

SOCIO-ECONOMIC EXPERIENCE OF AGRICULTURAL TERRITORIES OF THE UNITED STATES AND EUROPEAN UNION

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The article analyzes the conceptual model of rural development in the European Union and the United States. The national rural development policy must be built based on a scientific basis and experience of developed countries. Author determined the main causes of the poor state of rural development and solved problems that hinder the development of rural areas. It is determined that the necessary conditions for the development of rural areas in Ukraine. Based on the analysis of international experience rural development policy generated a list of measures to regional management needed to enhance rural development in Ukraine.

Keywords: rural areas, rural development policy, experience, industry, territory, agriculture.

Formulation of the problem. Rural areas in Ukraine are traditionally associated with agricultural production; meanwhile developed countries are characterized by an integrated rural development. Currently, problems develop effective strategies of rural development regions of Ukraine is one of the most important areas of research agro-economic Ukrainian scientists. If the planned economy of rural disparities in development of districts successfully consents with legislative methods, in today's economy at regional level management must use other approaches that would allow to take into account individual peculiarities of rural areas and settlements. However, no systematic priority to the allocation of rural development creates the need for constant search of methodological approaches to solving this urgent problem.

To improve strategic planning and forecasting of rural Ukraine is appropriate to use the experience of developed countries. Borrowing successful experience of developed countries will bring national policy of rural development to international standards, which should be a strategic objective of economic policy.

Analysis of recent research and publications. The problems of rural development highlighted in the research Hnybidenka I., S. Gorlova, V. Zbarskoho, G. Kvasnikovoyi V. Matsybory and others. Features of Rural Development of the European countries studied L. Lysenko, K. Byelokrylov, E. Avaykina, K. Shaptala.

Bold still unsolved aspects of the problem. If a significant number of scientific papers, discussions, etc., in Ukraine the problem of future development, including economic, remains unsolved.

The purpose of the article. Studying world experience of economic development of rural areas and highlight possible conditions for its adaptation in Ukraine.

The main material research. Ukraine has a strong agricultural complex, which is able to ensure the production of competitive agricultural products. Today Ukraine holds global leadership on grain exports, particularly in the current marketing year is projected USDA our country may be on the 2nd place in the world in terms of grain exports after the United States [2; 3].

At the regional level is still a tendency to discount the importance of rural areas in the total

regional economy of Ukraine. The main type of production in rural areas is agricultural production, but is undeveloped non-agricultural activities. This reinforces the crisis tendencies in the development of rural areas, intensifying processes of migration of working rural population to the cities.

During the period of formation of market economy in Ukraine took place the process of reorienting the command-administrative management for local government that radically changed methodological approaches to the formation of administrative decisions. It provides for the replacement of territorial management industry, followed by clear action regulation governing structures [5]. But now, in the management of rural areas involved model is based on the principle of agricultural policy, which reduces the functionality of rural areas. In our view, all this requires a reorientation of agricultural policy approach to the management of rural areas to integrate territorial and policy approach accordingly provides an opportunity to consider rural areas as a spatial entity having a certain economic, industry, labor, social and resource potential.

We consider that the national policy of rural development should be built based on a scientific basis, which, in turn, must be oriented to compliance with certain rules and requirements already established in most developed countries.

Abroad, there is the following grading conceptual model of public support for rural development [6].

The first model – securing conditions and mechanisms of state support in a single legislative act (the Russian Federation, the European Union, Canada, Turkey);

The second model – the presence of different programs that can be implemented independently of each other (the US, Mexico, New Zealand).

Rural Development Policy of the EU and the US has many common goals, but it differs in mechanisms and priorities of implementation, defining the role of agriculture in rural development.

The main directions of measures to support rural development in the US are: economic development of rural areas, stimulating the creation and development of businesses; infrastructure (housing programs, water supply, electricity, broadband networks, telemedicine, etc.) [6].

Traditionally, the economic base in rural areas were industry related to the use of natu-

ral resources, especially agricultural production, state policy in developed countries has been based on the sectoral approach. It was believed that the objectives of rural development and agricultural production are identical. Today the state policy in the EU and the US focused on the territorial approach to reducing direct support to producers.

The main difference between the US and EU policies is that the EU for-direction of rural development within the Common Agricultural Policy, part of which is sustainable development, while the US also focuses on major areas, but they are not identified by law as a program of rural development.

Another important aspect is that the EU funding for development programs in rural areas is more than 20% of the budget of a common policy in the US – from 11% to 27% of the budget of the Ministry of Agriculture against Ukrainian 10% for agriculture and rural development in general [8; 9].

At the national and regional levels of the EU in parallel, there are several concepts (approaches) that can clearly distinguish three concepts of rural development, namely:

The concept that identifies rural development with the overall modernization of agriculture and agro-food sector. This concept is the basis for the development sector (industry model).

In sectoral rural development model based on the development of agriculture. Thus rural areas are seen as a set of resources for agriculture and as a reservoir for the development of production processes in agriculture. In this model, the main function of rural areas is the production of marketable agricultural products. The concept of rural development is reduced to space for agricultural production.

The concept that links rural development exclusively with decreasing differences between the most backward rural areas and the rest of the economy (the concept of convergence, redistributive model).

The concept that identifies rural development with the development of rural areas in general by using all the resources which are on their territories (human, physical, natural, landscape, etc.), and integration between all sectors and components locally. This concept takes advantage of most areas in the broader sense of (territorial model).

These three concepts correspond to three different, though not formalized models used to explain the rural development policy (Table 1).

Ukraine should use the experience of European countries, because its potential is able to provide rural development, enhance the formation of new ones, including non-agricultural, economic activities; growth in agricultural production and improve its quality as well as production processes. The main problem that slows the processes currently is the quality of governance – national, regional, local.

With the choice of European integration vector of Ukraine's economic development approaches to management, the way their actual implementation, public control over the process of rural development are bound to be reformed in line with European standards of transparency, accountability, efficiency, maximize social impact. This will allow to take advantage of opportunities to fully reform the rural economy and improve social living conditions of the rural population, and not just declare facilitate this process.

The main obstacles to the development of rural areas of Ukraine build and realize their potential are:

- Economic, causing unsatisfactory level of market infrastructure, agriculture, low and often negative profitability of agricultural production, the presence of excessive amounts of intermediaries between producers and final consumers of agricultural products, the rapid rise in prices of feed, etc;

- Social displayed in a permanent reduction of the rural population, especially of working age, active migration of rural population in the city and abroad, the increasing number of diseases and reducing life expectancy rural population;

- Management that are ineffective in the management development as the country in general and in rural areas in particular, the high level of corruption and misuse of budgetary and extra-budgetary funds exert undue pressure on business entities.

While the majority of these potential obstacles to the implementation of rural development, provided the use of modern and effective approach may overcome relatively quickly (from 1 to 10-15 years).

The necessary conditions of rural development in Ukraine should be the creation of favorable conditions for the formation of a stable economy of rural families, improving public infrastructure, formation of a true, strong local community.

Table 1

Models of Rural Development

Characteristics	Models of Rural Development		
	Industry	Redistributive	Territorial
Objectives policy	Economies of scale (at the company).	Reducing the differences between the backward rural areas and urban areas.	Using internal resources of the territory.
The role of territories	Dualism rural / urban.	The central role of weak rural areas.	Careful attitude to agriculture.
The role of social structures	The central location of producer.	The dominance of producer.	Rural Development with a lot of actors.
The role of institutional structures	The concentration of policy management in the hands of the administration area (regional and national).	The dominant role of branch administration in the management of policy areas.	Creating and decentralized forms of local government.

Source: developed by the author

The importance can have software to develop mechanisms to support the development of rural areas at the expense of businesses and organizations that operate within rural areas, providing conditions for the development of rural public institutions.

Conclusions and suggestions. Obviously, in the present state of rural development policy in Ukraine is far from perfect, as it can be seen motifs sectoral approach. Of course, the principles and mechanisms of implementing the state rural development policy in the EU and the US is not entirely suitable for Ukraine, but their adaptation to avoid mistakes, because of which have already passed these countries.

Based on the analyzes of rural development policy in the EU and the US consider it appropriate to introduce in Ukraine a few policy provi-

sions. In particular, Ukraine needs to improve the organization of interagency cooperation, since we are very weak vertical and especially horizontal coordination between ministries and departments, rural population and territorial administrations of different levels of management and governance. In this regard, it is proposed to use the international experience and create an interagency commission, which will be coordinating instrument for solving the multifaceted problems of rural areas. To solve this issue by possibly creating a network of agencies rural development. Agency for Rural Development established at the municipal level for the implementation of an information, consulting, communication and marketing activities in rural areas. They can provide local governments and entrepreneur's information and consulting support to all types of rural businesses.

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СОЦІАЛЬНО-ЕКОНОМІЧНИЙ ДОСВІД РОЗВИТКУ СІЛЬСЬКИХ ТЕРИТОРІЙ США ТА ЄС

Анотація

У статті аналізується нинішня концептуальна модель державної підтримки розвитку сільських територій в Європейському Союзі і Сполучених Штатах. Розвиток сільської місцевості України вимагає комплексні секторальні зміни і територіальний підхід. Визначено що національна політика в галузі розвитку сільських районів повинна будуватися на науковій основі і досвіді розвинених країн. Проаналізована концептуальна модель державної підтримки розвитку сільських територій в Європейському Союзі і Сполучених Штатах. Автор визначив основні причини поганого стану розвитку сільських районів і проблеми, які перешкоджають розвитку сільських територій. Встановлені необхідні умови для розвитку сільських територій в Україні. На основі аналізу міжнародного досвіду аграрної політики сформований перелік заходів регіонального управління, необхідних для розширення розвитку сільських районів в Україні.

Ключові слова: сільська територія, політика сільського розвитку, досвід, галузь, територія, сільське господарство.

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СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ ОПЫТ РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ США И ЕС

Аннотация

В статье анализируется нынешняя концептуальная модель государственной поддержки развития сельских территорий в Европейском Союзе и Соединенных Штатах. Развитие сельской местности Украины требует комплексные секторальные изменения и территориальный подход. Определено, что национальная политика в области развития сельских районов должна строиться на научной основе и опыте развитых стран. Проанализирована концептуальная модель государственной поддержки развития сельских территорий в Европейском Союзе и Соединенных Штатах. Автор определил основные причины плохого состояния развития сельских районов и проблемы, которые препятствуют развитию сельских территорий. Установлены необходимые условия для развития сельских территорий в Украине. На основе анализа международного опыта аграрной политики сформирован перечень мероприятий регионального управления, необходимых для расширения развития сельских районов в Украине.

Ключевые слова: сельская территория, политика сельского развития, опыт, отрасль, территория, сельское хозяйство.