

реалізації запропонованих заходів можливе створення передумов виведення розвитку національного господарства на стадії стабілізації та зростання.

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INSTITUTIONAL OBJECTIVES OF AGRICULTURAL MARKET OPERATORS INTEGRATION PROCESSES INTENSIFICATION

Current situation in product distribution on agricultural market is analyzed. The main problems of market-operator's activity are considered and systemized. The ways of solving the problems of agrarian market functioning thru intensification of its operators integration processes are proposed in the article. The greatest influence on the course of integration processes in agriculture engaged

differences in capital concentration of different functional groups of subjects and the level of economic efficiency of their operations.

Keywords: agricultural product, agricultural market.

Красноруцький О. О., Зайцев Ю. О., Дахно І. І. *Інституціональні передумови інтенсифікації інтеграційних процесів учасників ринку сільськогосподарської продукції.*

У статті проаналізовано сучасний стан формування та функціонування систем розподілу сільськогосподарської продукції на ринку, виділено та систематизовано основні проблеми діяльності його суб'єктів, дана оцінка об'єктивним передумовам поглиблення інтеграційних процесів між суб'єктами сфер обігу та виробництва на аграрному ринку.

Ключові слова: сільськогосподарська продукція, аграрний ринок.

Красноруцкий А. А., Зайцев Ю. А., Дахно И. И. *Институциональные условия интенсификации интеграционных процессов участников рынка сельскохозяйственной продукции.*

В статье проанализировано современное состояние формирования и функционирования систем распределения сельскохозяйственной продукции на рынке, выделены и систематизированы основные проблемы деятельности его субъектов, дана оценка объективным условиям углубления интеграционных процессов между субъектами сфер оборота и производства на аграрном рынке.

Ключевые слова: сельскохозяйственная продукция, аграрный рынок.

Formulation of the Problem. Product market effective functioning is a precondition of national economy and social life spheres intensive development. The means of its process are instrumental implementation of market mechanism of proportion formation allows buyers to obtain necessary volumes and quality of commodities and gives sellers the possibility to sell their products and to provide effective economic activity.

Analyzing the state of the markets and the efficiency of individual product sites are appropriate separation of commodity markets that are crucial for economic security importance of the markets of other goods. This is due to the necessity of regulatory impact on the functioning of the first of these groups of commodity markets to address problems of economic security of the state and, especially, its economic security.

The effective functioning of all branches of agriculture requires the creation of conditions for the expanded reproduction of a capital. Thus the only way to achieve and maintain the required level of profitability for the current activity is to harmonize interests of all business processes in the market of agricultural products. It should be noted that to date the operation of the most developed distribution channels of agricultural products noted a certain imbalance of interests of market processes, which primarily affect the financial situation of producers and efficiency of their industrial and commercial activities. In addition, the level of integration ties between the spheres of circulation and production leaves much to be better, and is characterized by low participation of the sphere of circulation in the capital of the production in the agricultural sector. This leads to a situation in which producers often do not have enough working capital for even simple its reproduction.

Certainly, indicated situation could lead to the actual destruction of the agricultural sector from the operation of which depends solve the problems of the country's food-safety. Thus, exacerbated by the need to ensure a gradual increase of efficiency of agricultural production, which achieved despite the objective laws of market economy is only possible by creating the conditions for the redistribution of interests between entities sphere of circulation and the production of agricultural products for the benefit of producers. Solving of this problem relates to integration processes in the sphere of producers and market infrastructure' subjects interaction.

Recent Research and Publications Analysis. Problems of construction in proportion to the developed distribution channels of agricultural products in the commodity market and problems of harmonization of relations of market processes handled in the studies of Ukrainian and foreign scientists and economists, including V. Aleksyichuk, V. Ambrosov, I. Hryshova, M. Malik,

A. Savoschenko, P. Zavyalov, F. Pankratov and many others [1–6]. However, the authors of the most of these studies almost did not pay attention to the capital flow from the sphere of circulation into the sphere of production by enhancing the integration process and eliminate conflicts of interest of different categories of market participants agricultural products. This is due to these processes can achieve real and sustainable increase of productivity of agricultural production, and consequently the harmonization interests of the agricultural market, occupying different positions in the structure of existing distribution channels require a comprehensive study.

Article Purposes Formulation. Organizing appropriate ways of reconciling the interests of the agricultural market operators and identifying objective conditions of integration connections usage intensification between entities in production and circulation of products listed on the market is the purpose of this publication.

Basic Materials of Research. Market for agricultural products is one of the oldest domestic commodity markets, which has the following key features:

- low elasticity of demand for agricultural products in the short term, resulting stability of volume of sales to end users;
- increased elasticity of demand in the long run, which determines changes in commodity policy operators;
- high level of standardization consignments for objects of agricultural markets;
- competitive situation in the markets of major agricultural products are oligopsony or approaching monopsony;
- completed distribution channels formation for agricultural products is longer than channels on other markets for goods and services except food market;
- functioning mechanism of mutual influence agricultural market and related commodity markets, including the market inputs for agricultural production.

The structure of distribution channels of agricultural products is determined by the characteristics of the objects of the market. According to studies, the grain market intermediaries it includes three levels. The first level intermediaries performing certain list of logistics and marketing services to the rather unfavorable conditions for primary producers usually these operators have capital market grain storage areas. Second level distribution channel participants make large intermediaries that serve the domestic market and carry out large-scale purchases for exporters and their suppliers are the first intermediaries and often large producers. Third level are exporting companies and large state reserve of grain processing enterprises, their target audience is consumerism or are outside the Ukrainian grain market or markets for the products of deeper processing of grain. Direct marketing products is not widespread distribution channel for products in this market, primarily because the farms are not able to form large quantities of standard grain products, and therefore producers can not compete with brokers even the first level is effectively change its position the structure of the distribution channel of products.

It is necessary to pay attention to a number of factors that significantly affect the efficiency of grain production analyzing the current state of the domestic grain production. These are primarily logistical support production; supply of high-yield in food and forage seed varieties; adequate application of mineral and organic fertilizers; implementation of scientifically based crop rotation with optimal saturation and rational distribution of grain crops.

Accumulated to date scientific and technical potential achieves high efficiency of grain production in Ukraine significantly increased yield crops, and create conditions for investment appeal of agrarian enterprises specializing in the production of grain. However, deformation of the grain market in the country existing today leaves no space for the use of advanced production technology, modern technology and so on, primarily, due to lack of funds and unbalanced distribution of profits among the participants grain distribution channels in the domestic market.

The fact that after the restructuring of the agricultural sector, the extent of agricultural enterprises decreased significantly, reduced the area of land, the results began to reflect lack of agricultural machinery and degree of wear as a moral and physical. The effectiveness of trade, transportation and warehouse operations with the grain not only remained on reached in the early formation of the grain market level, but also steadily increased over the past 10–12 years.

The grain market in Ukraine has a rather complex structure of distribution channels of the goods. The greatest efficiency of its operations grain producers does not obtain and market participants engaged in commercial operations with commodities. The main problem that hinders producers to reduce the length of the distribution channel and sell their products directly to consumers is not even unresolved problems durable consignments and inability to complete large enough to sell at a higher level of market infrastructure consignment direct producers. This is what creates quite favorable conditions for the operation of traders and purchasing companies that specialize in carrying out trade operations with grain.

Experience demonstrates that any administrative influence could not change the situation in favor of agricultural producers. So we must look for ways to create economic conditions or to shift the center of economic profits in the grain market chains in the direction of agricultural producers or the shift the capital flow into the sphere of agricultural production through the creation of integrated structures in the grain market.

In the markets of other types of crop production value of direct marketing is growing, especially in the market of vegetables, sugar beets and other similar products. The fact that both producers and processors greatly interested in effective cooperation and, despite the objective existence of conflict of interest, they very effectively operate on mutually beneficial terms, basing it on direct long-term relationships.

Meat market is to some extent similar to the grain market. However, the presence in it of a wide stratum of small trade and procurement agents due to the operation of a large number of small producers and farms people who specialize in livestock production. In this case there is an objective need for accumulation of manufactured products, even in small consignment and further distribution to the market.

Dairy market is the simplest in terms of implementation of market processes. The specifics of the market determines the widest among all agricultural markets using direct sales channel, because the need for the presence of rhythmic sales due to specific production and logistic process in this market, forcing some producers to establish direct links with enterprises-processors of this type of agricultural products. This product stream is almost never served as mediators and thus direct sales channel on the milk market is the main market for this.

The overall economic situation in the country, insufficient infrastructure development of agricultural markets, contractual and commercial disciplines and other factors causing strain relations between market participants, which affects the flow of market processes and the formation of the current results of market operators. This deformation leads primarily to conflicts of interest market operators that belong to the sphere of circulation and production. To solve these problems possible through the creation of viable mechanisms for correction of commodity positions in the structure of production and distribution channels shift in the distribution of the financial interests of the market. This last problem is most advisable to decide by stimulating activation of integration enterprises in the circulation and the production, namely capital in the commercial capital of enterprises production sphere.

Conclusions. The research of the system of distribution of agricultural products in the market suggest that the main problem is the disparity of their functioning interests of operators, manufacturers and operators intermediary. The main consequence of this disparity of interests is unsatisfactory financial position the majority of enterprises of the agricultural sector of the economy, the impact of which often does not ensure even simple reproduction of capital. The developed distribution channels of agricultural products on the market do not meet the interests of primary producers, shifting the main centers of formation of the profits to the sphere of circulation. The most appropriate, in our view, the way to overcome this situation is to create conditions for certain structural changes in the system of distribution of agricultural products used to be aimed at the redistribution of the main results on the production and marketing of agricultural products in favor of primary producers. The real solutions to this problem is to create the economic climate, which would stimulate integration processes between the spheres of circulation and production of agricultural products, which in turn should lead to a better flow of capital to the trade of industrial areas.

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НОВІТНЯ ПАРАДИГМА ІНВЕСТИЦІЙНИХ ПРОЦЕСІВ АГРАРНОГО СЕКТОРУ ЕКОНОМІКИ

У статті розглянуто та визначено специфічні особливості агровиробництва, що впливають на залучення інвестиційного капіталу. Проаналізовано новітні тенденції інвестиційних процесів в аграрному секторі економіки України. Обґрунтовано перспективні напрямки залучення інвестицій в агробізнес країни.

Ключові слова: інвестування, прямі іноземні інвестиції, капітальні інвестиції, інвестиційна привабливість, інвестиційний процес, капітал, аграрний сектор, агропродовольча сфера.

Манцевич Ю. Н., Скупський Р. Н., Мельничук Л. С. Новейшая парадигма инвестиционных процессов аграрного сектора экономики.

В статье рассмотрены и определены специфические особенности агропроизводства, влияющие на привлечение инвестиционного капитала. Проанализированы новейшие тенденции инвестиционных процессов в аграрном секторе экономики Украины. Обоснованы перспективные направления привлечения инвестиций в агробизнес страны.

Ключевые слова: инвестирование, прямые иностранные инвестиции, капитальные инвестиции, инвестиционная привлекательность, инвестиционный процесс, капитал, аграрный сектор, агропродовольственная сфера.

Mantsevytch Yu. M., Skupskiy R. M., Melnychuk L. S. The newest paradigm of investment processes in agrarian sector of economy.

The article discusses and determines specific features of agricultural production influencing the attraction of investment capital. Analyzed latest trends of investment processes in agrarian sector of economy of Ukraine. Advanced trends of attracting investments in agribusiness in the country.