

H.Peresadko, Y.Danko, Sumy, Ukraine

Agrarian marketing as an instrument of the effectiveness increase of agriculture in the conditions of the WTO entering

Nowadays, for the world society is characterized qualitatively new stage of the relation's development, due to which the interconnection of economical, political, social, juridical, informational, cultural, and others appears, that slowly leads to the creation of the unseparable public organism. These processes got their name "globalization". In economics they are shown in such way, that world economic community from the amount of more or less interconnected countries becomes the unseparable economical system, where national country's socialists are the composing elements of the united world economical organism. The vivid example of this can be the creation and functioning of such world organization, as World Trading Organization (WTO).

Nowadays, Ukrainian community is disturbed more about the consequences of the entrance to the WTO for the agriculture. Results of examinations show, that among agricultural producers negative expectations overcome positive ones. 5 % of questioned suppose them to be very negative, 11% - negative and 16 % - mostly negative.

As for us, entering of Ukraine to WTO is inevitable. Because of this national agricultural producers should increase their competitiveness. It is needed not only for the invasion of world markets with agricultural products, but for the saving of personal positions on national market. Thus, for the European Union such instruments of the protection of agricultural market are more common, as additional charge to export and the restriction for production of some goods (for example, milk, sugar, crop). At the same time trading with the "third" countries requires import license, that underlines the size of allowed importing to the EU, minimal import cost, volume of transaction realization. It is clear, that in the case of liberalization of Ukrainian economy after the entrance to the WTO the movement of agricultural products in Europe will be from west to east, but not in another direction. In such conditions national agro formations should be ready to the 'war' on markets of agricultural products.

One of the main instruments of the growth of competitiveness of national agriculture is the agrarian marketing. This is the kind of goal-directed creative activity according to the prognosing, planning, organization and management of consumer's demand satisfaction on products, services, ideas, connected with the agricultural production. According to the needs of modern marketing environment the activity of agrarian enterprises should be directed on the introduction and development of marketing activity: market examining (demand, supply, price level, competitiveness) and introduction of certain direction of production. From the other side, it is needed to provide the active influence on market with the help of methods of marketing communication.

Limited informational and financial resource base of modern agrarian enterprises does not give them the opportunity of effective usage of marketing conception advantages. That is why, the actual question and real instrument of the competitiveness increase of agroindustrial complex of the region is the creation of marketing consulting centers. Besides, taking into consideration requirements of the WTO according to the limit of state support of national producers, creation of such center allows to use instruments of governmental help. Expenditures in the measures of "green coffer" can be executed in following directions:

- scientific studies, prepare and increase of personnel qualification, informational-consulting service;
- assistance of marketing of agricultural production, including collection, processing and spreading of marketing information.

Marketing consulting centers can be organized as in form of enterprise, which is specialized on providing of marketing services on commercial basis, so as in form of institutions, which belong to the group of agricultural enterprises of the region and execute their order. But we suppose that more goal-directed should be creation of such centers in the higher education institutions. They have the furcated system of connections with the industrial and agrarian enterprises, educational institutions, state organs of Ukraine, foreign partners.