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Improvement of the organizational and economic development mechanism of hop-growing statement of problem

Scientific problem. Implementation of the state policy of Ukraine concerning regulation of development of hop-growing branch is, first of all, connected with concentration of financial,

material, technical and other resources, production, scientific and technical and innovation potential in order to solve and overcome the main problems of the branch, in particular: providing the brewing industry with modern domestic products of processing of high-quality hop, em-

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ployment increase and quality of life of rural population of Ukraine, especially depressive regions of Polissia, filling state and regional budgets, production of competitive export hop products.

Without radical actions from the government, industry and regional institutions concerning development, finding a way out from decline and ensuring the innovation development of industrial hop-growing, Ukraine in the next years can lose this branch, traditional for Polissia, put the domestic market of hop raw material for brewing into complete dependence on its import.

The organizational and economic mechanism in economy is aimed at providing achievement of entrepreneurship subjects and branches of particular purposes and stable parameters of development in the market. Owing to above-mentioned there is a lack of effectiveness of influence of the organizational and economic mechanism of hop-growing on the process and results of production in the industry. Therefore, it is important to determine the conceptual principles of its improvement for ensuring proper level of competitiveness of hop-growing.

Analysis of recent researches and publications. Assessment of economic condition of the hop-growing branch development and mechanisms of regulation of its development was investigated in materials of such Ukrainian scientists, as Y. I. Savchenko [1, 2], T. M. Ratoshniuk of [3], O. M. Shatylo [4, 5], T. Y. Sitnikova [6], T. Y. Prymachuk [7], A. V. Protzenko [8] and others.

The analysis of economic condition of the of hop-growing branch in Ukraine is in perma-

nently under close attention of modern agrarian scientists, however presence of crisis phenomena in the branch, aggravation of social position of rural territories, in particular zones of Polissia, needs immediate intervention from executive bodies of all levels, economic and production associations, public organizations for safety not only of the whole branch of agro-industrial complex of Ukraine, but also for ensuring development of the respective rural territories.

The objective of the article is to ground the conceptual principles of improvement of the organizational and economic development mechanism of hop-growing.

Statement of the main results of the study. Dynamic national and global economic environment challenges each branch of agro-industrial development tasks, which require integrated and conceptual approach to manage the national economy. Within the last decade the state has finally departed from the sphere of effective management of hop branch, as concerning distribution of the financial resources provided for the branch, coordination of its work, taking into account need of brewers to provide them with high-quality domestic raw materials, which demands improvement of the organizational and economic development mechanism of hop-growing branch in Ukraine.

Generalization of the theoretical and methodical principles and practical tools of using components of the organizational and economic mechanism in regulation of development of hop-growing has proved its need of further improvement by components (Figure 1).

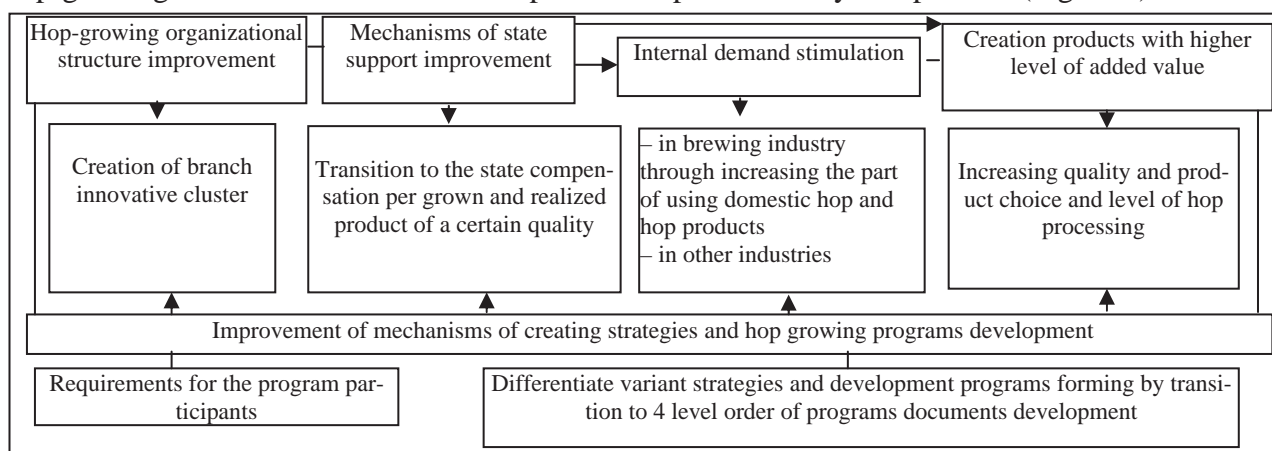


Figure 1. Conceptual scheme of improvement of the organizational and economic development mechanism of hop-growing

Source: result of own researches.

An important issue is creation of appropriate "organizational economic system" of maintenance of the branch development strengthening processes and its harmonization to requirements of the European quality requirements, conditions of production, and also marketing promotion of hop products. In this aspect it is necessary to provide transparent procedure for granting of the state support which would simplify allocation of budgetary funds and minimize administrative influence at making decision on its providing. Such mechanism has to correspond to conceptual actions for strengthening of development of the branch within accomplishment of the nation-wide target program which would define specific contractors of such measures, financing source and terms of their implementation. Thus, the technical and technological quality standards of production and end products need to be harmonized to requirements of the European Union for promotion of hop raw materials in domestic and foreign markets.

Technical and technological modernization of the branch, first of all, has to be based on creation of the innovative hop cluster for the purpose of ensuring forming of variety, approved with breweries as the main consumers of hop. Application in production of modern innovative energy-, resource-saving technologies, updating of the equipment of production processes.

At the same time, efficiency of the stated above components of strengthening of the organizational and economic development mechanism of the branch is nullified in case of impossibility of end goods sale. It is possible, in our opinion, on condition of forming and development of domestic and foreign markets of hop, in particular by creation of proper infrastructure on the terms of consolidation and cooperation, especially at stage of processing and storage of hop products, for the purpose of ensuring forming of big consignments of hop, homogeneous by variety and the territory of cultivation, its processing in granules and extracts, and also its storage in refrigerators with the regulated gas environment. The specified actions, on condition of regulation and improvement of the organizational and economic relations between producers and consumers of

hop and hop raw materials, will provide possibility of occupation of the proper market segment.

The social and ecological component as a result of development of the branch will provide preserving and creation of workplaces, especially in hop branches of the Polissia zone, where soil and climatic conditions do not allow to be engaged in other directions of the agricultural industry effectively.

Hop raw materials which are used for production of beer at the leading enterprises with modern technologies are granules and hop extracts (up to 99% of hop raw materials, knotted hop of easy and/or dense pressing is used mainly on small breweries). Thus, such hop raw materials has to meet the requirements of the European standards and to be certified according to certain production requirements which allows to develop competitive brewing products.

According to information of "Ukrpyvo" private company, choice and orders of the main raw materials for beer production, in particular hop products, are performed only on tender conditions after passing of compulsory procedure of acceptance (approving) by which check of products on compliance to audit of the supplier is provided (which consist of control of engineering procedure; the existing quality systems (HACCP, ISO); quality control of raw materials and by stage quality control of products; storage conditions of raw materials and end goods).

The head of Association of hop production of Ukraine Vasyl Tsybulsky notes [9] that in 2014 hop producers have sold out products in small parties to Belarus, Azerbaijan, Russia, to small brewery plants and breweries, and also the pharmaceutical companies. Thus, big breweries do not wish to buy domestic hop and find therefore a number of the reasons, one of which is lack of certification of processing of hop according to the European and international standards, and also lack of possibility of providing regular supply of raw materials, in particular big parties, homogeneous by variety and quality, in 100-200 tons, any domestic hop farms.

So, today there is a locked circle in the field of hop-growing. On the one hand, the main consumers of hop products - big breweries which do not buy domestic raw materials on absence reason of possibility of ensuring their

production by big homogeneous parties of raw materials, from another - small hop farms which cannot independently create big parties, homogeneous by variety and quality, their certified processing, proper storage (for the purpose of avoiding of annual losses at the level of 10-30%), and also proper marketing promotion of hop products in domestic and foreign markets of sale. Improvement of the organizational and economic mechanism has to be based, proceeding from accounting of features of cultivation of hop and its promotion behind chains of the movement of products in branch.

Solving of this problem, in our opinion, is possible by the way of forming of big parties, homogeneous by variety and the territory of cultivation of hop, creation with attraction of internal and external investment resources (in particular big breweries) complex of processing of hop in granules (type 45) and extracts, and also possibilities of storage of the processed products in cold storage warehouses with the regulated gas environment, in particular, by means of creation of the innovative hop cluster (for the purpose of avoidance of α -acids losses). Thus processing stage, packing, storage of hop products has to be certified and meet the requirements of both state standards, and the European legislation and to be carried out within "the closed operating cycle" with control from competent authority (in particular, today such functions can be carried out by the specialized laboratory of Institute of the agricultural industry Polissia of NAAN).

Important influence on improvement of the organizational and economic development mechanism of hop-growing presents involvement of the mechanism of the approved actions planning between brewing and hop branch, which is possible to be performed in the way of:

- implementation in production of the innovative technologies of cultivation of hop, and also transition of hop-growing branch to the highest technical and technological level, in particular through modernization of the equipment at stage of collecting, processing and storage of hop, having exempted such imported innovative equipment from the taxation import duty and value added tax;

- planting of the new high-yielding and high-alpha varieties of hop approved with breweries

at least for 5 years, considering the annual growth of specific weight of domestic raw materials in overall balance of requirement of breweries. Thus in case of approval of the main consumers of need of import of foreign varieties of hop, in particular from EU countries (Germany, the Czech Republic, etc.), within 15% of total requirement of ensuring the innovation formation of varieties (in coordination with Association of hop producers of Ukraine) to initiate the question concerning simplification (cancelling) of procedure of state registration of such varieties in case of carrying out their registration in the countries of the European community;

- carrying out diversification of power sources which are used during the work of the equipment hop dryers, having replaced expensive natural gas which is used in process of drying hop to alternative energy sources (industrial wood, firewood, straw, the electric power at night, etc.);

- improvement of order of support of hop-growing branch, and also search of new sources of the state support and effective mechanisms of regulation of developments of the branch (considering the termination since 2015 of administration of profile collecting as the main state resource of implementation of measures of the organizational and economic development mechanism of the branch);

- overcoming of difficulties in implementation of domestic raw materials hop, in particular by customs and tariff regulation of import transactions with raw materials hop, having added the list of units of measure in the Customs code of Ukraine with indicator of "kilograms of alpha acids" and "kilogram iso-alpha-acids" that will allow to define real quantity of the hop products imported as regulation to hop and hop preparations for receipt of beer is performed on contents of alpha -acids, and isomeric preparations - on contents of iso-alpha-acids, and also implementation of special types of import duties (anti-dumping. compensatory). Specified will create conditions for motivation of big breweries to direct investments into hop-growing branch development.

Summing up the aforesaid, we draw conclusion that providing development of the branch of hop-growing is possible on the basis of im-

provement of the organizational and economic branch control mechanism. The mechanism of forming cluster consolidation of subjects of managing of branch is one of outstanding components of the specified mechanism. It is necessary to form the specified cluster on innovative and investment basis for ensuring transition of hop-growing to the highest technical and technological level, modernizations of processes collecting, processing of hop products storage according to domestic requirements and European standards and taking into account re-

quirements of formation of varieties and main hop consumers demands.

Processing of the principles of increasing of the innovation level of the branch and adjustment of flexible interaction between hop farms with emphasis on increase of level of the created value added are basis of further development of hop-growing. It is practically possible to implement on the basis of improvement of organizational structure of management of the branch by forming of separate structural unit - industry innovation hop cluster (Figure 2).

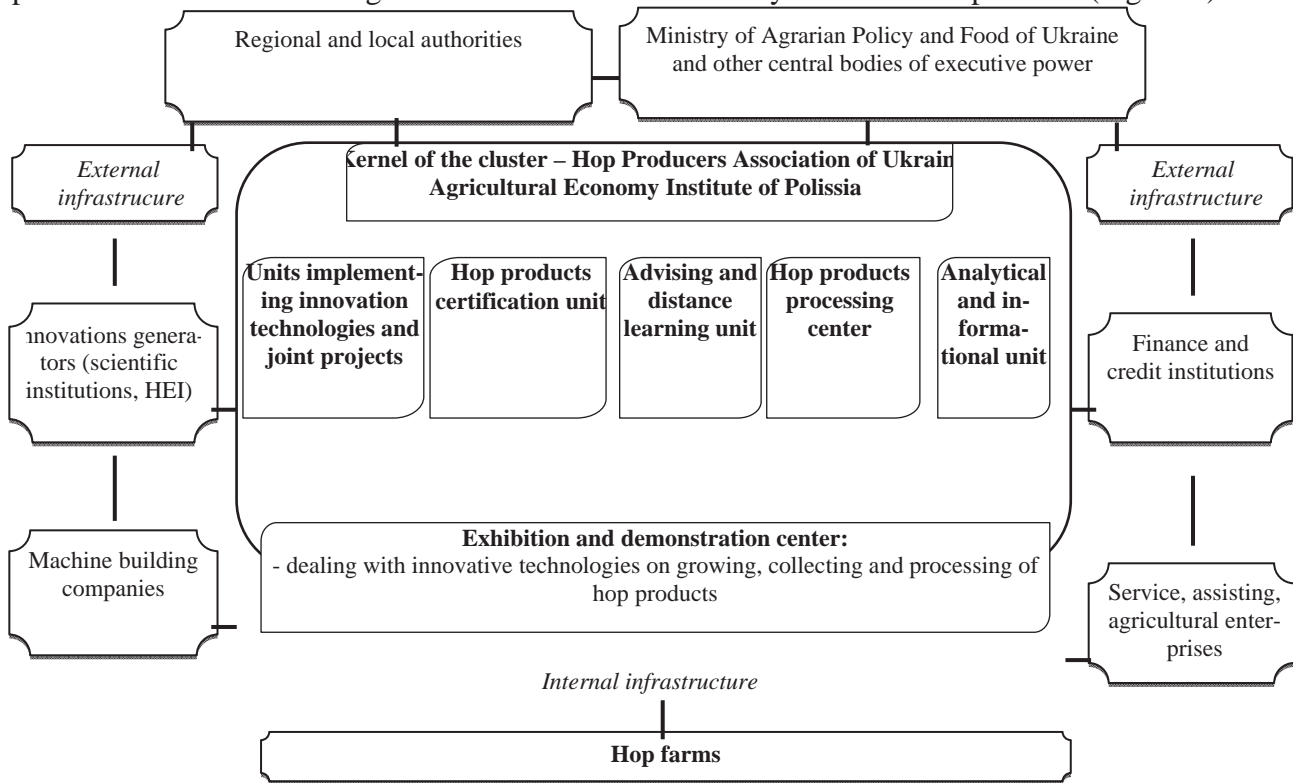


Figure 2. Model of the innovation hop cluster

Source: result of own researches.

The innovation hop cluster is directed at assistance in solution of social and economic problems of functioning of the branch on the basis of the solution of problems of increasing the innovation level and competitiveness of the grown hop and hop products. The innovation function is a separate component which needs to be carried out professionally. So, as for development of hop-growing there is a great role played by the Institute of the agricultural industry Polissia of NAAN which problematic issues include questions of selection and creation of different varieties of hop, research of technology of cultivation of culture, assessment of

condition of adjustment of the intra economic and inter economic relations.

When forming the innovation cluster of hop-growing it is necessary to integrate its profile functions with organizational structure of consolidation. So, the main functions of the innovation cluster consolidation will be:

- participation in development of strategy and program documents of industry development;
- carrying out analysis of domestic and international market of hop and hop products, accumulation of information on different innovations;

- carrying out assessment of condition of brewing branch of domestic and foreign segment, monitoring of such consumers need for hop products;

- attraction to cooperation of necessary specialists, forming and coordination of work of flexible creative collectives of scientists and practitioners;

- processing of different organizational charts of cooperation with originators of innovations, assistance in organizational support of more advantageous purchase conditions of the innovation equipment and technologies;

- exercise of mobile schemes of interaction with hop farms due to carrying out exhibition and demonstration measures, carrying out training, providing consultations in the conditions of specific farms;

- adjustment together with Association of hop producers of Ukraine of contacts with public authorities and local self-government, lobbying of interests of hop farms at the different levels of the power;

- justification of optimum combination of high-quality structure of products between bitter and aromatic varieties of hop at the industry and economic levels and assistance in simplification and/or cancelling of state registration of the imported hop varieties to 15% of total amount of national production (approved with breweries according to strategy of cultivation and processing of hop), permitted for distribution in Ukraine from the countries of the European community (in case of their registration in such countries, in coordination with Association of hop producers of Ukraine);

- determination (justification) of optimum seasonal loadings concerning the innovation of hop equipment and mechanisms which will be used based on creation of hop production associations, and also the processing equipment, packing and storage hop products (the granulator, extractor, the packaging equipment, refrigeration equipment with the regulated gas environment). Thus, important are the adjustments of logistic interrelations between hop farms for the purpose of ensuring collecting of hop behind the maturing period by variety, the territory of cultivation for its further processing in granules and extracts by territorial, high-quality signs, the collecting period, etc.;

- carrying out adaptation of the quality standards of hop and hop of products and certification of process of their production according to the international requirements;

- initiation of determination and accreditation of laboratory of department of biochemistry of hop and beer of Institute of the agricultural industry Polissia of NAAN, in coordination with the Hop Management Committee of the European community as competent authority which provides official supervision and quality assurances of hop and hop products in the territory of Ukraine, for the purpose of its marketing promotion in domestic and foreign sale markets, taking into account requirements of state standards and Regulations of EU countries [10, 11].

Importance of accomplishment of the specified measures, is caused by the main consumers in the world using granulated hop products [12, 13].

Also on 55 International congress of hop producers, which took place in Germany, in Bavaria, the Minister of Agriculture, food and forestry of the State of Bavaria Helmut Brunner, the Minister of Agriculture and food, the member of parliament of Germany Christian Schmidt, and also the leading German economists of the Research institute of hop-growing in Hull accentuated the need of the state support of hop branch. In particular, the European farmers annually get award from the European Union in the amount of 300 euros for each hectare of hop, award (to 600 euros a year) - for cultivation of green manure in hop row-spacings, and also other surcharges. Besides, some years ago in Bavaria within the state program were constructed free of charge systems of hop watering, and German farmers without problems can get loans 3,5% per annum or preferential - under 1,5% [14].

The innovation cluster of hop-growing is a consolidation which is directed to increasing of role of hop-growing branch in the economy of Ukraine. From the point of view of national economy the hop-growing branch is important in the social and economic relation, as the hop farms, which are mainly placed in low yielding soil of Polissia. Therefore, the use of instruments of the state support of the cluster development of hop-growing will be useful, espe-

cially the question of implementation of the innovative modernization of the branch. According to the functions stated above, the benefits of forming of the innovation cluster of hop-growing will be as follows:

- increase of investment appeal of the cluster, as due to increase of concentration and specialization of production of providing different investment resources for investors is more reliable for consolidation of the hop enterprises, than for the separate enterprises;

- preferential terms of access to material resources, the innovation equipment and other innovations as consolidation can accomplish specified orders at preferential prices and conditions;

- complementarity between types of activity of participants of cluster, which promotes reduction of transactional costs and performance improvement both of certain participants of cluster, and of consolidation in general;

- free interchange of information between participants of cluster and economy of costs and time between them concerning determination of market trends and reasonable implementation of the innovation updating of production taking into account the received results, etc.

Adjustment of efficient functioning of the innovation cluster of hop-growing requires paying attention to:

- hop-growing cluster kernel choice, that is administrative organization from profile of activity of cluster. According to the solution of problems of the innovation updating of function of hop kernel cluster can be successfully performed by the Association of hop producers of Ukraine together with Institute of the agricultural industry Polissia of NAAN. Also the biggest consolidation of hop producers and processing consolidation (production of granules, extracts, their packing and storage) can enter the kernel of cluster;

- creation of one processing center (complex) on branch performance volume according to strategy (plan) of production and processing of hop and hop of products approved between hop associations and breweries with attraction internal (breweries, hop associations, the state support, in particular via the mechanism of release from the taxation of the imported innovation equipment) and external investments;

- to ensuring efficiency of activity of cluster which has to be performed taking into account competitive advantages of hop branches for achievement of bigger synergy effect from development of hop-growing and other branches of economy.

Productivity and efficiency of development of hop-growing depends on the level of preparation of strategy and program documents of industry development. It considerably depends on order of their preparation. We suggest to consider deepening of methodical approach concerning justification of strategy and program documents in the context of transition to four levels of order of their preparation. For each branch important there are determinations of initial positions of preparation of documents. For hop-growing branch basic as starting point there are drawing up strategy and programs of understanding of actual state of the productive hop branches on the basis of carrying out inventory of hop farms and hop plantings. Results of this analysis will certify the productive potential of the branch concerning hop production volumes by quantitative and qualitative structure. Accounting of the level of technical technological support of production specified together with accounting is basis for justification of forming of program problems of development of hop-growing. Thus it should be noted that it is reasonable to perform assessment of the technical and technology production rate by indicators of assessment of its fund.

At the third stage, according to certain industry tasks, on the basis of accounting of actual state of the enterprises of branch, influence of components natural and market environments, selection of elements of the organizational and economic mechanism and determination of parameters of influence its compound on production processes and subjects of managing of branch for implementation of the planned development purposes is performed. For different stages of development important there is accounting of different accents of implementation of components of the organizational and economic mechanism. The generalized bends of curve of development can be identified with states of the economy: rise, upper stabilization, decrease, lower stabilization.

The stage of rise occurs after revival of the reproduced processes and implementation of the innovation updating of production. It is characterized by increase in demand, production revival, growth of level of satisfaction of needs. In Economy there is a natural transition from rise stage to stage of upper stabilization on upper bend of cycle which is characterized by stabilization of production volumes and resistant balance of levels of demand and offers. If not to perform any options of revival of the reproduced processes, then at this stage there is a regular equipment obsolescence, growth of level of its physical deterioration which leads to reduction of performance level and emergence of tendency of decrease of production. Reduction of production volumes leads to considerable public protests as happens to reduction of the goods offered on the market reduction of number of the workers involved in process of work. At this stage at the expense of involvement of the corresponding mechanisms and tools there is activation of the reproduced processes on new bend of cycle and revival of business activities.

At the summing-up, fourth stage in order to implement certain tasks and achieve the industry purposes the qualification choice of participants of accomplishment of program tasks is performed.

Achievement of goals of strategy and any development program considerably depends on justification of tasks and selection of professional contractors of implementation concerning them. Therefore it seems reasonable to deepen methodical approach concerning establishment of real skill level of administrative board of producers of hop which causes success of solving problems of industry updating. The essence of methodical approach consists in assessment of integral coefficient which integrates partial 5 estimates: product competitiveness and the technical and technology production rate, qualification level of administrative board and the personnel, work experience in branch, readiness to interact with others hop farms and processors. That is, its essence consists in: determination of separate estimates of partial coefficients within scale - with the highest level of 1,0 and the lowest level in 0; calculations of the amount of these partial coeffi-

cients which as much as possible can make 5,0, and it is minimum - 0; division of the amount on 5, or calculations of arithmetic average from the amount. Thus this indicator is calculated on several applicants to participation in programs. From applicants it will be whose the highest, that is more priority as the participant of the program. Strengthening of level of competitiveness of hop-growing in the internal and external markets will be promoted by the direction of subjects of managing of hop-growing on creation of products with the big level of value added.

Effectiveness of improvement of the organizational and economic development mechanism of hop-growing can be provided on condition of carrying out complex reforms in branch and economy of the state at approval of questions of intra-branch development, increase in spaciousness of domestic market and balancing of structure of export-import transactions which will assist in resulting effect to preserving and creation of workplaces, the solution of social problems of rural territories, in particular unproductive regions of Polissia.

Conclusions. Thus, at the present stage of development in order to increase efficiency of development of the branch of hop-growing there are important adjustments of the effective organizational and economic mechanism. Definition of the corresponding conceptual principles of its activation which are based on improvement are basis of ensuring its effectiveness: organizational structure of branch, system of the state support and mechanisms of programming of industry development.

Approvals of interaction between hop farms and subjects of managing of branches of processing of hop and hop products are one of the key moments which need improvement. It is reasonable to perform the solution of this problem on the basis of improvement of organizational structure of the branch through forming of industry innovation cluster. Benefits of interaction of hop farms within cluster consist in receipt of great opportunities relatively: accumulation of information on different innovations; carrying out analysis of domestic and international market of hop and products hop; attraction to cooperation of specialists; development of program documents of industry de-

velopment; adjustment of contacts with public authorities and local self-government; forming of homogeneous consignments of hop; more advantageous conditions of purchase of the innovation equipment and technologies.

Strengthening of level of competitiveness of hop-growing in the internal and external markets will be promoted by the direction of subjects of managing of hop-growing on creation of products with the big level of added value. It

can be reached at the expense of mechanisms of preferential providing the innovation to hop-growing cluster by the equipment for granulation, extraction and storage of hop which will reduce losses of qualitative indexes of hop products (alpha acids), and also by carrying out certification of engineering procedures concerning collecting, processing and storage of hop products.

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Новини АПК

ПАТ «Аграрний фонд» має 1 млн т зерна для забезпечення продбезпеки

ПАТ «Аграрний фонд» виконав продовольчу програму і наразі має 1 млн т зерна, необхідного для забезпечення продовольчої безпеки, про що повідомив голова Правління ПАТ «Аграрний фонд» Андрій Радченко.

«На сьогодні в Аграрному фонді сформований той самий мільйон тонн зерна, який у нас має бути для забезпечення продовольчої безпеки в державі», – сказав він.

Керівник підприємства також додав, що всі сільгоспвиробники виконали свої зобов'язання перед Аграрним фондом згідно з умовами контрактів.

«Був ризик того, що виникнуть затримки, однак на сьогодні вся форвардна програма 2015 року виконана в повному обсязі. Зібрано увесь урожай, який був законтракований. Відповідно з боку Аграрного фонду були проведені остаточні розрахунки з агровиробниками», – додав голова Правління.

Прес-служба Мінагрополітики України