

IMPLEMENTATION OF EUROPEAN QUALITY STANDARDS AS A FACTOR OF INCREASING OF COMPETITIVENESS IN FOOD INDUSTRY OF UKRAINE

ІМПЛЕМЕНТАЦІЯ ЄВРОПЕЙСЬКИХ СТАНДАРТІВ ЯКОСТІ ЯК ФАКТОР ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ХАРЧОВОЇ ПРОМИСЛОВОСТІ УКРАЇНИ



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For Ukraine, European integration opens new possibilities for development of economy, foreign trade, promotion of Ukrainian goods into EU markets, rising of their competitiveness. But all this is impossible without reforming the system of food products' safeness. Home businesses must be prepared for the harsh rules of European trade, one of which is compliance with environmental norms and requirements. Ukrainian enterprises that are taking care about their image and want to export products, have already realized (some implemented) the urgent need of certification according to the quality management system ISO 9000. Also a significant in all countries of the world is the International environment management system ISO 14000 series.

Great contribution to the solution of the given problem have made famous Ukrainian scientists: Deineko L.V., Zayinchkovsky A.O., Krysanov D. F., Marmul L.O., Mostens'ka T.L., Sabluk P. T., Sychevsky M.P. and others. However, the question of implementation of European quality standards on food products and impact of this process upon the development of the food industry remain urgent today.

Aim of research is grounding of main directions of implementation of European quality standards for rising of the competitiveness of food industry of Ukraine.

Agricultural production and food production have been and remain an integral part of Ukrainian economy. However, despite the presence of significant resources, productive indicators of agricultural production and food industry remain quite low. Agriculture in Ukraine is the fourth largest brunch of economy after industrial production, transport and trade. In 2012 the agricultural output amounted 8.5% of GHR, while food production is approximately 8% of GHR.

In 2012 visibly increased the risks that aroused in economy of Ukraine through slowing of growth and expansion of deficit of the balance of payments, partially caused by a passive external demand. Volume of direct foreign investments remains small due to worsening of the business climate. Significantly were decreased the gold reserves of the country through efforts to stabilize the national currency against recommendations of the International Monetary Fund (IMF).

According to the experts estimations of IFC project, the main obstacles for the industry development is the lack of

efficiency of markets of agricultural products, monopoly of large trading companies, low quality of raw materials and final products, disparity between the system of State regulation of food safeness to european and international practice, inefficient system of providing with credit resources (including State subsidies) as well as lack of land market in combination with moratorium for sale of agricultural lands [1].

Despite some improvement of the situation over the last few years, export of food still does not exceed 25% of total production. The main reasons of the predominance of imports over exports are insufficient competitiveness of Ukrainian goods, failure to comply with international standards of quality and safeness of food products, as well as obstacles in trade, which lie in the legal and practical plane.

In Ukraine the standards of regulation the safeness of food products, adopted during the Soviet Union, are still working, though already quite outdated and not recognized in most countries. As a result - the country misses a competent control body which could be responsible for the quality and safeness of products, however, instead, there is a lot of control procedures, which are not only inefficient and economically expensive for producers, but, in addition, do not guarantee high quality products. "Those documents that we have to buy in the State, in no way will play a role in the safeness of products. On the other hand, this reform is complicated by the fact that any control functions, first of all, is just a control for certain cash flows. Therefore, there is a strong clerk resistance ", said President of the Association" Ukrkondprom "Alexander Baldenyuk [2].

Ukrainian system of State regulation of safeness of foods nowadays does not meet the requirements of the WTO, and most countries do not recognize it. Application of outdated instruments regulation significantly undermining the export potential of Ukraine reduces the competitiveness of its agriculture and food brunch. So, today, Ukraine can export products of stock-breeding only to a limited number of countries (mostly to the UIS countries and Africa), and export of dairy products to the EU and other countries with developed economies does not exceed 11% of its total exports.

The current system of food safety regulation forces enterprises to carry undue costs, but does not guarantee higher than anywhere, indicators of

In the article are grounded basic directions of implementation of European standards as a factor of increasing of competitiveness in food industry of Ukraine. It is investigated the current system of regulation the safeness of food products. It is analyzed the international tendencies in management with regulating measures of safety of food products. It is defined the system of measures directed to the implementation of European quality standards.

У статті обґрунтовано основні напрямки впровадження європейських стандартів як фактора підвищення конкурентоспроможності харчової промисловості України. Досліджено поточну систему контролю за якістю харчових продуктів. Проаналізовано міжнародні тенденції щодо управління якістю продуктів. Встановлено заходи щодо запровадження європейських стандартів якості.

health of Ukrainian citizens and their safeness. Leading principle, as it is indicated in the relevant WTO and Commission of the Codex Alimentarius positions, is that "such systems must not restrict trade more than it is necessary for achieving the required level of protection". Overview of main legal, regulatory and institutional aspects that directly affect the safeness of food products in Ukraine is given in this report in order to inform officials who build State policy in this sphere, and all other interested bodies about the necessity to harmonize this system with international best practices.

In particular, the head of the Ministry of agrarian policy of Ukraine M. Prysiazniuk said that EU does not open automatically its market for us. To access our products, their competitiveness, we need to adapt our legislation to EU legislation. In particular, to 59 regulations and EU directives, which are listed in the project agreement. So, today, in Ukraine have already been implemented 52% of international ISO standards in the sphere of agriculture, and food industry – 59%. In addition, were harmonized 64% of European Commission standards in agriculture and 40% - in the food industry [3].

Safeness of food products is connected with the presence of dangerous factors in food directly at its using. Since the applying of dangerous factors can occur at any stage of food production and its delivery, it is very important to keep under control the entire chain of production. This chain includes enterprises that grow agricultural raw material, food producers, subcontractors that transport food, preserve it, manufacturers of equipment, packing materials, supplements and ingredients and trade organizations. This chain can be named – "from the field to the table".

One of examples of effective adaptation of an enterprise to the world requirements as for the quality of food products is TDV "Zhytomyrski lasoshchi". In this enterprise are developed, implemented and effectively work integrated systems of quality management and food safeness, which are confirmed by international certificates ISO 9001 "Quality management system" and ISO 22000 "Food safeness management system".

All raw materials that are used in production arrive to the enterprise only in the presence of documents certifying its quality - certificates of conformity, final reports of the state sanitary-hygienic examination and qualitative certifications. The entrance control of raw material is made by its own central laboratory, certified in State metrology system for the right to conduct researches. In addition, quality service, which includes OKK and technologists-chemists of industrial departments, makes 24-hour control of the production process and product quality. Each workshop has an engineer who is responsible for the quality of readymade products OKK. Conformity of production to all requirements is confirmed by the quality certificates.

Recently factory "ZhL" received another certificate, which confirms the correspondence to the quality management system requirements of the State standard DSTU ISO 9001-2009 (UkrSEPRO). The issue of development at the home enterprises and institutions of quality management systems is getting importance to protect national economic interests in conditions of European integration and accession to the WTO.

Presence of above mentioned certificates of quality gives the opportunity to Zhitomir candy factory "ZhL" to export its products to 21 countries around the world, including countries of Europe (Germany, Latvia, Lithuania, Romania, etc.), UIS countries (Russia, Belarus, Moldova, Azerbaijan, Uzbekistan, etc.), close and foreign countries (Georgia, Israel, New Zealand, etc.) and, in the long term, to sign contracts for the supply of products to the countries of Africa and far East.

Very often, entering new markets depends on the results of new additional testings and certifications. An example of this is the certification of "ZhL" factory in countries of the Customs Union and obtaining a certificate of "Halal" for a part of production. Annually the enterprise successfully confirms correspondence of integrated systems with the demands of international standards and the State standard.

Following all modern tendencies of world confectionery market, "ZhL" works to improve products quality and skill level of employees. So, in March 2013 in territory of "ZhL" was held training of specialists in the enterprise for the possibility of building a new certification scheme FSSC 22000, which is approved by the Global food safety initiative (GFSI), which enables producers to cooperate with large network companies around the world. The certification scheme FSSC 22000 is designed on the base of standard ISO 22000: 2005 "Food safety management system" [4].

Effective quality management, which ensures a high level of satisfaction of the requirements and expectations of consumers, is the most important prerequisite for success of the enterprise of any kind of activity and ownership.

Because of the scandals, associated with improper quality of foods and the increased requirements for the safeness of products, and also on implementation of WTO principles of transparency of regulatory procedures in this area, many countries overviewed their food safeness regulation system and introduced various reforms. General international tendencies in management with food safeness control measures include a number of principles:

- food safeness management, which previously controlled readymade production (now this function is entrusted to the State), now lies in implementation of a number of precautionary measures at different stages of the supply of food products;

- the main responsibility for compliance with the rules of safeness nowadays lies on private sector, whereas the State performs advisory, supervisory and regulatory functions.

- risk analysis and assessment of costs and benefits is the cornerstone of food safeness policy, including the assessment of risks, the exchange of information about them, as well as the management with these risks;

- integrated approach to food safeness control "from the field to the table";

- EU approach to control of food safeness is based on estimation the risks and involves, mostly, general "horizontal" legislation that governs the common aspects of food products such as food supplements, labeling and hygiene, and also, if necessary, partly "vertical" legislation which has attitude only to certain products, such as milk, meat and poultry products;

- analysis of regulatory impact, i.e. the assessment of costs and benefits from the new legislation, which allows to inculcate policy and control of food safeness and agricultural activities;

- according to the experience that is widely used in countries of OECD and EU, food does not require certification at all. Certification is used almost exclusively within the limits of export-import operations (moreover, only when it requires a country-importer).

The EU works a Common agricultural policy (CAP) - the only trade and import policy, that regulates and import of agricultural products from outside of EU also.

Natural food products are the subject of tariff regulation as products of usual agriculture. Agreement on cooperation between the EU and countries of Africa, Caribbean and Pacific region defines the bases of long-term cooperation between Europe and 69 countries of mentioned regions and establishes reduced rates for them. Also, this agreement provides for granting privileges to other developing countries. Goods from countries that belong to the category of the worst developed, can not pay fees. To get such a benefit, it is necessary to provide certificate about the place of origin of goods that are imported. CAP sets quantitative limits and special paying from agricultural import depending on the category of goods, the season and the country of origin. Importers are required to obtain a license for import.

Special situation can be seen in the sphere of organic foods production. In EU countries to the organic products of vegetable origin is used Decree 2092/91, which entered into force in 1993, and to stock products - Decree 1804/99 (introduced in August 2000). EU rules establish minimum, however the strict process of cultivation,

production, processing and import of products of organic agricultural production. Each EU country is responsible for the application of all European documents in the branch of organic production and for the creation of a system of checks and inspections.

At the same time, the EU countries are provided with certain freedom to import such products. And, still, the rules of import, which can be found in EU documents as for the organic agricultural production, have great importance for the world market for organic food. After all, imported in EU organic products must be produced, recycled and certified in accordance with equivalent standards.

As for the mechanism of food products export, requirements for documents are different in different EU countries. However, always are working the following principles. The license is given to the company – exporter only by the bodies of that country where the goods are imported. The company should have an agreement for checking with the European certificate Organization. If we speak about imports from a country that is not can be found in the list of third countries, the importer appeals for a license to the local authority. The statement is added by documentation confirming compliance with all EU requirements to products. The body that examines the application may request additional information. For example, the results of inspections or conformity of certificate body standard ISO 65.

The product can not get to the European market until import license will not be received. Usually the license is issued for a certain period of time, after that the application must be filled again. Each group of goods is accompanied by a certificate of inspection of organic products that are imported.

Potential exporters also must carefully choose an inspection organization. In particular, such one, since January 1988, must be accredited by EU and meet the requirements of standard EN 45011. Due to the principle of equivalence, it applies to all inspection organizations of third countries that export products to Europe.

For Ukrainian producers and potential exporters of food products an additional difficulty lies in the fact that even in the case of certification they have to pay additional costs for the invitation of foreign inspectors. Besides, inspectors still do not guarantee the successful procedure. Taking into account these circumstances, many producers in Ukraine will not be able to pay for such a complex and expensive procedures.

Conducting an analysis of possible ways of improving the international cooperation of our State in the given sphere, we must take into account leading principles of foreign legislation in this sphere.

Because giving the main role to the basic principles, the original ideas that are characterized by their universal, general meaning, higher imperativeness and reflect the basic positions of international law, will allow Ukraine to adopt positive experience of administrative – aw, legislative support of formation and development of organic agriculture

and, at the same time, maintain availability of typical features of development, which belong only to our country. To the following principles can be included:

1. Complex approach to the formation of the system of legislation in this sphere;
2. Responsibility for food safeness relies on market operators at all stages of production, processing and realization;
3. A compulsory must be the procedure of certification;
4. System of labeling of organic food;
5. Transparency of the entire production process for inspections and control;
6. Using of normative-law acts of international character as a source of improvement of existing standards, rules, regulations;
7. Notified and regular control of food products safeness [5].

CONCLUSIONS

Finally I would like to say that food industry is one of the priority branches in economy of Ukraine. It can show the way, moving through which we can take serious positions in the world market and give a significant impulse to the development not only of agriculture and food industry, but also of many other related industries. System of measures directed to the implementation of European quality standards will allow to:

- ☐ convert basic observations of developed countries towards home food industry into advantages, that will ensure competitiveness of national economy;
- ☐ position the Ukrainian food producer as a manufacturer of the safest and the most useful products in the world;
- ☐ ensure Ukraine with a competitive position in the world economy as a producer of high-quality food products, demand for which is growing;
- ☐ strengthen significantly the world geopolitical position of Ukraine.

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Знову контактують з редакцією наші давні миколаївські друзі з факультету економіки моря Національного університету кораблебудування імені адмірала Макарова. Їм, як завжди, не бракує актуальних інновацій, що відбивають нагальні для України соціально-економічні потреби. «Якість — понад усе!». Це одне з гасел цього номеру журналу. Але маємо зазначити, що на його сторінках не лише досвід фореїторів впровадження систем управління якістю, а й результати наукових студій із численними узагальненнями й рекомендаціями та цілий розділ науково-практичних питань від азербайджанських колег. Словом зібрались ті, хто і за посадою, і за покликом душі не лише прагне, а й робить справу інноваційно, ретельно та якісно.