

У даній статті досліджується економічна ефективність виробництва соняшнику в сільськогосподарських підприємствах України. За зведеною статистичною звітністю України (2006–2011 рр.) проведено аналіз основних економічних показників виробництва соняшнику; проведено аналіз виробництва і споживання соняшнику в Україні; проаналізовано динаміку обсягів переробки соняшнику та його урожайності в Україні.

***Аннотация.** В последние годы наблюдается рост спроса на масличные культуры как на мировых рынках, так и на рынке сельскохозяйственной продукции Украины. Особенно популярным среди масличных культур является подсолнечник и продукты его переработки.*

В данной статье исследуется экономическая эффективность производства подсолнечника в сельскохозяйственных предприятиях Украины. На основании сводной статистической отчетности Украины (2006–2011 гг.) проведен анализ основных экономических показателей производства подсолнечника; проведен анализ производства и потребления подсолнечника в Украине; проанализирована динамика объемов переработки подсолнечника и его урожайности в Украине.

***Annotation.** Sunflower seeds production is a strategically important problem for the Ukrainian national economic development. During the studied period the enterprises of the investigated branch were in the first five branches of the food industry according to processing volume. In spite of the difficult current economical situation in Ukrainian agriculture, enterprises which produce oilseeds are profitable and able to increase the supply on the agricultural market.*

The sunflower production in Ukraine increases. Over the past three years about 6.4-8.6 million tons of sunflower seeds have been produced annually. Thus, in 2011 the production of these crops increased by 62.9 % compared to 2006.

According to the economic results of 2011 the agricultural enterprises which produce sunflower seeds have received 6 billion hryvnias of profits. The profitability of producing sunflower seeds was 58 %. This is the highest level of profitability compared with other crops in 2011.

We have analyzed the trend of sunflower processing amount changes. The polynomial trend has been used for the analysis. The authenticity approximation value is approximately 0.9 ($R \approx 0.9$). Thus, in spite processing of sunflower decrease the amount in some years of the studied period (2001, 2004, 2007), the main trend is that of growth.

The demand for sunflower seeds is comparatively constant. It proves the high liquidity of this crop. That is why scientifically grounded rotation of sunflower becomes more important for the cultivation process.

Agro-environmental characteristics of sunflower and its effect on soils quality can lead to negative consequences. That is why extensive way of cultivation by expanding of areas under this crop leads to the problem of soil depletion. Solving these problems needs comprehensive scientific approach.

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SOCIO-ECONOMIC INFRASTRUCTURE OF AGRICULTURAL MARKET

***Summary.** We found a place of socio-economic infrastructure in the system of market infrastructure. Improved conceptual approach to the interpretation of the term “socio-economic*

infrastructure". The model of the mechanism of the formation of socio-economic infrastructure of the agricultural market. The role of entities in its development.

Keywords. *Socio-economic infrastructure, market infrastructure, agricultural markets, rural areas, agroformation.*

Statement of the problem. The present level of economic development and agricultural production is characterized by the transition to socially oriented principles of management. On the one hand it is shown in the statement of purpose of the company – the fundamental principle appears not to maximize profits and customer satisfaction, on the other hand – is the integration of major business social functions. The key focus of social activity of modern enterprise is to build economic and social infrastructure market. Problematic nature of this process is in the agricultural sector, since rural development is slow and has a largely destructive tendencies and patterns. Therefore efficient mechanism of formation of socio-economic infrastructure of the agricultural market is important.

Analysis of recent research and publications. The formation of social and economic infrastructure agricultural market extensively researched by scientists, such as O.D. Hudzynskyj, B.M. Danilishina, I.P. Kinash, E.M. Kirilyuk, R.V. Korobka, T.L. Kuzmina, V.I. Kutsenko, M.I. Malik, A.S. Novoselov, L.V. Pogrebnyak, I.V. Prokop, I.I. Rekunencko, M.I. Horunzhyj and others.

In the sociological Encyclopedia given a definition of “social infrastructure”: a set of material and material elements that provide general and specific conditions for the rational organization of the main types of human activity in all spheres of public life. It describes the interaction of material and the material sphere and social entity (individual, group, class, society), that provides assessment and its research capabilities to meet individual, group and public interest [5, pg. 392].

Danilishin B.M., Kutsenko V.I. under the “social infrastructure” to understand complex objects that create a common operating conditions of social production and life of the population, the formation of physical and intellectual development of socially active individuals [1, pg. 4].

Pretty similar definition gives I.V. Prokopa: social infrastructure – “a set of entities (enterprises, organizations, institutions and their departments, and activities)

of various industries, the operation of which is subject to the satisfaction of personal needs, ensuring its viability and harmonious development” [3, pg 9].

According to I.P. Kinash, “social infrastructure – a stable set of material objects, with which reacts social subject in order to obtain services that create conditions for the rational organization of all major activities [2, pg 204]. Salyi A.M. social infrastructure sees as “a set of material objects, which provide general conditions for effective human activity in all spheres of life” [4, pg 216].

These approaches to the interpretation of the concept of “social infrastructure” is pretty accurate, but does not take into account the characteristics of the agricultural sector, in view of the existence of unresolved issues in rural development, is necessary.

The wording of Article goals. Improving the approach to the interpretation of the term “socio-economic infrastructure”. A research purpose is a grounding of mechanism of forming of socio-economic infrastructure of agrarian market. Defining the role of agricultural enterprises, public authorities in this process.

The main material of the study. Market infrastructure is formed as material physical and institutional objects, who do not have species and material form, but it creates the necessary facilities for the effective development of the main object (the market). Market infrastructure includes various items that can be grouped into several groups. Its main formation is a political and legal infrastructure, which includes legislative vase, antitrust regulation of business entities, policies to protect domestic producers, a network of legal institutions, mechanisms of consumer protection, environmental legislation, standardization and certification system. Also on this level with a group of objects of market infrastructure can distinguish a group as a financial and investment infrastructure: investment field and climate, development financial institutions, the system of state subsidies and subsidies, leasing companies.

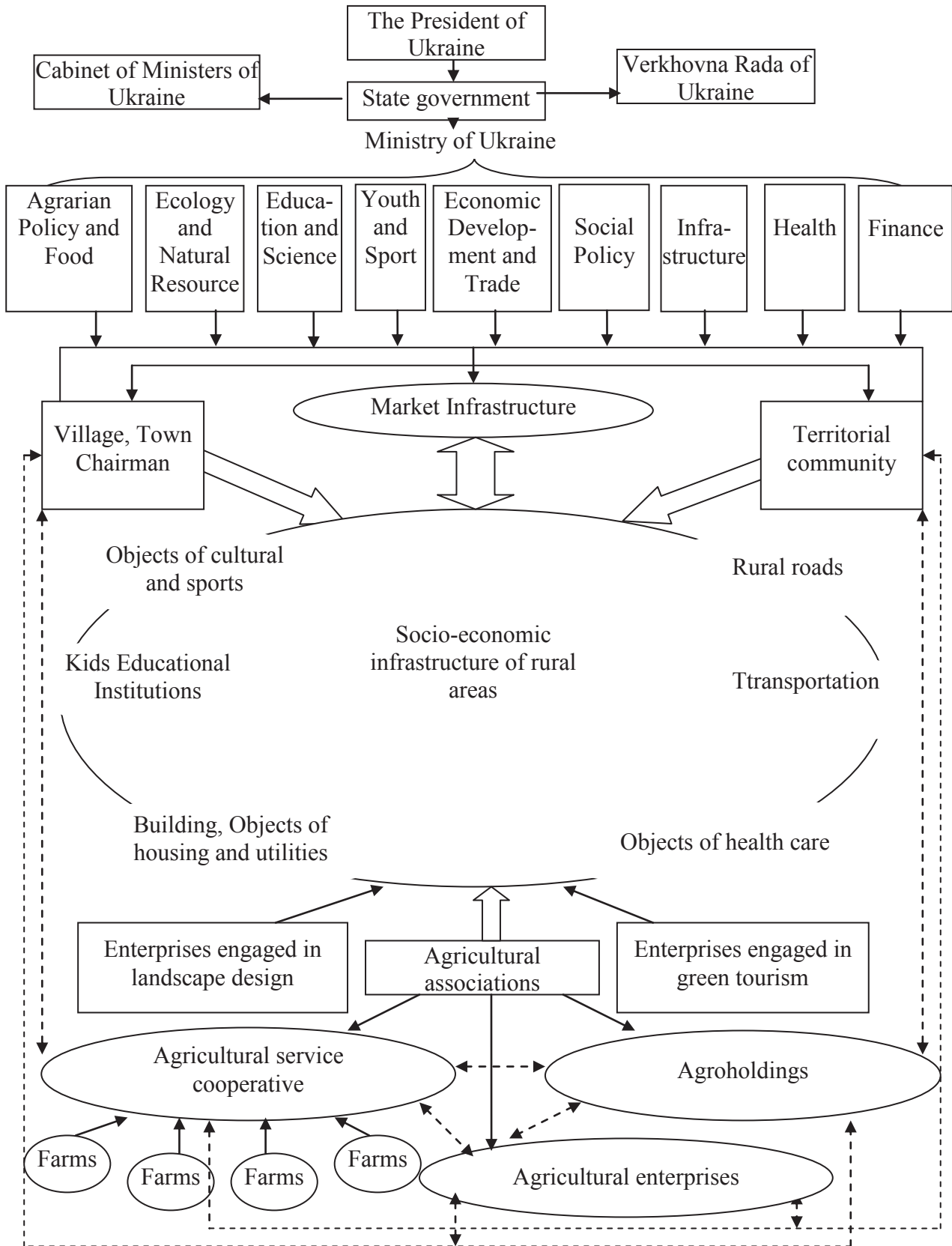
At the second level of the formation of market infrastructure, that effectively created the conditions developed objects first level (political, legal and financial infrastructure investment), should allocate marketing and logistics, organizational and economic groups. The first should include items such, as communication system and

communication, network consulting and advisory services, commercial transactions (trading houses, exchanges, distributors, dealers, brokers), organizations, that provide the image, logistics centers, warehouses, elevators. The second group of objects of market infrastructure includes entities that provide services (repair, construction, real estate, etc.), the system of training and education to improve skills, including, for security business, auditing, accounting firms, software developers.

The main element of market infrastructure is a social component. On the one hand, it is a prerequisite for the functioning of the market, because socially oriented market economy, which is now approaching the national economy during the current transformational change, man is regarded as a social element rather than economic. That is the whole economy and market as its foundation designed to meet social and economic needs of the people, not vice versa – the man created for the economy. On the other hand, the level of social infrastructure – a consequence of synergistic functioning of all other components of the market, because social development is positively related to economic market mechanism.

Thus, it is appropriate to use the concept of not “social infrastructure”, but “socio-economic infrastructure”, which means a set of tangible and intangible support facilities that create a productive market environment for effective activities to achieve economic and social impact in terms of satisfaction of life of employees and consumers of its products. The main objects of social and economic infrastructure are housing-utilities, health system, education system and science, the development of sports, transport system.

In agriculture the formation of social and economic infrastructure has certain features, that are primarily related to the distribution of responsibilities between the entities for these items. Contentious is the question of who should do the socio-economic issues in rural areas. In our opinion, this should wake comprehensive and systematic approach that will unite the interests of market participants (drawing 1).



Drawing 1. Model of the mechanism of formation of socio-economic infrastructure of the agricultural market

Source: it is developed an author

First of all, a form of socio-economic strategy in the following hierarchy: “national economy – region – area”. These functions should be assigned to the relevant ministries and Village heads. Must be collaboration with local communities for management decision making in the industry as “top-down” and “bottom-up”.

Important in the development of social and economic infrastructure of rural areas is the role of agricultural enterprises, which function in the region. Of course, a small farmer can not perform these functions. but these problems can be solved agricultural service cooperatives. On the other hand, these problems may decide large agricultural enterprises, including agricultural holdings.

Agroholdings and agricultural service cooperatives have very different goals and legal framework, but common to them is that by nature they are integration formations, which are based for interest competitiveness. The main difference lies in the purpose of creating these associations. The purpose of agricultural service cooperatives - is to meet the needs of farmers in the implementation of non-production functions. It should be noted that the true cooperative nature are in just the agricultural service cooperatives, but not in productions cooperatives. In fact, organizational and economic foundations of producers cooperatives are not radically different from limited partnerships or private companies. The purpose of agricultural holdings is profit maximization and its. Therefore social effect is something neutralized. However, it is to build social and economic infrastructure of rural areas should unite all market actors.

In addition, an important role in the development of social and economic infrastructure of rural areas play an enterprise engaged in landscape design and green tourism. They may be subject to investment. These activities in rural areas are perspective.

Conclusions. Full development of market relations is possible in terms of the development of socio-economic infrastructure. Most important this topic becomes for development of rural areas, because now there is a significant difference in the development of cities and villages. In the socio-economic development of agricultural market infrastructure should involve all participants operating in the market. Ministry

together with the Village Chairman must form a strategy of development of socio-economic infrastructure. Important role belongs territorial community, because it is necessary to take into account the views of each villager.

In agricultural markets operate various businesses, but their activities should be united by a common goal – the development of social and economic infrastructure. These issues must solve agricultural service cooperatives and agricultural holdings.

In resolve issues the socio-economic development is important activities of companies engaged in landscape design and green tourism.

Prospects for further research in this direction is to create the forecast of the development socio-economic infrastructure in accordance with the initiative of the Ministry of Agrarian Policy and Food of Ukraine “Native village”.

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