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UDC: 338.439.544.002.2«71» (477)

Zaichuk Tatiana Alexandrivna, candidate of economic sciences, associate professor, manager of department of economics at Kremenchuk university of economics, information technologies and administration. **Justification innovative approach to strategy implementation of makromarketing of ecologically clean food production in Ukraine.** Done theoretical analysis of economic processes that accompany the formation of the domestic industry of clean food using methods of deduction and system analysis. Through the use of economic and statistical methods proved the expediency of its own production of clean food in Ukraine. An adapted to the needs of national economic paradigm of the functioning of the organic market as an effective tool for sustainable economic development of ecologically clean food.

Keywords: Organic Food, organic markets, marketing paradigm, sustainable development, the strategy of organic production.

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