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**Kryvenok Mykola**

*doctor of agricultural sciences ,  
professor of department of animal nutrition and feed technology  
to them P.D. Pshenychnoho  
National University of Life and Environmental Sciences of Ukraine,  
njk19@ukr.net*

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**Rudenko Marina**

*postgraduate student of marketing and international  
trade department,  
National University of Life and Environmental Sciences of Ukraine,  
<https://orcid.org/0000-0002-9824-3750>  
meri2006@ukr.net*

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## MARKETING OF ORGANIC EGGS IN UKRAINE

The subject of research is a set of organizational and economic measures undertaken by the enterprises for the production of organic food eggs for the effective promotion of their products on the market of Ukraine and beyond. **The purpose of this article** is to analyze and determine the peculiarities of the marketing complex of enterprises producing food eggs and a separate segment of this market – organic eggs. **Methodology of work** – methods of theoretical generalization and comparison, economic analysis, structural-logical method and method of graphical interpretation. **The results of the work** – a system of methods and tools for increasing the efficiency of utilization and development of the potential of the enterprises for the production of organic eggs for qualitative promotion of their products on the market. **Conclusions** – analysis of the efficiency of utilization of the potential of organic food egg production enterprises will allow to identify their unused reserves, as well as to offer methods, tools and directions for solving the strategic development problems of these enterprises in promoting their own products on the market.

**Keywords:** poultry products, poultry enterprises, egg market, marketing mix, 4P, pricing policy, product policy, distribution, sales, demand.

**Кривенюк Микола Якович,**

*доктор сільськогосподарських наук, професор кафедри годівлі  
ім. Пшеничного, Національний університет біоресурсів  
і природокористування України*

**Руденко Марина Миколаївна,**

*аспірант кафедри маркетингу та міжнародної торгівлі,  
Національний університет біоресурсів і природокористування України*

## Маркетинг органічних яєць в Україні

**Предмет дослідження** – сукупність організаційно-економічних заходів, що проводяться підприємствами з виробництва органічних харчових яєць для ефективного просування своєї продукції на ринку України та за її межами. **Метою написання статті** є аналіз та визначення особливостей комплексу маркетингу підприємств-виробників харчових яєць та окремого сегменту цього ринку – органічних яєць. **Методологія проведення роботи** – методи теоретичного узагальнення та порівняння, економічного аналізу, структурно-логічний метод та метод графічної інтерпретації. **Результати роботи** – запропоновано систему методів та інструментів для підвищення ефективності використання і розвитку потенціалу підприємств з виробництва органічних яєць для якісного просування їх продукції на ринку. **Висновки** – аналіз ефективності використання потенціалу підприємств з виробництва органічних харчових яєць дозволить визначити їх невикористовувані резерви, а також запропонувати методи, інструменти і напрямки вирішення завдань стратегічного розвитку цих підприємств щодо просування власної продукції на ринку.

**Ключові слова:** продукція птахівництва, птахівничі підприємства, ринок яєць, органічні яйця, комплекс маркетингу, 4P, цінова політика, товарна політика, розподіл, збут, попит.

**Кривенюк Николай Яковлевич,**

*доктор сельскохозяйственных наук, профессор кафедры кормления  
им. Пшеничного, Национальный университет биоресурсов  
и природопользования Украины*

**Руденко Марина Николаевна,**

*аспирант кафедры маркетинга и международной торговли,  
Национальный университет биоресурсов и природопользования Украины*

## Маркетинг органических яиц в Украине

**Предмет исследования** – совокупность организационно-экономических мероприятий, проводимых предприятиями по производству органических пищевых яиц для эффективного продвижения своей продукции на рынке Украины и за ее пределами. **Целью написания статьи** является анализ и определение особенностей комплекса маркетинга предприятий-производителей пищевых яиц и отдельного сегмента этого рынка – органических яиц. **Методология проведения работы** – методы теоретического обобщения и сравнения, экономического анализа, структурно-логический метод и метод графической интерпретации. **Результаты работы** – предложено систему методов и инструментов для повышения эффективности использования и развития потенциала предприятий по производству органических яиц для качественного продвижения их продукции на рынке. **Выводы** – анализ эффективности использования потенциала предприятий по производству органических пищевых яиц позволит определить их неиспользуемые резервы, а также предложит методы, инструменты и направления решения задач стратегического развития этих предприятий по продвижению своей продукции на рынке.

**Ключевые слова:** продукция птицеводства, птицеводческие предприятия, рынок яиц, комплекс маркетинга, 4P, ценовая политика, товарная политика, распределение, сбыт, спрос.

**Introduction.** Egg production is one of the most technological processes in livestock production, with deterministic production results and optimized for their maximum achievement of production parameters, which reduces production costs, increases profitability and volume of received profits, accelerates the return on investment costs.

It should also be borne in mind that egg consumption is directly related to the range of products presented on the market, where today another trend in the world's fashion trend – demand for organic products, which has been reflected in the poultry industry, has also become apparent. It is the production of organic eggs and chicken. It should be noted that in this segment of the agrarian complex it is a rather dynamic business today.

Thus, the necessity of studying the marketing complex of poultry enterprises in terms of its impact on the functioning of the eggs market determines the relevance of our research.

**Analysis of recent researches and publications.** The work on the functioning of the agro-food sector in Ukraine is devoted to the work of prominent scholars, in particular, M.I. Dolyshnyi, P.T. Sabluka, R.I. Burjak and others.

Considerable attention was paid to the well-known economists, such as VG Andriychuk, O. V. Berezin, I. V. Burkovskaya, O. D. Gudzinskii, M. P. Kaninsky, V. In the issue of developing an effective marketing complex of the agro-food sector enterprises, M. Kolesnik, V. V. Labodienko, O. A. Lyubovich, M. Y. Malik, R. P. Mudrak, R. I. Oleksenko, I. P. Pyatiagina, S. V. Prokhorchuk, Yu. M. Khvesik, VA Shvedyuk, M. N. Shevchenko and others.

**Main propose of the article.** The purpose of the study is to analyze and determine the peculiarities of the marketing mix of egg producers and a separate segment of this market, organic eggs.

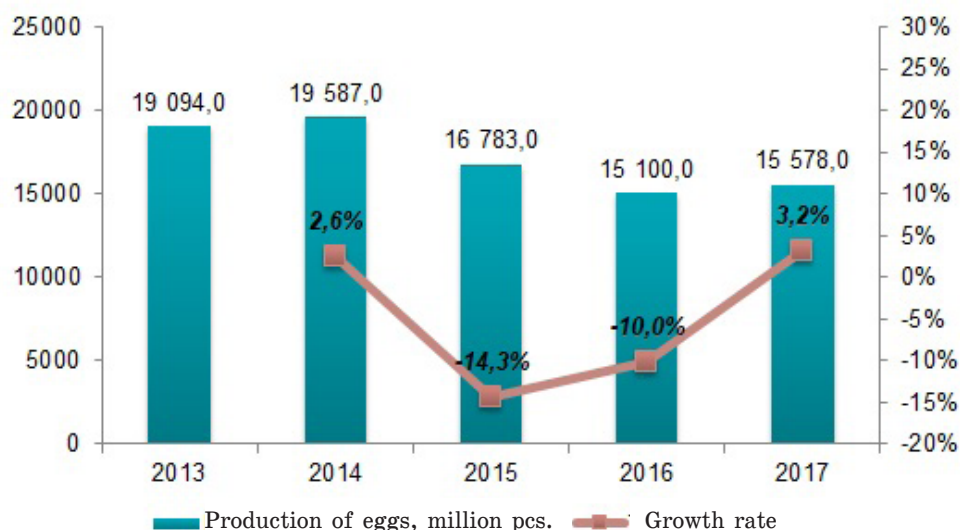
**Methods.** In our studies, the methods of theoretical generalization and comparison, economic analysis, structural-logical method and the method of graphical interpretation were applied.

**Results and discussions.** Knowledge and understanding of consumer demand, their requests in the market of certain goods has always been the key to success in business. Modern digital technology has made the information accessible to the general public, so today's consumer today is much more knowledgeable than ever before. Therefore, specialists who work in any market should regularly monitor changes in consumers' tastes.

It should be borne in mind that in Ukraine, livestock products are not always available to a significant group of people with a low income, and chicken eggs fill a significant part of the needs of people in protein products of animal origin. The energy value of 100 grams of egg mass is an average of 157 kcal, and its consumer price is about 4-5 UAH. – based on the price of UAH 21. for a dozen eggs (prices of Avangard holding as of 09/29/2012). The same amount of energy contains 72 g of boneless beef and 44 g of pork, but the cost of these products is 2 to 3 times higher. Even the energy equivalent of milk (350 g) will cost the consumer more expensive, not to mention cheese.

Exports are also an important factor that will affect the egg market in Ukraine in the near future. Thanks to the fact that in 2017 managed to sell abroad a record 1.5 billion eggs, their production has increased.

**Production of eggs in Ukraine in 2013-2017, million pcs.**



Effective marketing of eggs and egg products is one of the main means of competition in the market.

Retail food eating eggs in Ukraine is carried out in virtually all grocery stores, supermarkets and other outlets. However, only the last company owns its own branded trading network, even among the largest egg producers, GK Avangard (31% of the egg market) and Ovostar Union (about 20% of the domestic egg market and 83% of the Private Label egg market). In total, through the branded sales network of Ovostar Union, about 5-6% of eggs are produced, and, taking into account stores using the Ovostar brand and Yasensvit brand, this figure is 9-10%. Other products are sold through grocery stores, supermarkets and other retail establishments [12].

Thus, given that eggs are a product of mass consumption, it should be noted that Ukraine does not have a well-developed system of branded trade with this product, which would ensure the strengthening of the market positions of commodity producers and their relationship with consumers of egg products.

Today, the production of organic products and, in particular, organic egg products, has become an important sector in livestock production. It should be noted that the inability to use in feeding chickens, which receive organic eggs, synthetic preparations of biologically active substances, leads to a decrease in their productivity, since modern bird crosses are offset by very high productivity and feed from traditional feed resources can not provide their need for nutrients for the full realization of their genetic potential. Therefore, the productivity of chickens from which organic eggs are eaten at 70-90 eggs per year is

lower compared to poultry fed by industrial feed, which greatly increases the cost of organic eggs. However, it should also be borne in mind that the cost of organic fodder is slightly lower than that of industrial fodder, since they do not include synthetic feed additives that have a fairly high cost. It should also be noted that in the structure of the cost of eggs, the cost of feed is about 90%, so reducing the cost of feeds somewhat compensates for losses from reducing the productivity of poultry. It should also be noted that the cost of organic eggs in retail trade is more than the cost of ordinary egg and that the price of organic eggs is not influenced by seasonal variations, since in early summer retail prices for eggs are reduced to almost their cost, so this direction of production of organic products is very promising. An important aspect in this segment is the information provision of the marketing complex, although it should be noted that large producers of egg products in Ukraine conduct their own marketing research market and have a significant feedback with actual and potential consumers. Thus, the information component of marketing in Ukraine as a whole, concerning the main players of the market, is sufficiently developed and meets the needs of market players.

### **Conclusions and further researches directions.**

1. The production of organic eggs for today in Ukraine is a very promising and rather profitable trend in the agrarian sector.

2. For the effective implementation of eggs, producers should have their own transport equipment, which allows egg products to be transported in the shortest possible time, and, in addition, – own specialized stores for storing eggs and egg products.

3. The large egg producers should develop a subsystem of intermediaries, which is currently very weak, since the share of wholesale sales of chicken eggs in the total volume of sales is less than 1%, while stock exchanges and other forms of trade are hardly developed.

4. An important direction in the implementation of food eggs is the development of their own retail chains, for example, GV “Ovostar Union” actively develops its own trading network and franchising, thus realizing up to 10% of all produced egg products.

5. Information provision of egg market producers is mainly related to market research, and price policy is determined by the fact that, along with the export that has significantly increased, domestic demand in the Ukrainian market remains constant.

To improve the marketing complex of domestic poultry enterprises, the following measures should be used:

1. Provide consumers with information on differences between table, diet and organic eggs by conducting an appropriate advertising campaign in the media (television, radio, Internet, etc.), as well as by providing information on the packaging.

2. Develop and use different types of egg packing with the presentation of information on the useful properties of eggs and distinctive brand names that will enhance the brand's brand awareness.

3. Organize and participate in various activities to stimulate demand for organic eggs (agricultural fairs and exhibitions, tasting in corporate networks, branded stores and large supermarkets).

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