as a result of taxation inequality of profits diminishes. The regressive tax system increases inequality of allocation of profits. If as a result of taxation inequality does not change, will name such tax system neutral on taxes (inequality – neutral). If the zerolevel of tax exemption takes a place, by the нерівність-нейтральною system will be proportional. Examining the indexes of progressiveness and redistribution we assumed that the tax system satisfied principles of horizontal and vertical equality. In the real economy such principles are almost always violated. Inflation which can be interpreted as a tax variously influences on the different groups of population. Interpreting inflation as inflationary tax, we can estimate influence of disproportion and redistribution of inflation on public welfare. Different tax rates on different profitable sources bring in regressive in the tax system. For persons with identical gross pre-tax incomes from different sources there can be fully different tax obligations (taxes on the earned incomes, dividends, profits

from bank deposits are different). It violates principle of horizontal equality. An income tax is fixed violates principle of vertical equality: persons the profits of which differ in times pay an identical tax. Influence on welfare of the social programs, допомог, privileges and others like that can be examined after the same chart, as well as influence of the tax system (that, as a redistribution and smoothing).

It is expedient also to consider the methods of evaluation of these systems from the point of view stopped up in them редистрибутивних properties in relation to a possible standard redistribution. In such case efficiency of the operating system is compared to the system which can be got on condition of optimum of the tax system and system of social defence. Thus, we must, at the fixed volume of tax receipts and resources, social programs intended for realization, identify optimum tax and transfer systems. These optimum systems, in default of destymulyuyuchyh influences, after taxation and grant of all of benefits_must result in allocation of net profits, which maximizes the function of social welfare. Then, after certain criteria, we can estimate the measure of rejection of the operating tax and transfer systems from the offered standard. Such criteria can be: reduction of inequality, softening of poverty, minimization of administrative charges, minimization of losses of efficiency and others like that.

At the fixed size of gross incomes in a company, all of the tax-transfer systems generate the identical size of tax receipts and distribute the set size of social payments. Thus, naturally there is a task, at the set budget constraints, optimum distributing of the tax loadings and social допомог with the purpose of maximization of social welfare, certain in accordance with the set criterion (minimization of inequality, poverty, administrative charges on maintenance of the different programs, losses of efficiency and others like that). Satisfying with the limitation only resulted higher, plural of such systems it is enough general and can be utillized as a mean of research of welfare in a company. In addition, the tax system and system of social defence function in a company independently. Therefore the considered methods can be applied for research of changes in a tax and social policy separately.

Application of any tax system or social program results in transformation crooked of Lorensa, change of values of index Jean and indexes of social welfare. Therefore the systems of taxation and social defence are concrete mathematical characteristics research of which gives powerful analytical facilities for the analysis of the really functionings systems. The extreme curves of Lorensa and value of indexes of inequality can be set. The different tax and transfer systems variously influence on the level of welfare of different task forces. The proper curves of Lorensa can intersect. However and for the tax system, and for the systems of social defence there is the optimum system which prevails after Lorensom all other systems, and index Jean of which is minimum. There is the tax system with the lowest curve and maximal value of index Jean. An important feature is that different, in a that number maximum, the values of indexes of inequality and welfare can be attained by reformation of the tax system and system of social defence, which gives the identical size of tax receipts and distributes the identical size of social help, accordingly. On the basis of the considered methods the methods of evaluation of efficiency of functioning of the real tax system and system of social defence can be developed in relation to reduction of inequality and poverty.

Conclusions and prospects of subsequent researches. For the analysis of influence of the tax system on social welfare, in particular on the level of poverty, it is possible to utillize three methods. The first consists in the use of concrete form of function of social welfare, on the basis of which the existent tax system is probed and the optimum structure of taxes is developed. In such case nature of the optimum tax system is predefined the choice of concrete function of social welfare. A task consists in maximization of function of social welfare by restructuring of the system of taxes on a consumption without diminishing of tax receipts.

It is assumed after the second method, that the function of social welfare in an obvious kind is not set. The structure of the tax system, which максимізує the whole class of symmetric functions of social welfare, based on antipathy to inequality, is searched in such case. About reform of the tax system which increases the value of all of functions of social welfare with antipathy to inequality (diminishes inequality

of charges) it is talked as about socially efficient reform. Clearly, that in such case allocation of charges at the reformed system of taxes prevails after Lorensom allocation of charges at the existent system.

The tax systems, which abbreviate not inequality in a company, but level of poverty, are examined in the third method. He is based on the analysis of influence of reform of the tax system on public welfare after the random order of домінованості.

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UDC *330.341.1:631.11:633.1(477.84)*

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INNOVATION INVESTMENT DEVELOPMENT STRATEGY GRAIN TERNOPIL REGION

Statement of the problem. Activation of innovation and investment is an important step to bring Ukraine out of the crisis and significant progress towards entry into the system of world economic relations company that takes a lot of effort to clear and strict control of investment. Innovation and investment activities are interrelated, as an innovative development requires investment and stimulate investment should be viewed as a leading trend in the strategic policy of Ukraine.

Analysis of studies and publications on the issue. Issues of innovation and investment development dedicated their work overseas scholars such as J. Brihem, V. Bocharov, L.A. Hitman, U.F. Sharpe. An important contribution to the development of these areas of research made by such scientists, as L.P. Marchuk, P.T. Sabluk, P.A. Abuse, I.V. Prokop, I.N. Topikha, O.D. Vytvytska and others. However, some aspects of the practice and promotion of innovative and investment development of grain production remains poorly understood.

Problem. The aim of the paper is to investigate the process of formation of innovative investment strategies of grain Ternopil region and determining the conditions for its successful implementation.

The main material of the study. For Ukrainian enterprises in today's economic conditions independent supporting appropriate pace of technology development is almost impossible. This is the objective reasons that are characterized by a significant gap between the technological state of the developed world and Ukraine, lack of financial resources to ensure sufficient funding for research and development work, lack of ability to compete with foreign enterprises in the care they receive various . These circumstances suggest the need to form a clear government policy on innovation and investment.

The process of strategy development innovation and innovative mechanisms to support priority programs and projects carried out under the influence of innovation policy, which is an important part of the state of social and economic policy.

On the basis of socio-economic development, national science, technology and innovation policy defines the main directions, goals and principles of socio-economic, scientific-technical and innovation policy regions with their geopolitical and economic features.

The need for financial support of science, promotion of innovative activities to enhance the competitiveness of products in the domestic and foreign markets, the transition to new forms of address economic, environmental and social problems in the region - requiring regional governments develop responsible policies for the management and development of innovation and investment in the region.

The development strategy of innovation in the region should be aimed at increasing the contribution of research and innovation in the innovative development of the country, the region's economic development and improving the quality of life of its population. However, keep in mind that regional priorities innovative activity should be part of national priorities for the active cooperation of regional authorities with state [3].

Development of innovative investment programs of regional development - a specific, strategic and tactical actions to achieve a reasonable outcome in the short or long term. Therefore, the development of innovative investment programs of the region must be taken into account the following factors: specific region in the region, development priorities, objectives and tasks, and so on. Managing innovation and investment development of the region requires consistent implementation of the basic functions of planning, organization, motivation, control and regulation.

Ternopil region has considerable untapped tourism and recreational potential, which is one of the strategic goals of development. That is, positioning the region on the economic map of the state must comply with this attribute, ie socio-economic life of the community, which control in the region can be best implemented. The development strategy will help coordinate the efforts of the government, investors

and the community, thus becomes possible to achieve the desired effect management process.

One of the main mechanisms of innovation policy is aimed prioritization of strategic development, which should take into account the general increase in science, technology and production. Setting priorities - is the first step, as application development, innovation and investment plans of development that will ensure their implementation and include appropriate financial resources. This primarily relates to the development programs of the region.

In the Ternopil region, the following priority areas of socio-economic development:

1. Increased investment in priority sectors:

- High-tech agricultural production - the introduction of new energy-saving technologies, development of new competitive and investment and import products;

- Transportation Logistics - resuming Ternopil Airport, construction of roadside infrastructure, trade and transport-logistics centers, including a wholesale agricultural market, rolling stock and logistics transport and service enterprises.

2. Promoting the implementation of resource-and energy-efficient technologies, quality management systems:

- The production of new types of energy from renewable sources - the production of wood pellets (pellets), biodiesel, bioethanol, the resumption of a mini-hydro.

3. Development of industrial and social infrastructure of local and national importance:

- The development of the mineral resource base of the region - the restoration work on existing and construction of new facilities construction materials, mineral processing organization in the field;

- Agricultural Complex - large commodity agricultural production, creation of agricultural cooperatives, development of fodder production, technical re-creation of agricultural and service infrastructure.

4. Development of modern tourism and recreation infrastructure and support capabilities and cultural traditions:

- Construction of tourist and recreational infrastructure, creating new tourism products and ecotourism;

- Conservation and restoration of historical heritage objects, support for artistic and cultural potential, customs and traditions.

5. Creating the conditions for sustainable development of human resources and an effective system of social services:

- Development of infrastructure for environmental protection;

- Improvement of investment plots for science parks, the formation of innovation clusters;

- Construction, repair and reconstruction of roads, bridges, and development of international transport corridors;

- Creation of new market infrastructure.

As innovation and investment strategy of the region must be described and constructed hierarchy of objectives: the main strategic goals to more specific sub-tasks and that together ensure the objectives of the higher level of the hierarchy (strategic goals). To do this carefully to analyze the current state of the region, determine the mission, goals, and major gaps and assess the internal potential of the region.

The development strategy of the Ternopil region until 2015 is implemented on the following principles:

- Planning (this principle also provides for annual planning of expenditure budgets of different levels, which promotes transparency, stability and synchronization in the policy of regional development);

- Concentration (due to limited state and local financial resources during the execution of the tasks set out in this Strategy, the resources are concentrated in certain areas, established a hierarchy of priorities according to defined objectives, defined requirements for cost-effectiveness of their use);

- Polarized development (assuming the formation of "reference areas" (poles, "locomotive" growth), which concentrate financial, administrative, managerial, human and other resources - with a further strengthening of innovation activity in other areas);

- Partnership (assuming close cooperation between central and local executive bodies, local authorities, associations of citizens, economic entities in the implementation of strategies, monitoring and evaluation of assigned tasks);

- Unity (supposed to ensure social cohesion, which is to reduce the differences between different areas of human resources and living standards, economic unity, which is to reduce the differences in economic development, spatial cohesion, which is to create conditions for the development of infrastructure peripheral areas) [4].

As part of the regional program production support necessary to carry out measures for the explanation of the introduction of special tax incentives for investment and innovation, small business development and export of high technology products, stimulation of foreign investments will contribute to facilitating the participation of foreign capital in privatization, free access to the resource potential and formation of investment attractiveness of the region. The main source of investment program activities will continue to cost businesses and organizations, primarily due to depreciation and profit.

The criteria guiding investors, including foreign ones, while capital investment remains virtually unchanged in recent years. Investors pay attention to the national investment conditions and investment climate, assess conditions that may provide within their jurisdiction local government.

The main obstacle to rapid development in the investment process at the present stage of economic reforms have limited the use of domestic sources due to lack of development of appropriate infrastructure investment intentions restrained foreign investors in investing investment resources, the lack of activity of local authorities to create a positive investment climate and investment projects of regional scale , significant bureaucratic obstacles.

Development strategy of innovation and investment in the region is needed to attract investment, the restoration of competitive production, employment growth in the region to facilitate the protection of the population and the availability of financial resources, social area. Most regions have significant natural and economic, technological, intellectual resources, but does not have sufficient financial means necessary to update the core capital to overcome the recession and entering new

markets. This requires incentives of innovation that is the foundation of economic growth not only in the region but also the nation as a whole. Therefore, innovation, investment and development strategy of the region should become the basis for the effective functioning of the socio-economic development.

To promote science, technology and innovation and good governance of the scientific and innovation activities of the region need regional legislative and executive branches, as well as other participants in the creation, implementation and use of innovation in the region are:

- Creation of a clear legal framework regulating relations Posters development, implementation and use of innovations based on the principles and incentives for innovation in the enterprises priority areas of economic activity in the region;
- creation of an effective mechanism for information support innovation and investment process in the region: the formation of accessible information base of the proposed innovation, based on the overall automation of the entire cycle of production and innovation;
- development of innovation infrastructure in the region

Effective management of development research and innovation system in the region requires, first of all, the design and organization of the most adapted organizational structure and internal links mizhstrukturnyh sub regional innovation system to the existing economic and legal development, implementation and production innovation. Also important for the commercialization of innovation is balanced economic development of innovation infrastructure in the region.

Today, building up infrastructure innovation sector in the region is to create a separate, disparate, organizational elements. As a result, it is not comprehensive, because its elements do not cover exactly those functions which performance greatly affects the success of a market economy (patent and license work, intellectual property protection, etc.). In most cases reached their purposeful interaction and cooperation between them.

Critical role in the development of innovation infrastructure and promotion of innovative activities play an intense relationship information, which provides a broad

streams of knowledge. Today, the actual composition of the sources of information for innovation proves insufficient level of information infrastructure, which in turn causes the unavailability of certain types of information for most organizations in the region. [1]

Available in the Ternopil region infrastructure R & D and innovation activities are still poorly oriented to work in market conditions. Absent or underdeveloped are its most important elements, such as fund research and technological development center of expertise in science and technology, territorial counseling center providing patent services, protection of authors and patent holders, the center of business planning innovation and so on.

In this regard, it is advisable to create at one of the structural units of the regional administration department (or similar independent division existing in other regions), which deals with the interaction and integration of research and innovation, development and sales of various kinds of regional scientific and technical projects and programs based on priority directions of science and predictions based tasks of socio-economic development of the Ternopil region.

When building a regional innovation and investment system, adapted to market economic conditions necessary to ensure the establishment relations and regional integration in the national system of innovation and investment.

The process of creating a new regional innovation and investment system that provides full cycle of the innovation process at the regional level should be assigned to the priorities of science, technology and innovation policy at the legislative level functionally assigned to the executive authorities of the Ternopil region.

To enhance innovation processes and ensure the investment attractiveness of the innovation sector Ternopil region is necessary at the level of regional legislation to provide protection, comfortable and provide additional measures of support entities that carry out innovation activities in priority areas of the region.

At least 10-15% of innovative programs and unique technological developments, selected during the examination, it is necessary to invest in the grant agreements with the state granting the rights to co-ownership of the patent and equity participation in profits for five years. It should also mobilize financial resources of

private banks and foreign investors on the basis of share for the implementation of unique technological development and joint projects in the region.

Analysis of peer review, highlighted in the questionnaires given to assess and identify priority areas for economic development Ternopil region [4] (Table 1.).

Table 1

Priority areas for economic development Ternopil region defined on the basis of summarizing peer reviews

	Agricultural sector	Food and Beverage	Agricultural Engineering	Electronics	Light industry	Travel Trade
Priority areas for economic development	52%	7%	19%	11%	2%	8%
Enterprises which sectors should be developed first	30%	21%	18%	15%	9%	4%

The strategic task of implementing innovation policies in the Ternopil region is to achieve high growth in agricultural production and the transition of Ternopil region to socio-economic development through:

development and effective use of innovation and scientific and technological potential of the region, material and financial resources allocated to the creation of knowledge-intensive and resource-saving technologies;

formation of market innovation, high-tech production of competitive products, the development of innovative production to the area of technology products and organic products;

extensive development of innovation infrastructure.

Regulation offers innovative products sold in the domestic market during the creation of favorable innovation and investment climate in the regions of the country through the development of competitive relations between entities of equal economic conditions for innovation active business entities, financial position are temporarily complicated by of innovative activities and so on.

Conclusions. The main mechanisms that ensure implementation of innovation policy, the priority development of high-tech and knowledge-based industries of

agriculture - a financial and credit mechanisms, legislative and regulatory mechanisms, institutional transformation mechanisms in science and education, export and customs regulations. The state, using data mechanisms should provide conditions for the formation and promotion of innovation and investment, primarily through the creation of a positive investment climate as a result of improving the overall international image of the country.

Important mechanism to ensure innovation and policy is directed prioritization of strategic development, which should take into account the general increase in science, technology and production. Setting priorities - is the first step, because it is important to develop programs that ensure their implementation and provide for appropriate funding. Development strategy of innovation and investment in the region will serve as investment, restoration of competitive production, employment growth in the region.

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Slyvinska O.B.

INNOVATION INVESTMENT DEVELOPMENT STRATEGY GRAIN TERNOPIL REGION

Abstract. The process of forming innovative investment strategies of grain Ternopil oblast and reasonable conditions for its successful implementation

Keywords. Innovation and investment strategy, innovation policy priorities for socio-economic development

УДК 631.11

Prospective forms of land management

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It is determined the background and influencing factors on the development of the various forms of economic activity in rural areas; it is analyzed both the positive and negative aspects of the main subjects and their influence on the development of the agricultural sector as a whole.

Basic forms of management, farm, agricultural holding.

Problem statement, the analysis of the recent publications for their solution. During the transformation processes in the agriculture the significant changes have happened in the organizational and legal forms of the farms. There was a mass privatization of the enterprises, leading to structural changes. According to the economic, social, environmental and political situation the question arose as to the choice of the basic form of management, as a basis for further development of agriculture. This problem is studied by both domestic scientists such as Chornyi G.M., Halushko V.P., Horovyy V.P. and foreign scholars such as Bachev G., Lerman, S., Sporleder T., etc.

Target setting. To determine the background and influencing factors on the development of the forms of economic activity in rural areas.

Choosing the most effective forms of economic activity has become the current issues faced the agricultural sector. Creating the basic forms, to develop an effective system of similar companies is one of the priorities of the state policy. As emphasized Minister of Agrarian Policy and Food of Ukraine Igor Shvaika the efforts of the Agriculture Ministry will be aimed primarily at supporting small and medium-sized forms, and the development of family farming. [3]

Although under these conditions of the development of agriculture farm is not perspective, the large farms, such as agricultural holdings, in which financial and economic indicators are higher because the large-scale production is usually

more efficient. Based on the statistical data the agricultural holdings play an important role in the development of the agricultural sector, as the big share of commodity products produced by most large enterprises. In addition, these companies have greater financial capacity to implement new technologies that will further the development of high-efficiency agriculture.

Deciding the issue which form of management have to be the basis, it should be noted that first of all has to be taken into account the factor of a market economy such as competition laws. The companies operate in a competitive environment which is a necessary feature of a market economy.

Competition - is adversarial enterprise (business) in order to obtain through their own achievement advantages over other entities when their own actions limit the ability of each to influence the general conditions of sale of goods in the market and stimulate the production of those goods that require the consumer. As you can see, the competition between enterprises is primarily for the consumer, that is, conquest, expansion and maintenance of its position in the market. But this can only be achieved provided more fully meet the needs of consumers compared to its competitors. The above allows us to consider the competition as an essential condition for raising the living standards of the people improve production, increase productivity and profitability of enterprises. The competition between companies is accompanied by competition between employees as owners of their workforce. It influences the efficiency of their work creates a sense of responsibility for the assigned area of work and job retention [1, c. 67].

Based on this, we can predict that the existence of different organizational forms will stimulate the development of human capital and the market economy, as well as prevention monopolizuvannyu agricultural sector ekonomiky.velykymy players. Of course, each of which has its own characteristics with respect to the impact on the industry.

The position of the state to stimulate the development of farming and private farms may become a priority in the development of agriculture in Ukraine, due to several reasons both economic and historical character.

Analyzing the experience of developed countries, the most common organizational form of agricultural production is a farm, and on them based production in this sector of the economy. Farm - a form of family farms, which simultaneously serves the primary social link and primary link in social production. This leads to a high level of sustainability of the farm. The constancy of this form of agriculture is also linked to the fact that it is having a commodity focus, both within the family has certain natural characteristics for partially meets the needs of most producers.

In agriculture commodity deals with living organisms, and the production process is carried out in an ever-changing environment, which greatly affect the impact of this production. It is not possible to apply technological standards are stable and constantly requires producers of creative approach that is based not only on the professional knowledge, but also on the skills, experience, etc. piled up over the years. From this perspective, the farm creates the most favorable conditions for the acquisition and development of skills. For generations passed the observation that display all features of production in a particular location and climate. In terms of farming in the face of family members combined and owner, and producers. This makes it unnecessary to create some sort of artificial stimulation of labor, and thus makes the actual process of agricultural production highly. The farm offers a wide scope for the application of creativity to work, finding ways to continuously improve production efficiency [2, c. 92].

But we should not ignore the global trend of consolidation of farms, as is the case in developed countries such as Germany and the USA.

Agroholding have a positive side:

- Out on the market, allowing you to attract a significant amount of foreign investment;

- Scale work law that makes it possible to save on production heavily.

There are a number of negative factors:

- Goal of agricultural holdings - is capturing the greatest possible share of the market to fully control it, and ideally gain a monopoly position;

- Low rents on land due to the monopoly position in the market. The terms of the lease is basically a period of 5 years. This trend will not contribute to the efficient use of land.

Conclusion. Thus, we can conclude that each of the forms of management has both positive and negative aspects, and therefore each of them is entitled to a presence in the market, as this will give an opportunity to have a balanced system of economic agents in the country, whose activities contribute to the welfare of the population, because it should be the main objective of any economic activity.

For the harmonious development all forms of management need to be exist, as this will strengthen the industry as a whole. Government should not put any interfere on the development of some form of management, at the same time maintain farms in pepper and place not hinder the development of very large scale forms of economic activity - agricultural holdings.

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UDC 338.5:664.1

PRICE SITUATION IN THE WORLD SUGAR MARKET.

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The results of analytical review of market conditions of the world sugar market, particularly the price situation at the beginning of 2014. The dynamics of prices of physical and stock markets, in the second case – exchange bidding on the leading "sugar" world exchanges: the New York Mercantile Exchange NYMEX and the London Stock Exchange in the context of the main types of sugar: respectively raw sugar and white sugar. Market assessment of raw sugar from cane was monitored on the basis of the conditions of supply FOB- ports of Brazil and the CIF– Black Sea, white sugar: FOB-ports of Brazil, as well as FOB-Thailand (sugar ICUMSA-45 category). The factors and the up – down effect on the price of sugar on the world market.

Raw cane sugar, white sugar, production, world market, prices, exchange.

Statement of the problem. Sugar is a strategic food commodities. State of the world sugar market is tracked and monitored physical exchange market sugar. Price volatility - a major problem in this market. The price situation on the market of the product induces futures quotes on leading " sugar " exchanges

Analysis of recent research. The problems of the world sugar market researched Ukrainian academics and practice: O.Bahaterenko [1], O.Varchenko [2], V.Vlasov [3] and others. The purpose of this article – highlighting the results of the analysis of the current state of the world sugar market situation, especially the pricing situation.

The main material. According to USDA world sugar production in 2013/2014 MY will be 174826 tons, up 0,7 % less than in the past, when the world produced 176033 tons of sugar, world sugar consumption will increase slightly the opposite: 168476 thousand tons against 164625 in 2012/2013 MY. [6]

It is known that sugar production in the world is made of two main raw materials: 80 % – from sugar cane, respectively, 20 % – from sugar beets. Season the processing of sugar cane – initially. According to the International Organization for sugar sugar now produced more than 100 countries. The largest sugar producer in the world is Brazil, which produces almost 35 million tons of sugar at that sugar is processed only half grown sugar cane (the second half is used to produce ethanol –

ratio of sugar cane, which is used to solve the problem of food and energy purposes is variable parameter that depends on the particular situation of prices for renewable energy and sugar). As a major producer of raw sugar are Brazil, the conditions of the world market depends primarily on the state of the industry of the country, causing major influence of so-called " Brazilian factor."

Material and methods research. The general state of the world sugar market is tracked and monitored physical exchange markets, in the second case - exchange trading at the leading "sugar" exchanges: the New York Mercantile Exchange and the London Commodity Exchange in the context of the main types of sugar under raw sugar and white sugar. Assessment of market conditions of raw sugar cane is tracked based on the conditions of supply FOB-port of Brazil and CIF-Black Sea, white sugar – FOB-port of Brazil and FOB-Thailand (category sugar ICUMSA-45 – the highest quality for assessment International Commission For Uniform Methods Of Sugar Analysis (international regulator, conduct analysis and product sets the rules of global importance).

In the market of raw sugar cane , both physically and exchange formed a trend towards higher prices (despite a slight drop in their separate short periods) – for the period from January 10 to May 19, 2014: Sugar cane FOB-ports in Brazil price increased by 17,7 % (from 329.75 to 388 USD/t), respectively, our terms of delivery CIF-Black Sea price of raw rose by 13,7 % (from 367,75 to 418 USD/t), the price futures contracts for raw sugar with different delivery times increased up to 18,8 %. (Fig. 1).

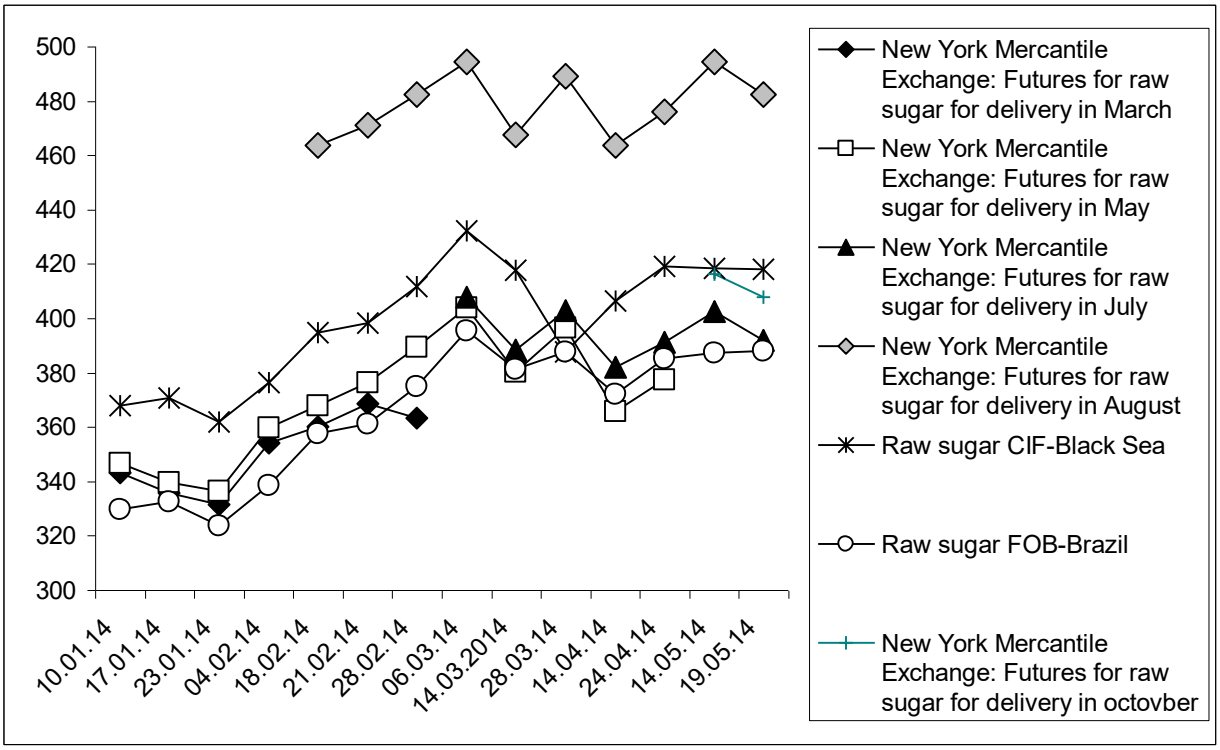

Fig. 1. Dynamics of world prices for raw sugar in the stock and the physical market in 2014 [6].

In the market of white sugar also observed a temporary reduction of prices on the background they raise to 14-15 % in the period. (Fig. 2) Yes, white sugar on the terms of delivery FOB- port of Brazil in early January was sold at a price of 424,75 USD/t at the end of the second decade of May – 475,75 USD/t.

The fall in prices that occurred in mid-January and early April, due to increased supply, resulting in the first case, the rise in the last year of sugar production in Brazil (according to data from Unica beginning of the season to the end of 2013, sugar production center and south of the country has increased 0,6 % (to 34,27 million tons), weakening Brazilian real exchange rate against the U.S. dollar, the prospect of benefits exporters of Indian authorities, an increase in sugar production in Thailand and in the second case – the approach of the season in Brazil, as well as low demand sugar in China and India as a result of an increase in its reserves in these countries. should also be noted expectations increase sugar yield cable in Brazil in 2014-2015 season he compared to the previous marketing year from 1.8% to 612 million tones (Brazilian weather agency CONAB) [6].

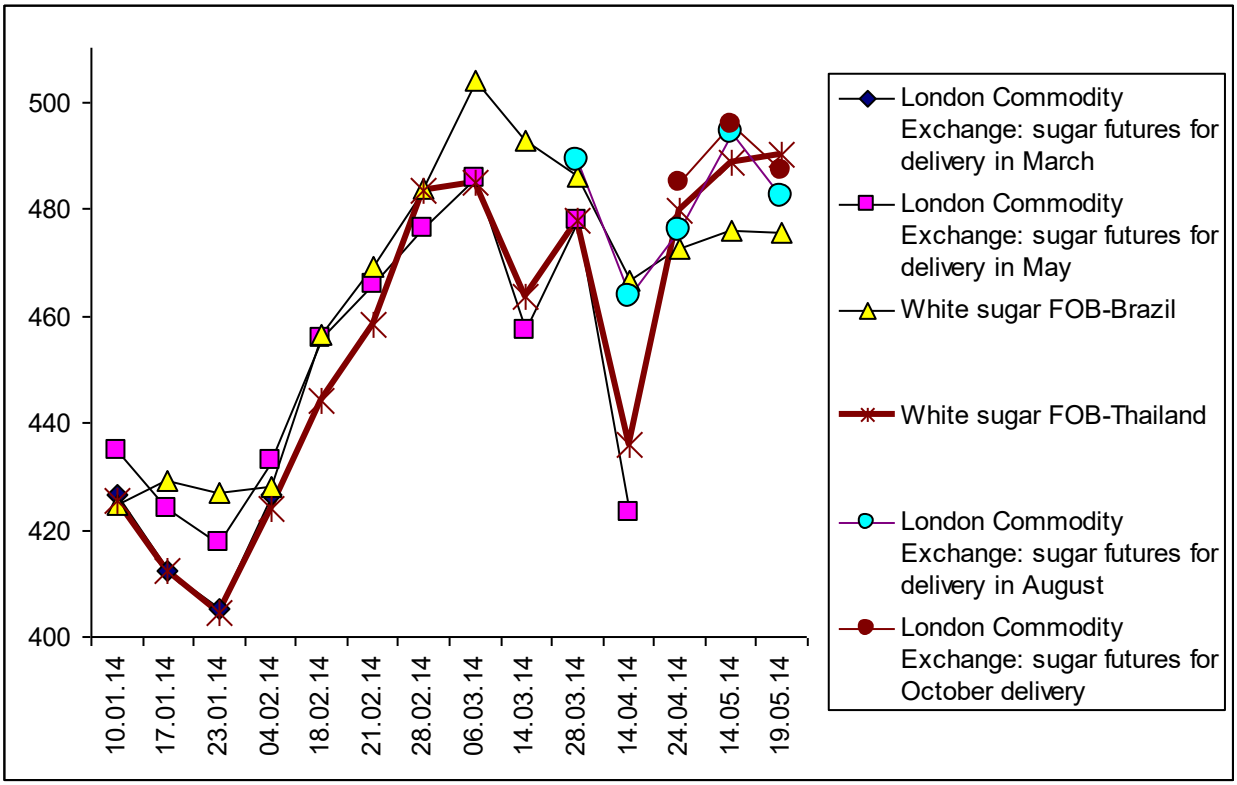

Fig. 2. Dynamics of world prices for white sugar in the stock and the physical market in 2014 [6].

Among the reasons for price increases out: lower USDA forecast on carry-over stocks of sugar in the 2013/2014 MP from 1,979,000 tons to 1,881,000 tons, and harvest sugar cane in Brazil to 629 million tones against 650 million tones last year. January of this year, Brazil was hottest and most droughty month for the last 20 years, in February, the weather conditions are not improved. One of the world's biggest traders of sugar and ethanol company Copersucar published a forecast yield of cane in the central – southern region of Brazil in 2014/15 MY – 570 million tons previously stated Unica harvest this year, 595 million tons These circumstances caused the increase in sugar prices: from late January, early March 2014 price dynamics characterized by "certain" growing trend. Of the factors contributing to this trend, we should highlight the "fear" of the world sugar market for non-receipt of de facto export subsidies sellers exporting sugar promised by the Government of India which is the second largest sugar producer in the world. India's Cabinet decided to grant subsidies amounting US $ 54 per 1 ton to 4,0 million tons of raw sugar for the season 2013-2014 and 2014-2015 he was subject to review subsidiary amount of sugar in 2 months . This measure can help to supply the world market of 4 million

tons of sugar, which is excessive for the domestic market, and thus make a turn to the impact of prices on the world sugar market, which will affect a decrease in prices. Additionally, the trend of raising world prices was supported by a decrease in Indian Sugar Mills Association forecast sugar production in India. The organization has reduced expectations of production of goods in the country in 2013/14 MY of 5% to 23,8 million tones against 25,1 million tones last year.

During the entry rate of harvesting sugar cane in Brazil in late April, there was a risk of lowering yield and sugar content of raw materials as a result of heavy rains that caused the rise in prices in the sugar market in May. However, the weather turned out to be variable, and cane sugar content higher than last year.

Thus, the sugar market was influenced by weather conditions in Brazil: first, lack of rain factor that provoked the expectation of negative consequences for the harvest of sugar cane (during abnormally arid weather in December 2013 and January 2014), and later (in April -May 2014) of excess rainfall that prevented harvest.

Factor increasing price trend forecast served reduction of sugar production in Thailand from 11,5-12 million tones to 10.4 million tones , due to drought in the country. People's Republic - third among some of the world sugar producer in 2013 produced 13.759 million tons of sugar (2% more than last year) [8], and therefore the activity of China as a buyer of sugar on the world market will decline, falling imports of sugar into the country as a result of reduced demand for sugar can also be decreased.

Factors affecting the price situation on the world market should also be called forecast company Kingsman SA increase in global sugar surplus in 2013/2014 MY from 4,5 million tonnes to 5,4 million tones (lowering action); changes (decrease and increase) ABARES forecast exports of sugar from Australia, from 4,25 million tons to 4,20, respectively, and 4,4 million tons (acting in accordance with the direction of raising and lowering prices). Some analysts even predict a shortage of sugar in the 2014/2015 marketing year.

In 2014/2015 MY according to Kingsman SA in the world is produced 181.1 million metric tons of sugar – 2,1 million tones more than required to meet the

current needs of the population and processing industries , in terms of the need to increase 2% to 178,96 million tons; surplus continues, albeit reduced compared to the current marketing season to 0,2 million metric tons. Not the last role in the development of the sugar market play subsidies industry and other forms of support from the government (especially sugar beet production in Europe) and the weakening of national rates in developing countries , so that continues to function even unprofitable and low-profit industry. Note that in 2014 due to favorable weather increased plantings of sugar beets in Europe contribute decline in world sugar prices.

In general sugar market pretty balanced, sugar prices will fluctuate in a small range.

Conclusions

In the sugar market prices affect a variety of factors: how local and current, as well as general and long term. Seems to determine the direction of movement of prices (price trend) in the immediate future to consider first, the more distant future – mostly second group of reasons. Yes, it is acknowledged that the level of market prices is inversely proportional dependence is almost as compared to the ratio of reserves and consumption of sugar. The above said ratio, the lower the price. On the contrary, there is a direct relationship between the price and the ratio of imports to the volume of stocks: the higher the ratio, the higher the price (when imports exceed stocks, prices rise and vice versa, if the volume of imports did not reach the level of inventories, prices go down). However, the growth of consumption need not necessarily accompanied by an increase in imports: Satisfied often demand growth by increasing the internal (local) sugar production and therefore sales in international venues remain unchanged.

Experts have no doubt as to the surplus of the world sugar market in 2013 \ 2014 MY. Price situation is characterized by differing vectors, in certain periods of falling prices on the forward price movements up to the end.

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УДК 338.24.01

THE QUESTION OF INFLUENCE A LOCAL GOVERNMENT ON AGRICULTURAL DEVELOPMENT IN RUSSIA

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Studied the experience of creation and functioning of local self-government and its impact on agriculture in Russia.

Local self-government, the district council.

Relevance. Local authorities on the development of agricultural production are external interested parties, in the immediate proximity to the entities. Therefore, the activities of local government, as any other management should be focused on the development of agricultural production.

Analysis of the main research and publications. Analysis of local government in the management system and its role in the development of agricultural production, as part of the social structure was performed in L.A. Velikhov, I.V. Vydrina, V.M. Hesse, A.D. Gradovsky, V.A. Ivanova, O.E. Kutafin, N. Lazarian, L.S. Leontevoj, P.N. Podligaylova, E.S. Shugrina, N.V. Shcherbakov and other researchers.

Development management issues dedicated their works following scientists: H. Vissema, A.L. Gaponenko, A.P. Pankruhin, N.P. Maslennikov and others. However, currently in the scientific literature have hardly been studied governance development of agricultural producers at the municipal level.

Feeding of the base material. The concept of "self" is not quite accurate and has a single scientific value and is understood differently by different authors. The most comprehensive and broad interpretation of this concept was given in the XVII century in England (self-government), borrowed from there in the last century the German states and Russia. [6] The famous German jurist G. Jelinek defined local government as "governance through non-professional public officials - control, which in contrast to the bureaucratic state has control through the affected person." Gosudarstvoved N. Lazarev under local government understood "decentralized governance where local autonomy system provided such legal guarantees that creating the reality of decentralization, however, provide a close relationship of local government with dannoyu terrain and its people." Russian historian Alexander Dmitrievich Gradovsky believed that: "Self-management is the result of a variety of interests that can not be satisfied with the activity of the central government." According to P.N. Podligaylova, local interests are captured

by the legislature, which can never meet all local needs, very different in different places and constantly changing over time. Velikhov L.A. defined local government as "public administration in any situation on the ground circle formed by election by authorized persons from the ruling class of the local population". [1] Under self-government understood well - an independent implementation of social groups the tasks of internal governance within the objective law, which guarantee independence is to create a leading center elected by the autonomy and self-government activities (I.I. Evtiheev); - A form of exercising public functions through independent, in one way or another, individuals and institutions (B.E. Nolde) [9,10].

Thus, it is obvious that the concept of local self-government is closely linked to the political and legal nature of this phenomenon, its essence. Formation of local government in Russia and its impact on the development of agricultural production deem it necessary to consider three stages (table 1) [7].

Table 1 - Main stages in the development of local government

Stages	Basic regulations of local government	Purpose of regulations
Step 1: The second half of the XIX century - the beginning of XX century	Zemstvo reform Ivan IV mid XVI century (Standard document: "Statutory zemskaja Letter", 1551)	abolition of the system of feeding and maintaining territorial self-government, providing for the implementation of self-government directly through holding gatherings
	Decree 1699. Peter I	Zemsky huts were converted into predominantly urban management authorities with a limited degree of autonomy
	Reform of local (rural) self Alexander II (Standard document: "The situation of the provincial and district zemstvo institutions" from 1.01.1864g.)	status bestowed district council signs a legal entity, ie zemstvo could act on its behalf, have the right to dispose of their property, to appear in court as a plaintiff or defendant in property cases zemstvo
	"Regulations on the provincial and district zemstvo institutions" approved 12.06.1890g. Alexander III	increased dependence territorial self-government institutions from government
	Reform of local government and agriculture beginning XX century. Initiator of the Prime Minister of the PA Stolypin	giving farmers more opportunities to participate in the zemstvoes; solve two main problems: the shortage of land farmers and community organizations of rural life
Step 2: 1917-1990	Political and legal instruments adopted since 1917	introduction of the following elements of the system of local government: local Councils; executive committees; labor groups; Party cell
Step 3: 1990	USSR law "On general principles of local self-government and the	ban governments interfere in the activities of local government

and currently	local economy in the USSR" 09.04.1990g.	
	Law "On Local Self-Government in the Russian Federation" from 06.07.1991g.	settled powers of local governments each territorial level; differentiated functions of local Councils and local administrations
	Constitution of the Russian Federation from 12.12.1993g.	guaranteed by the local government, as well as its independence within its powers
	Federal Law "On General Principles of Local Self-Government in the Russian Federation» № 154 from 28.08.1995g.	identified the financial and economic basis of local self-government
	Federal Law "On General Principles of Local Self-Government in the Russian Federation» № 131 from 06.10.2003g.	options identified areas; identified specific issues of reference for each territorial unit

First step: Ancient Russia - the second half of the XIX century. Veche democracy was spread almost everywhere, making it an integral part of the Chamber governments of the early Russian period. The supreme governing body of the community were gatherings (meetings) residents - the council, to decide the vital issues. This form of democracy was preserved until the end of the XV century., Becoming gradually from an organ of direct democracy to representative bodies.

Roots peasant community self can be found in self-free communal peasants, as developed in the zemstvo reform Ivan IV the middle of the XVI century. This reform was aimed at eliminating the feeding system (detention officers of different levels due to population) and maintaining territorial self-government. Major reform ideas were enshrined in the "Authorized the County literacy" in 1551. They became the epitome of a replacement (nationally) Institute governorship elected zemstvo institutions. It provided an opportunity to exercise self-government directly through retirements. Representative body of local self-government was the Zemstvo hut contained money the local population. Under Peter I by the Decree 1699 Zemsky huts were converted into organs predominantly urban management with a very limited degree of autonomy. They consisted of selected bailiffs (Governing manors) obeying Burmistrskoy ward, and with 1708. - Governors. In the twenties of the XVIII century zemskie huts were replaced by magistrates and town halls.

The most consistent, in our opinion, a nationwide reform of local (rural) self dated January 1, 1864 statement by Alexander II Regulation on provincial and district zemstvo institutions. This provision was as follows: zemstvo institutions shared by the provincial and district. Each of them consisted of Zemsky assembly

(Regulatory and supervisory body) and rural council (executive body).

Zemstvoes powers differ in nature and degree of authority granted to them by law. There are three main element administration zemstvoes: publication of decrees, the adoption of orders, execution of decrees and orders. Position in 1864 bestowed the district council signs a legal entity, ie zemstvo could act on its behalf, have the right to dispose of their property, to appear in court as a plaintiff or defendant in property cases zemstvo.

However, this provision, despite its novelty, had several shortcomings. Thus, in the majority of Russian gosudarstvovedov, noted an isolated position in relation to other government and public institutions. Contrasting zemstvoes State led to the fact that they do not fit into the overall governance, and were "placed beside her as separate public-public bodies which have no organic links" - VP BEZOBRAZOV Being deprived of the coercive power of the Zemstvo had the right to tax and mandatory publication for locals decrees, that is, they have the authority to distinguish them from non-governmental organizations and approximating the controls. Existed in the same counties in other institutions, in no way connected with zemstvoes, however, affect their interests. Therefore it was necessary to revise the activities of institutions that existed in that period, either to eliminate them and create for the zemstvo bodies responsible for these matters; or arrange them on the basis of equal representation.

To solve the problems of mature June 12, 1890 by Alexander III approved the "Regulations on the provincial and district zemstvo institutions." This decree was significantly different from a similar document in 1864. Its content was in line with the policy to restrict the liberal concessions made by society in the reform period, 60-70s Innovation greatly increases the dependence of territorial self-government institutions from the public authorities.

In order to control the activity of the zemstvo institutions in the provincial government set up special "Provincial on urban and rural affairs presence" (Chapter 2, p. 8). Markedly changed the electoral system. The law introduces Class Curia for voters expanded representation of the nobility. Significantly reduced the total number of district and provincial elected vowels. Selected rural municipality gatherings vowels from the peasants to be approved by the authorities. Chairmen and members of zemstvo enlisted in the category of public servants (st.117). Given that the peasants, most of the merchants and the clergy were not allowed to enter the public service, this solution increases the influence of bureaucracy on governments. Governors provide powers to stop the execution of decisions of provincial and district assemblies (Article 12). All of these Regulations in 1890 to tighten control over the bureaucracy zemstvo institutions. Nevertheless, activity zemstva was marked by significant achievements in the

economic life of Russia. Thus, in 1864 there were in all 48 zemstvo physicians, it is clear that the population was virtually devoid of medical care. Half a century later, it was already 3463 physician assistants in 2600, in 2000 the district hospital at 42550 places. The world's first widespread available to the entire population, free medical services. Network zemskih medical institutions has been arranged so that they had to go to 10 miles.

Education and is administered zemstvoes also has undergone serious development. So by 1878 the number of zemstvo schools increased to ten thousand, and in 1898 it was 16,411 schools. Development of education was aimed at solving strategic problems because students had to start work in a few years. But there was also a tactical goal - improving education, often eliminating illiteracy among the adult population. To do this, open the library were everywhere (in 1898 zemstvo provinces functioned five thousand libraries, and in 1915 - more than 30 000), courses, including livestock. [5] For greater access to education greatly expanded training of teachers and mentors for professional courses, as well as a special issue organized and comprehensive literature.

In an agrarian country, of course, the most diverse assistance required to farmers. Perm and Vyatka zemstvo agronomists first invited to assist farmers. But counseling could have a sufficient impact on improving productivity. The next step in this direction was the development of marketing activities for agricultural machinery and implements. For this purpose, the Zemstvo institutions purchased at wholesale price necessary goods and then sell them virtually at cost, which was much cheaper than retail. Such zemskie warehouses (wholesale shops) farm machinery were perhaps one of the key factors to increase productivity on peasant fields. In short, progress in the development of zemstvoes economic and social infrastructure were invaluable.

The beginning of XX century was marked by the implementation of reforms in the field of local government and agriculture. The initiator of these reforms was the Prime Minister of the PA Stolypin. Local government reform supposed to provide more opportunities for farmers to participate in the zemstvo. Agrarian reform was aimed at solving the two main problems: the shortage of land peasants and community organization of rural life. Starting laid decree of November 9, 1906., Who established the right to withdraw from the community to put the transmission in personal property. And the farmer had the right to demand that it be holdings were consolidated into one section - cut (the house remained in the village) or farm (relocation of the village). As told PA Stolypin "The stake was made not on the poor and drunk, and strong and powerful." Forfeiting the support of strong farms, community weakened and already could continue to help the poorest. However, their interests are also taken into account: restrictions were

lifted personal rights of peasants, which gave them an opportunity of free migration to the cities.

The problem of landlessness of peasants dared resettlement policy of the central provinces of the Urals, Siberia, Kazakhstan and Central Asia. At the same time allocated grants for improvement, all arrears written off, the men were exempted from conscription. The total number of immigrants was 3.1 million. Their efforts succeeded in increasing acreage of the country by 10% and create new industries. For co-processing and marketing of products in the farm economy united and cooperatives (in the year 1914. 30,000 cooperatives). Export their products gave Russia twice as much profit than all the gold mines of Siberia. During the period 1906 1914g.g. production of grain per capita increased from 450 to 550 kg, its exports increased by 30%. Overall pace of production in Russia reached 9%, which was the highest in the world [8].

Reform continued after death (1911) PA Stolypin, but have not been completed. In 1915, in connection with the war, they were suspended, and in 1917 finally terminated in accordance with the Provisional Government.
As a second step we consider the activities of local governments from 1917 to 1990. The study of political and legal instruments adopted since 1917, shows the desire of the Soviet authorities to implement a strategic position on the need for the functioning of the socialist state. Such a state was seen as a bastion of democratic change on the ground.

System of local government that period included the following elements: local Councils; executive committees; labor groups; Party cell.
Powers of the Council were divided into two groups:
1.Questions general guide state, economic, social and cultural development in the relevant territory;
2. Isklyuchitelnye powers exercised directly on the session (recognition of powers of deputies, to deal with the early termination of powers of the deputies, and others).

Activities of the Executive Committee shall in two main areas:
1.Organizational support of the Soviets who elected them;
2. Enforcement functions, the management of state, economic, social and cultural development.

Decisions taken by the executive committees could be overturned by a higher executive committee or the relevant Council. But, as the IV Vidrin in his "Municipal Law of Russia": the actual power was in the hands of the executive bodies - the executive committees, more precisely, their bureaucratic elite. Tips also often automatically approve all the draft decisions prepared by executive committees [2].

However, in our view, developed in the Soviet period, the system had a number of invaluable advantages:
First, a well-established work on training. Specialist in the field of professional prepared, planted it with the necessary quality; secondly, the precise regulation of the various procedures, ie activities carried out according to strict rules; thirdly, between voters and MPs was set sufficiently close relationship. Recently had an imperative mandate, is its activities were linked will of voters? MPs during the election campaign received mandates from the voters and had to report regularly to the work done. In addition, voters could recall a deputy, ie terminate his powers.

The third stage begins with the entry into force of the Law of the USSR "On general principles of local self-government and the local economy in the USSR", adopted April 9, 1990. He defined the main directions of development of local authorities, introduced the concept of communal property as the economic basis of local self-government (Article 10). A significant achievement was that governments were forbidden to interfere in the activities of local governments.

However, for political reasons the law has not been implemented in full. Sixth in July 1991, a new law "On Local Self-Government in the Russian Federation" which changed the very concept of local self-government. It was seen as a system of organization for self-activity of the citizens (under its responsibility) resolution of local issues in the interests of the population, its historical, national-ethnic and other features. Settled law in detail the powers of local governments each territorial level, differentiated functions of local Councils and local administrations. First time in the Russian practice of legislative regulation determined the economic and financial basis of local government. Introduced the concept of community property.

Important role played by the adoption of the Constitution of 12 December 1993, which guaranteed the local government, as well as its independence within its powers (which is reflected in Article 12 of the first chapter). Article 132 paragraph 2 defines the possibility of investment of certain state powers of self-government, which means that by themselves they are not possess. In case of transfer of such authority, the obligation on the state to go to finance the activities of local government to implement them. State control over the organs of self-government only applies to the implementation of the delegated powers. Of particular interest are the Federal Law "On General Principles of Local Self-Government in the Russian Federation» № 154 of 28 August 1995 [3] and number 131 of October 06, 2003 [4]. In general, these regulations are similar. In particular, they are equally treat the concept of local self-government as an independent and under the responsibility decision population directly or through local government in local matters.

Uniquely determine the financial and economic fundamentals, namely the municipal property; local finances; property in state ownership and control passed to the local authorities; other property, serving needs of the population of the municipality.

Profitable part of the local budget in these laws is also the same:
- Local taxes, fees and fines;
- Deductions from federal taxes and tax subjects of the Russian Federation in accordance with the regulations;
- Financial assets transferred to public authorities for the implementation of certain state powers;
- Income from the rental of municipal property;
- Receipts from local loans and lotteries;
- Part of the profits of municipal enterprises, institutions and organizations;
- Subsidies, subventions, subsidies, transfer payments and other receipts in accordance with the law and the decisions of local governments;
- Other means, resulting from the activities of local authorities.

At the same time the above regulations are fundamentally different from each other on a number of issues, namely territorial division. Federal law in 2003, in contrast to his predecessor, clearly defines the options territories (urban settlement, rural village, municipal district, which includes the above-mentioned settlement). In addition, the difference is the question of conducting local government. According to the law in 1995 allocated 30 questions, equally applicable to all the territories. Federal Law 2003 defines the specific questions of reference for each territorial unit.

Changed not only the quantitative composition of questions administered by the municipality, but also their quality content. For example, the 1995 law contains an issue number 4 "integrated socio-economic development of municipalities," according to which local authorities within their competence may drive the development of enterprises. At the time of the adoption of the federal law in 2003, the list of issues of local importance municipal settlements, both urban and rural consisted of 22-points over the decade it increased significantly, also excluded from the list of three issues of local importance and editorial changes made in thirteen issues. Currently, the list of issues of local importance of the rural settlement consists of 35 points (60% more than the original version), including law enshrined a question of reference as "assist in the development of agricultural production, the creation of conditions for development of small and medium-sized businesses".

Conclusions and prospects for further study. Historical analysis of local government in Russia has shown that one of the founders - it was without the

presence of public self-government. With the development of the executive branch, this form of expression has undergone significant changes, more and more closer to the element of government. At the present stage of local government, with respect to existing theories consider it appropriate to consider, as a manifestation of the state theory with social elements.

Analysis of the latest regulations, defining the general principles of organization of local government showed that local authorities, being in close proximity to agricultural producers, have the authority to manage sustainable development of these enterprises as part of the municipal entity within an integrated socio-economic development.

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УДК 631.147:636.5(477)

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THE OPTIMAL FORM OF THE ENTERPRISE MANAGEMENT WITH ORGANIC POULTRY PRODUCTION

In article the optimum form of managing which is used in organic poultry farming at environment preservation is offered. Fulfilling requirements to certification of organic poultry-farming farms by the main ecological a condition nitrogen emissions of 170 kg are. On hectare that is a reference point for calculation of an optimum form of managing of ecological poultry-farming economy. The developed technique the example of calculation of quantity of a withheld bird, the platform size for walking, and the hen house size for the maintenance of a bird also is described. It is shortly calculated prime cost and profitability on assignation of a hybrid bird "broiler".

Key words: management, business, poultry, organic products

Problem statement. The optimum form of managing of the enterprises from organic production of poultry farming - is that form of managing which is used in organic poultry farming and demands further studying. It is necessary to describe in more detail calculation methods quantity of a livestock, the platform sizes for walking of a bird, the hen house size for the maintenance of a bird, without breaking environmental standards.

The analysis of the last publications according to its decision. The problem of development of organic production of poultry farming is investigated by authors Sh. I. Borzhiva, R. G. Dubas, V. S. Dzhigirey, A.Endres, V. Jerzy, E.V. Milovanov, I. Safronsky, G. V. Savitskaya, Yu.Yu. Tunitsa, A.N. Tsarenko who develop the ecological directions of production, prove importance of preservation of environment, form the main theoretical directions of studying of an objective.

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Research objective. To offer an optimum form of managing of the enterprise of organic production of poultry farming proceeding from calculation of an environmental pressure on environment.

Material and technique of researches. It is offered on the basis of the collection of requirements to organic poultry farming to form such enterprises which didn't harm to the activity to environment; we can call them optimum forms (tab. 1)

For calculation of quantity of a withheld bird in a farm it is offered to use the presented (1.1)

$P = \sum_{i=1}^{n} S_{hectars} \times К_{norms}$ (1.1)

Where, P - quantity of a livestock which is offered to abstain a farm;

$S_{hectars.}$ – sum of all land plots;

$К_{norms}$ – rated quantity of a certain species of a bird who is allowed to keep on 1 hectare. (tab. 1)

For calculation of the sizes of platforms for walking of a bird it is offered to use the following formula (1.2)

$M = \sum_{i=1}^{n} P \times S_{norms.}$ (1.2)

Where, M - The contents area on the open area of walking of a bird;

P - livestock total;

$S_{norms.}$ - rated number of the area of m^2 on 1 one head (tab. 1);

For calculation of the size of hen house for the maintenance of a bird indoors it is offered to use the following formula (1.3)

$U = \frac{\sum P}{P_{norms.\, m^2}}$ (1.3)

Where, – the hen house size for the maintenance of a bird m^2;

$\sum P$ – поголів'я всієї птиці;

$P_{norms.\, m^2}$ – rated quantity of a bird m^2(tab. 1)

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Table 1

The characteristic concerning the area of the maintenance of a bird depending on production type *

The name of a withheld bird	The area in the room (the pure area which animals can use)			The area on the open areas (m^2 squares at the head, serially)	The maximum number of animals on 1 hectare.
	Quantity of a bird m^2	Cm. I sat down on an animal	nest of a bird		
Laying hens	6	18	7 layers on a nest or in case of the general nest, 120 cm on one layer	4, on condition of receiving restriction in 170 kg. nitrogen on hectare a year	230
Bird on sagination (in stationary hen houses)	10, no more than 21 kg. live weight on m^2	20 (only for guinea fowls)		4 broilers, guinea fowls, 4,5 ducks, 10 turkey-cocks, 15 geese	580 (broilers)

* for all specified types it is impossible to exceed restrictions in 170 kg. nitrogen on hectare a year [2, c.151-152]

Results of research. From above offered method of calculation of the size "the optimum enterprise for environment" we will construct an example of calculation of a farm after the maintenance of a bird at a rate of a land share of 3,5 hectares. We will calculate: 1) quantity of a withheld bird, 2) a platform for walking, 3) the hen house size for the maintenance of a bird.

We will calculate quantity of broilers which we plan to hold in a farm without breaking an environmental standard of emissions of nitrogen of 170 kg. 1га. Using a formula (1.1)

$$\Pi = 3{,}5 \times 580 = 2030\ heads. \quad (1.1)$$

Possessing the land plot a farm in 1 year may contain without breaking environmental standards of 2030 heads of a hybrid bird "broiler", to provide the content of such quantity of a bird during one cycle (81 days) quite difficult for small economy therefore such quantity of a bird is expedient to divide the contents into two cycles that will make 1015 heads of a bird. 81 days of a cycle are the minimum term

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of the maintenance of chickens before slaughter, are defined by the resolution which is used in organic poultry farming [2, c.83-84].

We will calculate the platform is necessary for "broiler" walking, we use a formula (1.2)

$$M = 2030 \times 4 = 8120\ m^2 (1.2)$$

From the presented calculation for walking "Broiler" needs to be provided it 0,81 hectares. Using a preliminary condition of the maintenance of a bird, vygulny a platform will make 4060 m^2, it is twice less than previous size therefore walking can be divided into two zones on which grass for a pasture to manage to be restored.

We will calculate the area for the maintenance of a bird indoors during sagination using a formula (1.3)

$$U = \frac{1015}{10} = 101{,}5\ m^2$$

Therefore, the area for the maintenance of a bird indoors in number of 1015 heads, will make 101,5 m^2, in calculation no more 21кг. live weight on 1 m^2.

We will count costs of sagination of a hybrid bird of "broiler" on the example of a farm with a size of land share of 3,5 hectares in the Ivano-Frankovsk area, satisfying the above described conditions of an optimum form of managing in production of organic production of poultry farming. The cost of one chicken of 17-21 day age (bred) on poultry farm "Costs" of the Snyatinsky area costs 19,2 UAH, On a gain of 1 kg. weight 1,9 kg are necessary. the concentrated forage, the cost of 40 kg. compound feeds are made by 180 UAH if the broiler makes in the lethal weight of 4,5 kg. (after 81 day periods of sagination), sagination of 1 broiler requires 8,55 kg. compound feeds that in the equivalent price makes 38,5 UAH, therefore prime cost of 1 kg. meat of a broiler makes 12,8 UAH, apart from natural a case of a bird. If the natural case makes 17%, prime cost will grow by 2,6 UAH on 1 kg. lethal weight. Traditionally the peasant doesn't estimate the compensation and depreciation charges on the maintenance of a bird, and forage cost whom feed on own a personal plot. We will calculate how many can earn the enterprise by the land plot of 3,5 hectares. on

cultivation of a bird on meat. We will allow from 2030 heads, during the lethal period 1685 heads of a bird, with average lethal the weighing 3,9 kg remained. That in the sum makes 6571,5 kg. If to hand over all meat on sausage combine at the price of 19,0 UAH, we will receive the sum of realization of 124858,5 UAH, prime cost will make 84115,2 UAH, therefore conditional country the profit work including it will make 40743,3 UAH or 11640,9 UAH on 1га. or 3395,3 UAH a month.

Conclusions.

1. The quantity of a withheld bird in "optimum economy" pays off with the help of norms of emissions of nitrogen 170kg. on 1 hectare. which allocates a collected dung.
2. The optimum form of managing of the enterprises of organic production of poultry farming - pays off on the basis of the European directives according to which organic production of poultry farming is certified, all sequence of cultivation of a bird according to ecological standards is controlled and the maintenance of a bird natural by conditions is provided.
3. Calculation of cost of products of poultry farming, analyzes possible profit at cultivation of a bird on meat.

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УДК: 368.330.322

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THE THEORETICAL METHODS TO MINIMIZE INVESTMENT RISK OF AGRARIAN ENTERPRISES.

Abstract. *The article defines risk in investing; these key components of the nature of investment risk as an economic category, the marginal value of risk analysis factors reduce the investment risk farms, generalized methods of reducing the investment risks*

Keywords: *investment risk, reducing the risk factors, the risk of rejection, acceptance, risk prevention, risk reduction methods.*

Statement of the problem. Collision with a variety of risk – is a common threat to any investor in today's market economy. For the most part, putting their money in the production of agro commodities, investors can have complete confidence in the public recognition of this production. In practice, this recognition depends on a successful combination of different factors, so investors are risk profit, less than expected, or even incur losses.

Thus, the study of investment risk, especially agricultural enterprises sector, identifying the factors that cause them and calculating potential losses - currently the most urgent issues. Therefore, the ability to assess investment risks is essential for the modern manager.

Analysis of recent research. The problems and methods of investment risks and ways to minimize the dedicated work of many domestic and foreign scholars, such as R. Breuil, J. Bailey, W. Broilo, R. Darmits, A. Zalotov, A. Ivanitskaya, N. Mashyna A. Peresada, C Hyus, B. Shapiro et al.

The aim of the research topic is to systematize the factors and justification of theoretical methods to minimize investment risk enterprises of agricultural sector.

The main material. In the context of modern Ukrainian economy problem of investment risk is particularly acute because of the instability of the tax regime, the devaluation of the national currency, the low purchasing power of the majority of the

population. Therefore investments dealing with domestic agricultural markets, particularly important to carefully calculate the possible impact of investment risk

The risk in investing - is quantitatively evaluated from the standpoint of a particular entity investment uncertainty associated with the possibility of occurrence in the implementation of the project of adverse events and their effects in the form of certain financial loss (loss of income, increased costs, loss of profits, etc.) [5.7].

Thus, the key elements of the nature of investment risk as an economic category are:

- the uncertainty of market factors in the present and in the future;

- the existence of several alternative scenarios;

- the possibility of adverse events, the probability of loss of assets, failure to obtain the expected profit or other deviations from the planned, predictable performance;

- an objective need for management measures to reduce the potential negative or adverse effects;

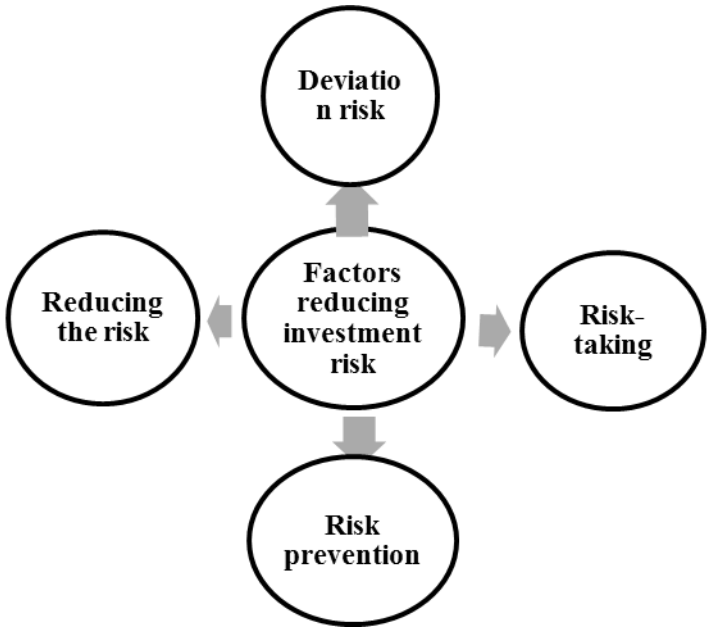
- the subjective perception of events.

Investment risk is the possibility of failure of the planned investment purposes (such as income or social impact) and cash losses. This risk must be assessed, calculate, describe and plan, developing an investment project [2].

There are general economic risks deriving from adverse conditions in all economic sectors, and individual risk associated with a specific project conditions.

Depending on factors distinguish the following types of investment risk: political risk, general risk, legal risk, technical risk, project participants, financial risk, marketing risk, environmental risk.

Factors reduce the investment risk are presented in Figure 1.



Rice. 1. Factors reducing investment risk of farms. *

* Systematized by author

Rejecting means no risk of activities (projects) that are associated with risk. This decision was taken in the case of non-compliance with the principles of risk management, such as: [6]

• rejection of business transactions, the risk is too great and onerous for the company;

• refusal of bank loans if financial market is unfavorable for the enterprise;

• rejection of any investment policy in order to maintain a high level of solvency;

• refusal of supply of imported raw materials, if there is a high degree of variability of customs legislation;

• refusal of advance payments to suppliers and sales on deferred payment terms and so on.

Risk-taking means the abandonment of all or part of the risk of liability for the entrepreneur. In this case, the decision is made to cover possible losses of their own means.

Preventing risk means simply a deviation from the west, that is connected with risk. However, prevention of risk to the person who makes decisions, often means giving up profits.

Risk reduction – is a reduction in the probability and extent of damage. To reduce the risk of different methods [8,3].

The system measures to ensure the implementation of investment projects important place belongs to neutralize the project risks. Different types of risks have varying degrees of control. Identify the level of control risk is difficult, but it is necessary to determine possible ways of neutralizing their negative consequences.

In the implementation of the investment policy of moderate boundary values of individual risk operations according to experts, are: [4]

- for operations with acceptable size of losses - 0.1 (the planned operation of uninsured risk on it must be rejected if in one case out of ten can be lost all the estimated amount of profit);

- for operations of critical size of losses - 0.01 (in one case out of a hundred - lost amount estimated gross income);

- transactions with disastrous losses in size - 0.001 (in one case out of thousands - lost all the capital invested in the project due to bankruptcy).

The following methods of reducing the investment risks:

- 1) prevent the risk;
- 2) the valuation of risk;
- 3) the allocation of risk between the parties to the project;
- 4) reduction of risk;
- 5) risk insurance.

The method of risk prevention measures is to develop inner character which completely excludes a particular type of project risks, namely avoiding the use of high amounts of debt and rejection of excessive use of investment assets in the form of low.

Rationing risk - used for those risks that go beyond their acceptable level, the investment operations in the area of critical and catastrophic risk. Normalization is

realized by establishing the enterprise system of internal regulations, which may include the following indicators: limit of borrowed funds used for the implementation of real investment projects;

– minimum amount of investment assets in highly liquid form.

The distribution of risk between the parties to the project involves partial transfer of risk to partners on specific investment operations.

Main types of risk sharing:

- allocation of risk between the parties of the project;
- allocation of risk between the company and suppliers of raw materials;
- allocation of risk between the parties to the lease transaction.

Reducing the risk – is a reduction of the probability and amount of loss by reserving funds for unforeseen expenses [2,3,8].

The main directions of this method:

- formation of the reserve (insurance) fund company;
- formation of target reserve funds;
- formation of reserve amounts of financial resources in investment budgets.

Risk insurance – is an operation to transfer the investment risk of foreign insurance company.

Insurance Investment risk - is the protection of property interests of the Company upon the occurrence of insured event specific insurance companies at the expense of funds generated by them by taking premiums from policyholders. [8] The volume of redress negative effects of project risks insurers are not limited to - it is determined by the actual value of the insurance (the insurance for its evaluation), the sum insured and premiums (insurance premium).

Conclusions. Today the problem of risk for farms is most urgent. Enterprises agrarian sector in the activity of various factors addicted to investment risk. From the perspective of an investor, the important point is the need to analyze the strategy of the project in terms of accounting risk situations and develop methods to reduce investment risks. Therefore, it is important to continue to focus more on research,

development and application of methods for analyzing and evaluating investment risks.

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DEVELOPMENT FORMATION IN AGRICULTURE: MANAGEMENT ASPECTS

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The paper considers the main characteristics of organizational forms in agricultural activity and the characteristics of their operations and compliance with the requirements of today's market environment.

Farms, business forms, .

Analysis of the main research and publications. In academic writings explored various aspects of various forms of economic activity in agricultural sector. In his work Sabluk P.T. explores a question of institutional development improvements and reforms of an agricultural sector as a whole, Kropyvko M.F. explores the legal foundations of agriculture in modern Ukraine, Luzan Y.Y. focuses on improved mechanisms for the development of agricultural production. In our view, a more detailed analysis of features of activities requires different organizational forms of management in agriculture and exploration of its impact on the agricultural sector.

The purpose of the study. In today's changing environment it is especially important to create clear rules for agricultural enterprises. Analyzed dynamics of agricultural land usage and land users identify trends in land use.

The main material.

Agricultural reform began in the 90s of the twentieth century and continues to this day.

When the independent state in 1991 was established, the Ukrainian agricultural sector, like the rest of the economy has begun a new development stage. After long being planned economy and the state monopoly of agricultural production systems, the agricultural sector was not viable and uncompetitive in the market environment.

After the reorganization and restructuring of the former collective farms are the following stages of the formation of business groups: in 1995, began a large-scale land reform, which provided land sharing, transfer of ownership to collective farms with the issuance of certificates to owners for the right to land (share) of privatization land for ancillary sector, construction and maintenance of residential homes and commercial buildings (gardens, gardening, cottage and garage construction). Sharing of agricultural land and the right to order the owners of land shares, resulting in the formation of farmers, establishing lease relations between farms and landlords. Indeed, one of the main factors creating different forms of management are land ownership and land relations.

In a world of farming, based on private-rental basis. Experiment land collectivization in the Soviet Union and Mongolia, even at high logistical and financial support for the last period, gave positive results and return on 1 hectare of land was three to four times less than in Western Europe. [3]

Analyzing the dynamics of existing agricultural enterprises by organizational and legal forms for the years 2009-2012 in Table 1. According to the number of registered forms of farming farms predominate, as of January 1, 2009, there were 42,101, but over the next four years, we have seen a downward trend in 3.3% in 2012.

Table 1.

The farms and legal agricultural forms of Ukraine, numbers.

	Year				% to 2009
	2009	2010	2011	2012	
all businesses	57152	56493	56133	55866	97,7
business partnerships	7819	7769	7757	8121	104
private enterprises	4333	4243	4140	4183	96,5
production cooperatives	1001	952	905	856	85,5
farms	42101	41726	41488	40732	96,7
state-owned enterprises	345	322	311	294	85,2
companies other forms	1553	1481	1532	1680	108

* Formed according by the State Statistics Committee of Ukraine

Exploring statistics evident trend toward larger farms, so the number of business partnerships has increased in 2012 to 302 units compared to 2009.

One reason for the economic problems in the agricultural sector is a structural factor that needs revaluation of land use in the country.

It is also important to evaluate the private-collective and individual use of land, according to all forms of business, finding out the degree of efficiency of agricultural production and the reasons hindering its development.

Table 2.

The area arable land by category of landowners and land users, million ha.

	Year					% to 1990
	1990	1995	2000	2005	2012	
agricultural forms	38,7	35,184	29,878	22,116	20,665	53,4
including	9,927	7,115	1,847	1,23	0,963	9,7
not state	28,778	28,068	28,03	20,886	19,70	68,5
citizens inc. private farms and household land	2,476	3,875	4,323	4,722	5,032	201,9
collective and individual gardens	0,127	0,177	0,18	0,183	0,186	146,4
areas for hay and grazing	-	1,198	1,429	1,433	1,122	-

* Formed according by the State Statistics Committee of Ukraine

Analyzing the period 1990-2012 years, in general, the citizens of the country has been increased twice the area for personal farms and gardens. You may also notice an increase of 46.4% of business activity in the collective and individual gardens. The area of agricultural enterprises decreased by 53%, which

can be characterized by an increase in types of business structures and transition them to areas of farmland. It is therefore necessary to analyze the structure of sown areas (Table 2) and the trends of their changes.

Table 3.

Agricultural cropping farms in Ukraine all categories, millions ha.

	Year					% to 1990
	1990	1995	2000	2005	2012	
entire crop area	32406	30963	27173	26043	27801	85,8
grains and legumes	14583	14152	13646	15004	15449	105,9
industrial crops	3751	3748	4186	5260	7854	209,3
potato and vegetable crops	2072	2165	2276	2041	2023	97,6
forage crops	11998	10897	7063	3738	2475	20,6

* Formed according by the State Statistics Committee of Ukraine

Analyzing data for the period 1990 - 2012 years, we can note a decrease acreage in Ukraine in all categories of farms, also catches the eye disproportion between the increase in acreage doubled for growing crops and reduced almost fivefold feed production. Knowing how industrial crops consume the earth with no proper tillage, must thoroughly examine and monitor balanced rotation.

In accordance with the State Program of Privatization of state assets were privatized 97% of food processing, milling industry, service companies and others. However, by 1999, land reform did not give significant results. At that time there was no clear state agricultural policy. [3]

In the early years of the XXI Century Zero begins the next phase of complex sequential mechanism of APC. The introduction of the institution of private businesses and market mechanisms enabled enterprises to increase the volume of gross output.

table 3

Production of main agricultural crops in Ukraine, thousand tons.

Table 3

Production of main agricultural crops in Ukraine, thousand tons.

	Рік					% до 1990
	1990	1995	2000	2005	2012	
grains and legumes	51009	33930	24460	38015	46216	90,6
sugar beets	44264	29650	13199	15468	18439	41,6
sunflowers	2571	2860	3457	4706	8387	151,2
potatos	16732	14729	19838	19462	23250	138,9
vegetables	6666	5880	5821	7295	10016	150,2

* Formed according by the State Statistics Committee of Ukraine

In the year 1989 was a record harvest of grain and leguminous crops 51`212. During the last decade was a record 2011 and 2008 from 56,747 harvested and 53.29 million tons respectively.

The reform has covered the basic components of the agrarian sector, relations of ownership of land and property, loans for agricultural production; agricultural market infrastructure, government regulation of agrarian relations, social development of rural areas.

The processes of agrarian reform greatly hinders the lack of financial resources. Therefore, when considering the factors of economic growth in the state must recognize the priority of the agricultural sector. The overall development of agricultural production should be sustainable to achieve in the years before the crisis in production (1990) and provide a qualitative indicators of management at the level of the developed countries of Western Europe. But fundamental changes in the resolution of this problem has not been because there is no coherent idea of the state economy. The world is entering a new era. [3]

Conclusions and recommendations for further research.

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