
TOWARDS ORGANIC PRODUCTION DEVELOPMENT IN UKRAINE

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Abstract. *The article analyzes the development of organic production in Ukraine. It has been established that organic production in our country has recently expanded considerably due to the need to provide natural food products to the population, as well as the reproduction of natural fertility of soils and biodiversity of the environment with the implementation of a careful attitude towards nature, producer and consumer.*

The results of the Kyiv population survey, the attitude of people to organic products and goods, their impact on human health and on the state of the environment, as well as the formation of the value of such products, have been analyzed. The factors influencing the formation of value and the development of the market of organic products in Ukraine are substantiated, in particular, the main ones are considerable expenses in production and processing, as well as the passage of the corresponding certification. Adoption of the Law of Ukraine "On Basic Principles and Requirements for Organic Production, Circulation and Marking of Organic Products" is important for harmonization of national legislation with European regulation in the field of organic production and circulation of products. It establishes the general principles of legal regulation in the field of organic production, circulation and labeling of organic products, which should give an additional impetus to the sustainable development of organic production in Ukraine.

Keywords: *organic production development, consumers of organic products, organic land, organic, labeling and circulation of organic products*

Introduction.

The development of the organic market in Ukraine - from production to organic products - is an overview of the organic products market and Ukraine's place as a reliable producer and supplier.

The main segment of the global organic produce market is the production of environmentally friendly food products.

On July 10, 2018, the Verkhovna Rada of Ukraine adopted the Law of Ukraine No. 2496-VIII «On Basic Principles and Requirements for Organic

Production, Turning and Marking of Organic Products», which established the general principles of legal regulation in the field of organic production, circulation and labeling of organic products that should give an additional impetus to the sustainable development of organic production in Ukraine, increase the competitiveness of domestic organic products and expand the geography of its sales on international markets, to determine the mechanism state supervision over the activities of entities of the organic market and establish their responsibility for possible violation of the legislation in this area, introduce a transparent system of registration of certification bodies, market operators and organic seeds, etc. [2, p. 2-3].

The responsibility for the misuse of all terms related to organic products when marking products is clearly stated, in particular, such a violation entails imposing a fine on legal entities in the amount of eight minimum wages, for individual entrepreneurs - at the rate of five minimum wages boards. The penalties provided for by the document, in our opinion, are relatively low, but still they will allow to deal with such a shameful phenomenon as «pseudo-organic». Such positions should facilitate the work of domestic bona fide certified organic producers and will allow to effectively control the organic sector of executive bodies, the public and consumers.

Analysis of recent researches and publications.

Studies of organic production in Ukraine are engaged in domestic scientists, in particular: G. Antoniuk, V. Artysh, A. Vdovichenko, V. Vovk, K. Gladchenko, L. Marmul, E. Milovanov, N. Novak, O. Tomashevskaya, O. Shevchenko etc.

Modern conditions of development of organic production require more profound and detailed study of the issue, and also issues certification for organic businesses and products, especially the cost of certification services; specialisation of organic production and substantiation of new directions for small producers.

The purpose of the study is to assess the development of organic production in Ukraine and analyze the Law of Ukraine «On main principles and requirements to organic production, rotation and labelling of organic products» from 10.07.2018 (which will come into force in 2019) and to establish the possibilities of doing this type of work in Ukraine and prospects for improving environmental condition.

Results.

After analyzing the results of our surveys of residents of Kiev regarding the consumption of organic products, the majority said that use organic products of own production (grown personally on a country land or have close relatives in the garden), because to buy if too expensive. If you are buying and, in most cases, the baby food, and average spend UAH 1500 per month, which is 15 times less than in Europe. So, comparing with the average per capita in European countries (poles (minimal) 4000, germans 12 000) also, there is evidence that the Polish producers of organic products raise concerns about the lack of use of organic products their fellow citizens and the lack of more support for organic producer from the state [1, p. 2; 8, p. 34]. Also, the poll confirm the fact that our citizens become more environmentally literate and prefer to worry about the organic habitat and on occasion choose organic products, the production of which in no way harms the environment.

The peculiarity of organic food products is the following: high taste, nutritious quality, in particular, contain no harmful impurities and various compounds, allergenic components, genetically modified organisms, synthetic flavors and preservatives in the processed form. The survey also noted that the consumption of organic products leads to a significant improvement in health and in general health of people, and especially this was noted by a group of people suffering from allergic diseases and diseases of the gastrointestinal tract. There is also a study of scientists about the positive effects of organic products consumption, in particular, the promotion of active mental and physical activity, as well as the extension of life expectancy. It is especially important to use organic products for children and young people, since it is at this age that the foundations of health are laid and all the systems of the human body are formed, and most importantly - habits of healthy eating are acquired.

Over the past three years, the area under organic crops in our country has increased by almost 48.0%, the main factors are the expansion of markets for organic products in the state, increased availability of agrarian market of the European Union and other countries for domestic organic producers, improvement of law-making their activities. However, the issue of certification of organic enterprises and organic products in the whole, and in particular the cost of certification services, remains to be solved at an adequate level; specialization in organic production and substantiation of new directions for small and small commodity producers (at the level of personal farms or small home farms) [5, p. 1].

At present, many Ukrainian agricultural enterprises are certified in accordance with European, American and

other international organic regulations, and after the adoption of the Law of Ukraine «On Basic Principles and Requirements for Organic Production, Turnover and Marking of Organic Products», during the formation of budget support programs in the field of agriculture, it is possible to will also argue about the financial incentive for organic production - just after clear identifiers are received, what exactly is the body of the original product.

In the countries of the European Union, regulatory acts regulating the production of organic products appeared much earlier, in particular: Council of the European Union Decree № 834 / 2007 of 28 June 2007 on organic production and labeling of organic products and Regulation of the European Commission No. 889/2008 of September 5, 2008 «Detailed rules on organic production, labeling and control for the implementation of the Regulation of the Council of the European Union No. 834/2007 concerning organic production and labeling of organic products», as amended [6, p. 2].

Our law repeats somewhat, imposes European regulations, but in more detailed analysis it is possible to see not only explicit legal defects, but also serious differences in relation to the problem, the environment and, actually, to ourselves.

Last year, the market for organic products exceeded the expected results with a significant share of domestic production certified according to the standards of the European Union [5, p. 1].

According to the Federation of Organic Movement of Ukraine, it is known that Ukrainian organic producers have established a new record for the export of organic soybeans, namely, over the first seven months of this year, more than 12 thousand tons of legume crops

were exported, which is 24% more than in comparison with last year. Also, from these sources, it is known that currently more than 400 names of organic products are produced in Ukraine - it is mainly: bakery, dairy and meat products [7, p. 1].

An analysis of the development of the organic products market in Ukraine has been made and it has been proved that it could develop at a faster pace, if not such a major constraining factor is the high cost of organic products (roughly an order of magnitude comparing to the cost of products grown in a sacramental way). It is established that in European countries the standard mark-up on organic products is 20-30%, here we have 50-300% and higher than inorganic analogs of food products and household goods. The reasons for such a markup are: high cost of certification of the organic producer, biological means for organic production (biological fungicides and insecticides, etc.) [1, p. 1; 4, p. 27].

Such a significant difference can be explained by the following factors of influence:

- direct high costs of the production process, especially in livestock production;
- the processing process is much more expensive, as well as the storage of organic products;
- small volumes of production and transportation distances with special terms of suitability of such products;
- considerably higher labor costs in the production of organic products, as well as taking into account the costs of its certification [3, p. 62].

Discussion.

Analyzing the state of the organic sector in Ukraine and the world, the emphasis should be placed on the spe-

cial role of soybeans, whose organic cultivation has a positive impact on the quality of the soil and the improvement of soil fertility. In addition, there is a steady trend in the growth of demand for organic soybean and its products for processing, and Ukraine has a unique chance for a long time to be a European leader in its production and supply.

However, special attention should be paid not only to the improvement of technological approaches in organic growing of legumes, but also to ensure maximum transparency, traceability of origin and movement, transformation of all organic products, which is one of the key requirements of the present.

We believe that the future of agrarian development in our country can and can be based on the principles of organic production, taking into account and care for the environment, consumer and producer of organic products.

We also believe that increasing the supply and demand for organic products in our country, as sought by Poles and implemented in Denmark, can be through appropriate funding by the Government of the country to support the production of environmentally friendly food products (for example, in Poland, there is state support for farmers producing organic products, as well as various projects (for example, the project of the European Union «Support for cooperation between Polish agricultural organizations and the European Union», especially with regard to providing producers with various communications).

To introduce and promote the use of organic products in school, preschool and higher education institutions, as well as in state institutions, hospitals, etc., and such actions could quickly and effectively increase the demand for organic products.

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ДО ПИТАННЯ РОЗВИТКУ ОРГАНІЧНОГО
ВИРОБНИЦТВА В УКРАЇНІ

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Анотація. Проаналізовано розвиток органічного виробництва в Україні. Встановлено, що органічне виробництво у нашій країні останнім часом значно розширюється через потребу забезпечення натуральними продуктами харчування населення, а також відтворення природної родючості ґрунтів і біорізноманіття навколишнього природного середовища з метою дбайливого ставлення до природи виробника та споживача.

Проаналізовано, за результатами опитування населення м. Києва, ставлення людей до органічної продукції та товарів, їх вплив на здоров'я людини й на стан навколишнього природного середовища, а також формування вартості такої продукції. Обґрунтовано чинники, що впливають на формування вартості та на розвиток ринку органічних продуктів в Україні, зокрема, головними з них є значні затрати під час виробництва та переробки, а також проходження відповідної сертифікації.

Ухвалення Закону України «Про основні принципи та вимоги до органічного виробництва, обігу та маркування органічної продукції» є важливим для гармонізації національного законодавства з європейським регулюванням у сфері органічного виробництва та обігу продукції. Він встановлює загальні засади правового регулювання у сфері органічного виробництва, обігу та маркування органічної продукції, який має надати додатковий поштовх сталому розвитку органічного виробництва в Україні.

Ключові слова: розвиток органічного виробництва, споживачі органічної продукції, площі органічних земель, органіка, маркування та обіг органічної продукції

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К ВОПРОСУ РАЗВИТИЯ ОРГАНИЧЕСКОГО ПРОИЗВОДСТВА В УКРАИНЕ

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Аннотация. Проанализировано развитие органического производства в Украине. Установлено, что органическое производство в нашей стране в последнее время значительно расширяется из-за необходимости обеспечения натуральными продуктами питания населения, а также воспроизводства естественного плодородия почв и биоразнообразия окружающей природной среды с целью бережного отношения к природе производителя и потребителя.

Проанализировано, по результатам опроса населения г. Киева, отношение людей к органической продукции и товарам, их влияние на здоровье человека и состояние окружающей природной среды, а также формирование стоимости такой продукции. Обоснованы факторы, влияющие на формирование стоимости и на развитие

рынка органических продуктов в Украине, в частности, главными из них являются значительные затраты при производстве и переработке, а также прохождение соответствующей сертификации.

Принятие Закона Украины «Об основных принципах и требованиях к органическому производству, обращению и маркировке органической продукции» является важным для гармонизации национального законодательства с европейским регулированием в сфере органического производства и обращения продукции. Им установлены общие принципы правового регулирования в сфере органического производства, обращения и маркировки органической продукции, который должен предоставить дополнительный толчок устойчивому развитию органического производства в Украине.

Ключевые слова: развитие органического производства, потребители органической продукции, площади органических земель, органика, маркировка и оборот органической продукции