

## Agroecological monitoring of innovational processes

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While Ukraine is attempting to join WTO and become a powerful member of the world community it faces serious challenges in all spheres of the economy. One of the less protected branches of production is agriculture. Historically it used to be most traditional and thus less developed.

At the same time nowadays situation may give us new market chances while European Union is going to reduce subsidies to the domestic agrarian producers and amount of production and its supply to the world market is predicted to reduce.

To use this chance our producers should make few important steps:

- enlarge the amount of production;
- adjust the quality of the products up to the world standards (including ecological characteristics);
- renovate and create new facilities in the infrastructure of farming (transporting, storage facilities, elevators, customs, ports);
- produce a good image of the Ukrainian producers;
- establish reliable international relations with the world community.

Now it is a necessity to make revolutionary changes in the Ukrainian agriculture on the innovational basis, implement new products, new technologies new methods of organization.

Besides it is necessary to use new environmental standards while Ukrainian quality standards are not any way corresponding with the European ones. In such situation big agroindustrial corporations get additional advantages because they have enough facilities to adjust their products to the necessary requirements and can therefore make some exporting operations.

This can be easily observed on the example of Polish companies. Most farm products are first bought by bigger companies and then sold abroad.

Poland is very much concerned with the innovational processes in every sphere of production, they make permanent monitoring and supply data to all users in the form of innovation surveys annually while in Ukraine they just making some attempts to observe the situation. According to the recent data in 2004 only 2.7% (31 enterprises) of all farms in Sumy region did some innovational activity, and the amount of all innovational product was only 0.1% of the total turnover.

We find it necessary to work out an efficient program of permanent monitoring of innovational processes in agriculture, pay attention to the ecological characteristics of goods and processes and stimulate implementing new technologies with higher ecological characteristics using common measures: direct and indirect subsidies, subsidized capital inputs, reduced taxing and informational support. It is also important to establish closer connections between business and scientific research centers to implement new technologies in production more quickly.