

рішнього виробництва. Водночас у масштабах світового ринку наша держава утримує непогані позиції за рахунок сумарного виробництва, однак не відіграє помітної ролі в міжнародній торгівлі овочами. Існує багато причин, які стримують розвиток даної галузі. Найвідчутнішою проблемою є повільна переорієнтація виробників відповідно до сучасних вимог ринку, низький рівень їх взаємодії та недостатня технологічна оснащеність підприємств. Для подолання цих явищ необхідно активніше запроваджувати у виробництво світові стандарти якості й безпеки продукції, створити дієву систему кооперації та урізноманітнити асортимент збіль-

шенням обсягів і частки товарів із високою доданою вартістю (заморожені, консервовані овочі, готові овочеві асорті) й подальшим розвитком органічного виробництва. Враховуючи сучасні тенденції, найближчими роками ситуація на вітчизняному ринку овочів суттєво не зміниться, збережеться вирішальна роль господарств населення у формуванні товарної пропозиції. Водночас багато в чому вирішальними стануть темпи розвитку галузевих підприємств і спеціалізованих господарств, адже вони найбільше заінтересовані у становленні стабільного й прогнозованого ринку.

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Pig production market in the food ensuring system of the country

Scientific problem. Transition to the market relations put the pig production ahead of the need to adapt to new circumstances. Its adapta-

tion takes place in difficult macroeconomic conditions, which negatively influence on development of the domestic pig production market. A sharp decrease in the number of pigs, a decline in labor productivity, increase of pro-

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duction costs led to a significant increase in pork import and a reduction in the pork consumption by population of the country.

Transition of the pig production to the market relations and practice of functioning of the market accumulated new tasks added to previous, the solution of which is complicated by a sharp reduction of the state support, price disparity, rising costs of mixed feed, interruption of economic relations and other negative aspects. In these conditions, it was not possible to improve the efficiency of pork production and the functioning of its market. It develops spontaneously due to the immaturity of infrastructure, weak information security of economic entities, large number of intermediaries, imperfections in the mechanism of market relations between agricultural producers and processing enterprises, the sale sphere of pork and its processing products.

The topicality of the problem of increasing the efficiency of development of the domestic pig products market in food ensuring system of the country and the lack of knowledge of its theoretical and practical aspects, their significance in providing reliable population with this important product and ensuring of food security of the country predetermined the choice of topic of the publication.

Analysis of recent researches and publications. Some theoretical, methodological and practical aspects of the problem of functioning of the domestic food market, the improvement of its

organizational and economic mechanism in the conditions of formation of mixed economy are considered in the works of such scientists: O.V. Berezin[1, B.A. Dadashev[2, M.I. Dolishnii[3, T.M. Lozynska[4, T.O. Ostashko 7 and others.

However, the problem of development of the domestic pig production market in food supply system of the country has not received adequate coverage.

The objective of the article is to cover the theoretical and practical aspects of functioning of the pig production market as an element of market infrastructure in food ensuring system of the country.

Statement of the main results of the study. Market is a fundamental part of the functioning of the whole world economy. And the food market is the largest and most significant part of it.

The pork market holds a special place in the meat market system. It's an important component of the food market, which significantly influences the nature of the reproduction process in the meat industry.

The functioning of the pork market largely depends on the development of the pig industry and the meat market, the availability of effective demand, determined by the population, their incomes, the state of the processing industry, market prices, etc. (Figure).

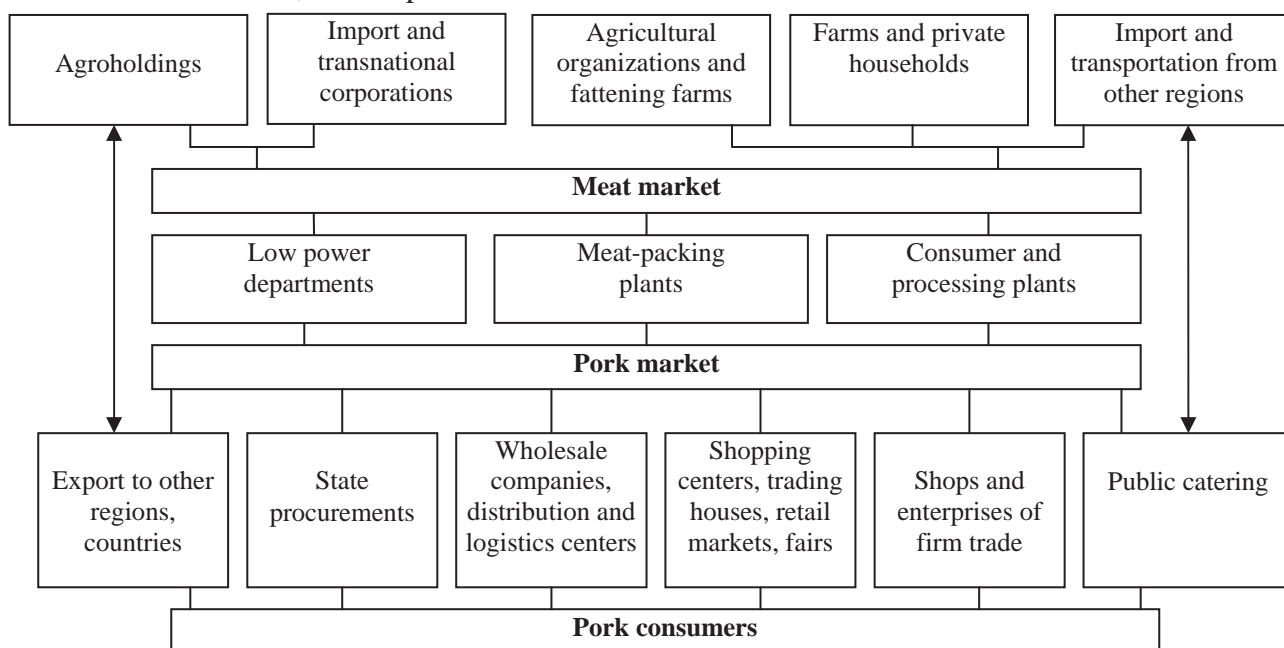


Figure. Scheme of the pork market functioning in the region

Thus, the market of pig production can be defined as a system of organizational and economic relations between agricultural producers, processing enterprises and trade organizations, subjects of market and production infrastructure, that are arising in the process of production, processing, storage and sale of pork, as well as their adaptation to conditions of internal and external environment.

The pig production market is formed under the influence of objectively existing principles of the food market development, such as:

- freedom of economic entities in the choice of business areas and pricing;
- freedom in promoting of the goods;
- functioning of enterprises with different forms of ownership and their equality;
- non-interference of government agencies in the economic activities of market entities;
- assessment of the efficiency of the activities of the producer in the process of purchase and sale.

The specific features of the pig production market include:

- whereas meat and its processed products are socially important types of food that must be present in the human diet every day, the state is obliged to ensure both physical and economic accessibility of it to the entire population;
- the possibility of pork production in all regions of the country, that stipulates high competitiveness among its producers;
- in conditions of growth in retail food prices, the demand for pig production is characterized by low elasticity for meat and high elasticity for products of its processing, which determines a relatively stable demand for the first group of products on the regional level;
- whereas the pig production market, although to a lesser extent than other separate food markets, has a seasonal nature of production, it becomes necessary to create some reserves of fresh-frozen meat caused by relatively stable demand;
- meat is a perishable product that can't prolonged storage in unprocessed form and requires appropriate realization channels and developed infrastructure;
- perishable nature of meat and the environmental insecurity of its production make it

necessary to improve the quality of meat and its processing products, which requires updating of the quality standards and methods of its determination.

The qualitative transformation of pig production can be achieved through comprehensive and systematic work to solve system problems in the following directions:

I. Development of raw materials base of pig production and increase of investment attractiveness of pig meat production:

- construction of selection-genetic centers for pig breeding, fattening enterprises equipped with all necessary equipment;
- implementation of an integrated approach to the growth of pig productivity, taking into account quantitative and qualitative indexes of vitamin and mineral provision of animals (for example, in improving feed rations it is possible to reduce the feed consumption per 1 kg of live weight of young pigs).

II. Increasing of competitiveness of pig production enterprises, creating of conditions for ensuring import substitution and increasing the export potential of domestic products:

- introduction of modern system of quality control and production safety, processing, transportation and storage of products;
- use of closed-cycle technologies with more efficient production, which implies a reduction in raw material losses;
- expansion of the products range;
- automation of production processes (introduction of modern equipment that allows to achieve high quality products and reduce costs);
- development of special protective, anti-dumping and compensatory measures.

III. Development of the infrastructure for storage, transportation and logistics of pig production:

- development and implementation of an effective logistics scheme for the pig products supply, taking into account the location of producers, processors and consumers;
- construction of processing spots near the markets (in order to reduce the added value of products at the sale stage).

In addition, it is necessary to update the production funds of the meat-processing industry organizations in an accelerated mode, with the

implementation of scientific and technological progress and new technologies that reduce energy consumption, expand the production with specified quality characteristics.

Whereas the pig production market is an integral part of food market of the country, its regulation should, in our view, proceed from the following basic prerequisites:

➤ the state should be responsible for the health of the nation and ensure the physical and economic accessibility of food to the population in accordance with scientifically based nutrition standards;

➤ to ensure the country's food security, no less than 80% of food consumption should be provided by domestic production. At the same time, the location of agro-industrial production in the country should be grounded on deepening of regions specialization in the production of a particular type of agricultural products in accordance with their natural, economic and production potential and accounting of the development of interregional exchange.

One of the effective ways of state regulation is program-target that orientates and corrects planning. Development and implementation of programs at any level should be considered as a program method for solving the problems of formation and development of the country's agro-industrial complex in general.

Conclusions. The formation policy of an effective competitive domestic pig production market, rational and beneficial interaction of all its participants should ensure the achievement of food security level, and improve the life quality of the rural population and support to preserve resources for agricultural production.

Further development of the pig production market should be made with state support, developing of modern production technologies, economical expenditure of financial and material resources, effective interaction of producers and key consumers of pig production and optimization of circulation of the pig products.

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