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Introduction

The experience of human history shows that developed agricultural production is a fundamental component of the formation of an industrially developed country. With the transition to market relations, agricultural commodity producers were given the opportunity to choose the forms of management, the areas of specialization and diversification of production, channels of sales of products, sources of funding and information.

Commodity production of agricultural products contributed to the emergence, formation and development of agrarian markets of individual countries and, eventually, the world agrarian market. However, if at the very beginning of this process the exchange of agricultural products was generally mutually stimulating for the development of agricultural production, competition and agrarian markets, then in the modern period it is increasingly gaining the features of economic subordination of competitors and ensuring the global dominance of industrially developed countries in the global agricultural market.

The entry of the Ukrainian economy into the world economic space, the participation of domestic producers in the competitive struggle in the international market provides a new meaning to the process of integration between the links of the national economy. The globalization processes taking place in the world contribute to the growth of production, consumption and movement of goods, which makes formation of the foreign trade mechanism of Ukraine's integration into the European economic space.

Elimination of the state monopoly on foreign trade and the transition to economic methods of its regulation, convergence of the structure of domestic and world prices, consistent reduction of export tariff rates and introduction of import tariffs, support for export and expansion of markets for domestic products - all this contributes to the active participation of Ukraine in international specialization .

The importance of solving this issue to ensure the economic development of Ukraine attracts the attention of leading scholars: V.I. Boreyk, P.P. Barshchevsky, Z.F. Brindisi, B.V. Burkina, OO Veklych.

The importance of the identified problem of the national economy determines the relevance of the chosen topic of scientific research and forms the vectors of its structural definition.

Identification of previously unsettled parts of the general problem. The current stage of development of the world economy is characterized by active globalization processes. This indicates, on the one hand, the formation of a new type of economy, and, on the other, the transition to the next degree of development of the world community. However, the issues of assessing the place of the agrarian sector in the international specialization under the influence of globalization processes remain insufficiently researched.

The development of agrarian relations in Ukraine is accompanied by the gradual accession to the world integration processes and a significant reduction in the level of closure of the national economy, which determines the known positive and negative consequences. In the conditions of globalization and internationalization of economic relations, the development of modern society is characterized by rapid changes in the structural and institutional character associated with the transition of the most developed countries from the industrial to the postindustrial system, which has another economic basis and internal structure. As a result, the role and place of individual industries and types of economic activity change in national economic systems. To a certain extent, this applies to the agrarian sector and its individual components.

The object of research work is the global agricultural market as a homogeneous system.

The work consists of an introduction, three chapters, a conclusion and a list of used literature.

1. Theoretical Aspects and Infrastructure of the World Agrarian Market

1.1. Theoretical and methodological experience of definition and classification of World Agrarian Market

The economic essence of the market is expressed primarily as a category of exchange, organized by the laws of commodity production and circulation, the totality of commodity and money exchange relations. Its organization makes it possible to realize economic ties, and ultimately the entire production process. Without it, it is impossible to achieve the main objective of any business – profit [2].

The market of agricultural products (which includes: grain, vegetables, potatoes, oilseeds and other crops, milk, meat) and products of its processing are formed by actors of market relations, which act as private and state enterprises, enterprises of the system of harvesting, storage, processing and product sales. Depending on the characteristics of the market actors entering the commodity exchange, form various market structures (wholesale, retail markets), provide state and cooperative trade or enter into a more complex system of goods turnover of the main types of products [4].

The most important feature of the formation of market relations in the agrarian sector of the economy is that agriculture more than any other industry depends on the market situation, and the food market is the most vulnerable from a social point of view, since its development is directly related to the standard of living population, its solvency.

The successful functioning of the market of agricultural products and products of its processing in Ukraine promotes the following macroeconomic measures: - stimulation of direct producers of agricultural products to increase production and turnover; - economic regulation of the rational structure of the market and market relations by the development of promising target food programs, investment policy, financial and economic measures, - introduction of a system of price monitoring and ensuring an appropriate balance of supply and demand on the market, consumer protection, - the introduction of appropriate financial and credit and tax policy -

regulation of export flows of raw materials and products of processing, reducing dependence on imported supplies [7].

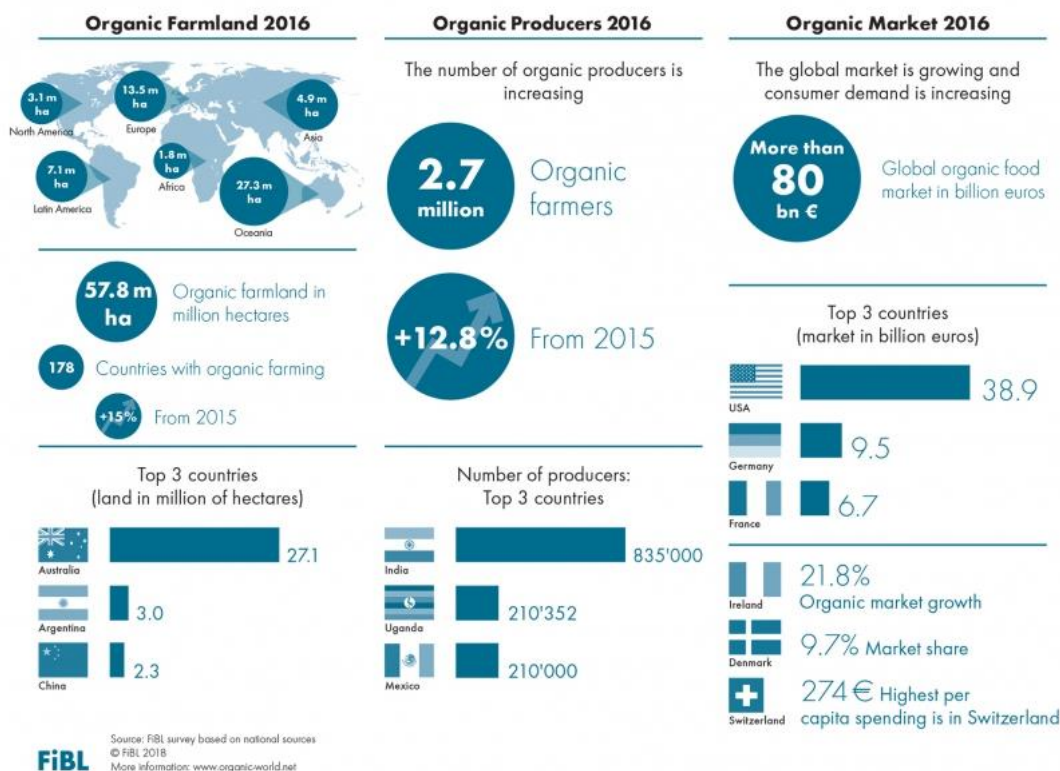


Figure 1.1 The world Organic Agriculture

In defining the role of individual infrastructure institutions in the agrarian market, it should be noted that such functions are characterized by the successful functioning of the agrarian market.

Regulatory Due to the use of market mechanisms, the necessary proportions of reproduction of the corresponding assortment of food products are established. Stimulating Efficiently functioning market institutions encourage commodity producers to reduce production costs and encourage better quality of goods. Informational [8].

The existing market institutions are the source of operational analytical information, which enables commodity producers to make the most efficient and informed decisions. Intermediary Relevant market institutions act as an intermediary between commodity producers, processors and end-users. Wellness Efficiently functioning market instruments and mechanisms stimulate the recovery of the economic

environment. Important role in the structure of the agrarian market is played by such elements of market infrastructure as commodity exchanges, service cooperatives, wholesale food markets, certified grain stores, auctions, trade fairs, consumer cooperatives, and others.

Commodity exchanges are the infrastructural institutions that reflect the market conditions and can protect its participants from seasonal price fluctuations, as well as balance demand and supply for the goods concerned, using cost-effective tools and mechanisms. The Commodity Exchange promotes the liberalization of economic relations in all segments of the agrarian market, its financial well-being and the enhancement of competitiveness. In highly developed countries, due to the existence of exchange institutions, market participants get all the benefits of using stock exchanges and tools and are able to optimize marketing, as well as reduce transaction costs. The Commodity Exchange operates on the basis of the charter approved by its founders. It indicates: the name and location of the exchange; the composition of the founders; the purpose of the stock exchange and the size of the funds it creates; administrative bodies, the order of their formation and competence; organizational structure of the exchange; rights and obligations of the members of the exchange [9].

The main purpose of creating commodity agricultural (food) exchanges is the organization of sales of agricultural products, market regulation and more stable maintenance of the population by food products, and processing enterprises - raw materials. The main task of the exchange - is the definition of the real price of exchange commodities and risk insurance of undesirable changes in prices for them.

According to the encyclopedic definition, the stock exchange is considered as a market in which wholesale trade in goods or securities is carried out through trading intermediaries in the form of commercial (often speculative) sale and purchase transactions.

Consider the stock exchange mechanisms through which the participants of the agrarian market can be protected from price fluctuations, unfair partnership, and so on [10].

With the transition to market relations, there is a need for fundamentally new, direct links between agricultural enterprises and procurement organizations, which are based on economic interest and responsibility for fulfilling contractual obligations. In accordance with the Law of Ukraine "On Commodity Exchange", the commodity exchange is an organization that is created on the principles of voluntariness and brings together interested legal and natural persons who carry out production and commercial activities for the purpose of rendering services in the conclusion of exchange agreements, determination of commodity prices, demand and offers for goods, creation of conditions for ensuring trade in goods and related trade transactions.

The Commodity Exchange is a business enterprise that operates constantly. It deals with purchase and sale of a large commodity mass, regulates trade operations [3].

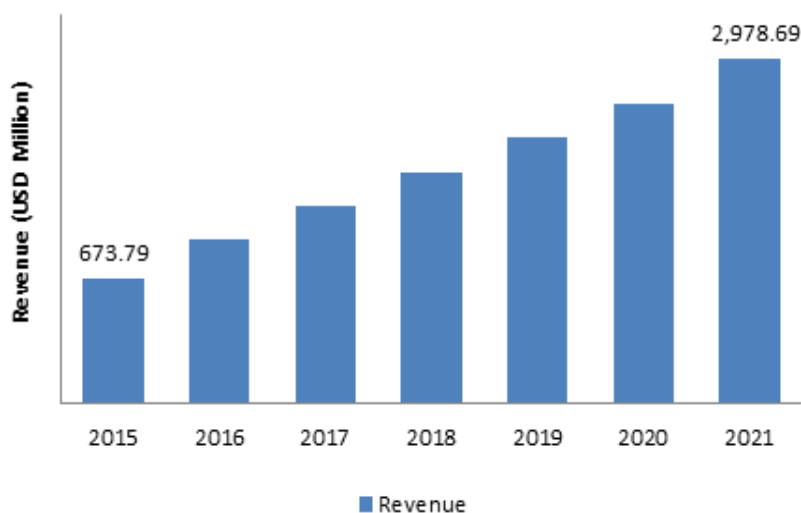


Figure 1.2. Global Agriculture Market 2015-2021

Currently, the state of Ukraine's economy can be described as a complex, insufficiently specific place and role of the national economy in the world economy system, despite the active European vector.

In the context of the crisis situation in the system of European and world security, as well as the euro crisis, the space of research into the mechanisms of development of the agrarian sector of the national economy in the current realities of integration processes is extremely urgent. One of such modern mechanisms is the functioning of

the Free Trade Area between Ukraine and the EU. The current state of agriculture and its "reaction" to the opening of EU markets for Ukrainian agricultural products, as well as the prospects for further integration, are of scientific interest [1].



Figure 1.3. Global Industrial Market for Agricultural products

The domestic agricultural sector, as well as other spheres of the economy, is under the direct influence of globalization, because agricultural production is a significant component of international trade. On the export of agricultural products, Ukraine earns one third more than metals, 162% more than machine engineering, and 7.14 times more than in light industry. In 2016 the agroindustrial complex consolidated its place in the national economy, generating about 12% of GDP. Exports of agroindustrial products exceeded \$ 10 billion, which corresponds to one-third of all export earnings. The volume of agrarian production, according to the State Statistics Committee, for the 10 months of the last year, increased by 2.9% compared to the same period last year. In 2016, Ukraine again restored the record of grain crops, collecting 64.2 million tons, or +4 million compared to last year's figure. The average yield was 44.8 centners / ha against 41.1 centners per hectare in 2015 [2].

An important step in Europe towards our country was the unilateral opening of the European market for Ukraine due to the adoption of trade preferential measures by the European Union in view of the policy of diversification of markets and stimulation of the supply of Ukrainian products to EU member states. The European Union introduced preferences for stimulating the Ukrainian economy, according to which the EU would not levy customs duties on Ukrainian exports, whereas European goods were exported to Ukraine at the old customs duties[13].

The unilateral opening of the EU markets, which began to operate from mid-2014, led to the cancellation (or reduction) of tariffs on exports of industrial goods and agricultural products in Ukraine. Thanks to the opportunities for unilateral free trade, Ukrainian business managed to increase its exports to the EU by 25% in dollar terms. The agriculture and agricultural processing industry of Ukraine received the greatest profit from the introduction of asymmetric preferences from the EU, which was extended to Ukraine by the end of 2015 [22].

In the end, the unilateral opening of markets, which has been in place since mid-2014, canceled 94.7% of EU tariffs that were levied on imports of industrial goods from Ukraine [33]. Also reduced tariffs for the rest of industrial goods. In addition, the measure provides for the abolition of tariffs for more than 80% of exports of Ukrainian agricultural products [4]. At the same time, the EU limits the number of "sensitive" products, in particular grains, pork, beef, chicken and processed food, which can be imported at a zero duty rate so as not to harm the interests of producers of these products from the EU.

Trade "preferential" measures by the EU do not oblige Ukraine to symmetrically abolish its own customs duties on imports from the EU, but they do not foresee their lifting. In addition, imports from Ukraine must comply with EU rules on marking the origin of goods. In this way, the Ukrainian authorities must ensure that goods from other countries disguised as Ukrainians do not enter the EU through the territory of Ukraine [10].

Thus, during the first two months of unilateral free trade, having no long-term contracts with European partners and without having prepared itself as soon as possible,

Ukrainian business was able to increase its exports to the EU by 25% in dollar terms [15],

The implementation of the Association Agreement between Ukraine and the EU can become an effective tool for improving the terms of trade with the EU and the work of the AIC sector as a whole. The EU has already abolished tariff restrictions on the export of most Ukrainian agricultural products to the EU, while tariff quotas (cereals, pork, beef, and poultry) have been introduced for some positions.

The abolition of the prevailing part of non-tariff restrictions for Ukrainian agroexport requires appropriate transformations of Ukrainian regulatory legislation. To this end, Ukraine needs to adapt to EU standards in areas such as sanitary and phytosanitary measures, certification and metrology, customs control, market surveillance, conformity assessment. Adapting agrarian policy standards with transparent and predictable regulatory rules will help improve the investment climate and the investment attractiveness of the agrarian sector of the economy for European partners. The significant potential of the agroindustrial complex is also connected with the combination of Ukrainian and EU producers in production chains and sales channels. This will increase the productivity of the agroindustrial complex by transferring advanced technologies and practices of the EU, increasing the scope of activities in the production and processing of agricultural products, and improving the conditions for access to world markets [36].

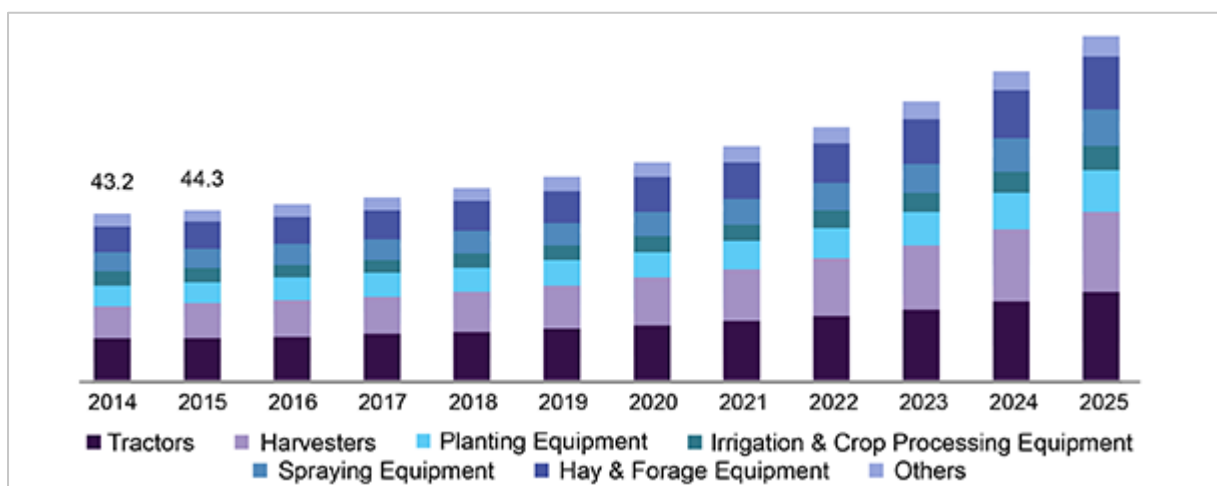


Figure 1.4. Agriculture equipment market size

The main direction of Ukrainian agribusiness is crop production (about 70% of agricultural production). Grain and leguminous crops (26.5% in 2014), industrial crops (19.4%), vegetables (18.1%) play the most important role in the structure of gross agricultural products. Livestock production (30% of agricultural production) is represented by livestock and poultry (14.1%), milk (11.5%) and eggs (3.6%).

Ukraine is one of the world's largest producers and exporters of agricultural products, growing more than 60 million tons of grain and more than 10 million tons of sunflower seeds per year. In particular, in 2014, the gross harvest of grain reached 63.8 million tons, of which wheat - 24.1 million tons, corn - 28.5 million tons, barley - 9 million tons. In this case, in the total grain production is dominated by fodder grain: in 2014, grain yields were 39%, and fodder grain - 61%. In addition, Ukraine is the world's first largest producer of sunflower seeds, as well as the production and export of sunflower oil.

However, during the first three quarters of 2016, the volume of trade between Ukraine and the EU increased, in particular exports increased by 3.3% compared to the same period in 2015, and imports - by 6.6%. Moreover, Ukraine's largest exports were to Italy, Poland and Germany, and Germany, Poland and France are the most supplied to our country. Such leader countries were in 2015 [4].

Experts explain the growth of trade between Ukraine and the EU in 2016 due to the gradual reorientation of our economy due to the loss of the market of sales to CIS countries. In two years, the EU share in our trade balance has grown from 33% to 45%. At the same time, the share of Russia has fallen from 36% to 8%. The fact that against the backdrop of a decline in Ukraine's exports as a whole, exports to the EU have grown, export growth has been due to the country's agrarian potential. The Free Trade Area with the EU helped Ukraine export, as traditional types of products are actively selling: grain crops, butter, fruits, nuts, honey, juice. In addition, opportunities were opened for the sale of new products. Due to the zero import duty, our producers were able to supply more processed products, in particular ketchup, tomato paste, seeds and butter of various cultures such as thistle or rapeseed, flour and biscuits of bran, etc. In addition, food products were promising, which until 2016 were not exported to the EU.

Here, too, manufacturers were interested in reduced rates of duty or duty-free quotas (garlic, mushrooms) [6].

According to experts, our goods have high potential, so Ukrainian exports to the EU can grow by at least 5-10% in 2017. Agricultural producers are expanding the export of organic products, as well as fresh and frozen berries, as demand from the EU is growing rapidly, and our producers can compete with European ones in price. Another promising Ukrainian product that has been processed and has added value. For example, you can import ordinary tomatoes into the EU and pay for it, but you can recycle this product in ketchup and sell it in Europe without paying any fees. This contributes to our foreign trade and the growth of domestic production [2].

At the same time, transnational corporations in the Ukrainian village are presented modestly. In terms of development, the domestic agricultural sector is lagging behind other countries. In developed countries, significant results in agrarian production have been achieved, first of all, due to the high level of material and technical support, a set of high-performance agricultural machines and mechanisms, the widespread use of advanced technologies, etc. [7].

In Ukraine, the highest concentration of agricultural production is observed in subsidiaries of industrial and financial groups and transnational companies, but the work of these companies does not always differ in the complex approach to the problems of the village. Examples of the most successful investments in the agrarian sector of the economy demonstrate the possibility of obtaining a significant synergistic effect, especially in urbanized regions [7].



Figure 1.5. Global Agricultural packaging market geographical segmentation

In Ukraine, there are several hundred agroindustrial firms, while during the last decade there is a clear tendency to increase the role and influence of large agrarian enterprises in the overall output of the sector. So, in 2015, agroholdings produced 21.3% of agricultural products, 46% - households, 32.7% - other agricultural producers. In the ranking of TOP-100 agrarian companies in terms of land banks, which are in their operational management, the top ten include companies that control 150-670 thousand hectares of agricultural land. At the same time, in the management of the 10 largest agricultural holdings in Ukraine there are about 25.5% of agricultural land. The last places in this ranking are companies that control about 10 thousand hectares of land each, but they should also be considered fairly large agricultural producers. Sometimes such changes are perceived as natural, as well as in the context of global competition [6]. However, there are situations where public authorities interfere in economic relations and make decisions of a coercive nature to restrict the activities of large monopolies in accordance with the current legal restrictions in the country. The purpose of such restrictions is to ensure equal and fair conditions of commercial activity, consumer rights, the prevention of monopoly pressure on competitors, and the promotion of a competitive environment.

The modern structure of the domestic agrarian sector of the economy is deformed, with the prevailing share of production with a small or medium depth of processing, which provides it only at the lowest levels of the world economy. Accordingly, an important direction of the structural adjustment of the agrarian economy is the change in the proportions between the production of raw materials and consumer goods, as well as the scope of services.

In its turn, competition is an important factor in the integration into the world market of the agrarian sector. It is one of the globalization mechanisms and acts in the following aspects:

- 1) competition as the development of new technologies, which are formed at the global level, and their general use;
- 2) competition as the opening of a new social space and innovation;
- 3) competition as the integration of social groups, professional corporations and the consolidation of nations in the process of awareness and formation of an active attitude to the global uncertainty of the development of society.

Due to globalization processes, competition is undergoing significant changes, as the role of the state is reduced as a regulator and the role of international institutions is intensifying. On the one hand, access to remote competitors is facilitated, and, on the other hand, opportunities for avoiding competition increase. For some time, the nature of these deviations does not always have an increasing nature, as a result of which the innovative component, which is an indicator of competitive processes in the global market, is being enhanced [9].

Today, Ukraine is a member of 12 international agricultural organizations. In addition, cooperation has been established with the European Bank for Reconstruction and Development, the Central European Initiative, the Organization for Economic Cooperation and Development, the Black Sea Economic Cooperation Organization, etc. This confirms that Ukraine actively participates in the activities of international organizations of different levels and directions, which testifies to the high level of openness of its economy as a whole and the agroindustrial complex in particular, as

well as the desire of our country to become a confident member of the world community.

Within the national economy, agro-industrial integration is based on a more comprehensive integration process - the formation of the country's agro-industrial complex. It is an economic category that expresses the aggregate of production relations between agrarian production and related industries in relation to the manufacture and bringing to consumers of goods produced from agricultural raw materials [10].

In the current interconnected and globalized world, integration tendencies are dominant. Most countries of the world are more or less integrated at the global or regional level, the only difference is how deep and intense these processes are and how adequately the country's political leadership has chosen geostrategy to achieve its goal.

1.2. Analysis of the activity and cooperation of Ukraine in the system of the world agricultural market with EU countries

Cooperation with the European Union is one of the main priorities of Ukraine's foreign economic policy, which is why, at the present time, measures are actively being taken to deepen cooperation between Ukraine and the European Union, in particular, in the field of agro-industrial complex.

This is evidenced by the holding of regular meetings of the EU-Ukraine Dialogue on Agrarian Issues, which enables them to systematically and in a constructive way exchange useful information and study EU experience on topical issues for the development of the Ukrainian agrarian sector, meetings of the Coordinating Council on Agrarian Reform, the main task of which is adaptation of the agrarian sector of Ukraine to the conditions of the EU, as well as the conclusion of the Association Agreement between Ukraine and the EU, which presents a separate section "Agriculture and rural development".

At the same time, both Ukraine and the EU are interested in maintaining and developing strong, predictable, transparent and open trade relations. This approach is especially relevant in the field of agro-food trade.

Confirmation of this is the conclusion of the Free Trade Agreement between Ukraine and the EU, the fundamental objective of which is to increase trade and investment flows between Ukraine and the EU through the liberalization of trade and the harmonization of the regulatory environment.

The listed measures indicate that European integration is becoming a modern feature and an important factor for the expected progressive changes in the agrarian sector of the Ukrainian economy. In particular, the active cooperation of the Ministry of Agrarian Policy of Ukraine with the Directorate General of the European Commission "Agriculture and Rural Development" within the framework of the Memorandum of Understanding for the Dialogue on Agrarian Issues, signed on October 18, 2006, should be noted.

The memorandum provides for the following areas of cooperation:

- * exchange of information on agricultural production and trade, experience in the development and implementation of policies in the field of agriculture and rural development, as well as laws and norms; * discussion of new technologies related to agricultural development;

- * exchange of views, striving for a policy of quality (besides food safety) of agricultural products, including geographical indications and production of organic produce;

- * harmonization of positions of Ukraine and the EU on matters that are within the competence of international organizations, etc.

In pursuance of the provisions of the Memorandum, the EU-Ukraine Dialogue on Agrarian Issues and the Working Group Meeting are held twice a year, during which important issues such as the Ukrainian grain market, the development of the biofuel market, cooperation in the sphere of production (including meat and dairy products industries) and the system for the use and protection of geographical indications.

Thus, as of 2006 to 2013, nine meetings were held on a dialogue between Ukraine and the EU on agrarian issues. During the Dialogue, topical issues related to agriculture and rural development were discussed, in particular, regarding management

and trends in the grain markets, the meat market, reforms in the agricultural sector, and the prospects for rural development.

As a result of the meeting, the parties confirmed intentions to intensify the exchange of information and experience on the development and implementation of agricultural policy in the framework of further meetings of the EU-Ukraine Dialogue on Agrarian Issues. In general, Ukraine and the EU abolished import duties by about 97% and 96.3% of tariff lines, respectively. For industrial goods, current import duties have been abolished for most goods (82.6% - Ukraine and 91.8% - EU). For the rest, transition periods have been established, and for used cars and clothes, the use of special protective mechanisms is foreseen. For agricultural products, since the temporary application of the EU-Ukraine Agreement and its ratification by Ukraine, duties have been canceled by 35.2% of tariff lines in Ukraine and 83.1% by the European Union. As for the rest of the goods, 52% of the tariff lines in Ukraine introduces transitional periods from 1 to 7 years, 9.8% - partial liberalization and 3.0% - duty-free tariff quotas. In its turn, the European Union establishes transitional periods of 2.0% of tariff lines (for the duration of 3 and 7 years), while the most sensitive goods (14.9%) are offered access within the framework of duty-free tariff quotas. They are provided to Ukraine for grains, pork meat, beef and poultry, as well as some other products.

Also, there is no provision for the total cancellation of import duties for certain agricultural products; instead, duty-free tariff quotas for key products originating from Ukraine are established. In particular, according to the Ministry of Agrarian Policy and Food, the following quotas are set for duty-free exports to the EU:

1.6 million tons of grain in the first year of operation of the FTA with a gradual increase of 2.0 million tons for five years. The export quota for wheat in the EU is 950 thousand tons (1 million tons in five years), corn - 250 thousand tons (350 thousand tons), barley - 400 thousand tons (650 thousand tons);

20 thousand tons of frozen carcasses of chickens and 16 thousand tons of processed products in the first year with a gradual increase to 20 thousand tons for five years;

3 thousand tons of eggs in the shell and 3 thousand tons of egg processing products;

12 thousand tons of beef;

40 thousand tons of pork (evenly processed pork and carcasses);

30 thousand tons of sugar, 27 thousand tons of molasses and sugar syrup

The agrarian sector of the economy is strategically important for Ukraine, because its effective operation ensures food security of the country. Agricultural products are the most commonly traded commodity in circulation, and the share of concluded transactions for which, in relation to the total number of concluded stock exchanges in 2008, made up 68.1%. In the first half of 2009, the value of exchange contracts concluded for the purpose of buying and selling agricultural products, amounted to more than 70% of the total value of all concluded exchange transactions. The value of exchange agreements concluded in 2008, the basic asset of which was agricultural products, amounted to more than 25% of gross production in the agroindustrial complex of Ukraine.

2. General characteristics of the enterprise

2.1. The main goals and objectives of the enterprise

VVP "Vybor" is a powerful and promising enterprise that is rapidly developing. For more than 9 years of existence, the company has become a stable market operator and offers a wide range of products for poultry and livestock, chemical industry. The activity of supplying enterprises of the feed industry, livestock and poultry farming with components of feed (feed phosphates, feed yeast, amino acids, trace elements and vitamins for balancing feed). To date, the company has established strong business relations with a number of factories of Russia, Belarus, the Baltic States, Eastern Europe, Morocco and Brazil.

VVP "Vybor" is a distributor of OJSC "Mineral chemical company" EuroChem "on the territory of Ukraine on mineral feed additives. The company also sells products of OJSC "Sumykhimprom": mineral fertilizers, inorganic acids, dehromators, coagulants, pigments, pigmentation titanium dioxide, and others. Consumers of production of VVP "Vybor" are not only Ukrainian enterprises, but also enterprises of the CIS and far abroad countries.

At this stage, a private manufacturing enterprise operates in three directions: Feed additives, Mineral fertilizers, Chemical products. In the work of the private manufacturing enterprise "Vybor" there are a number of principles in the quality policy, which is followed by the leadership and all employees of the enterprise: The quality of our products is our face. The quality of the products being implemented is an integral part of our organization's activities. In this regard, the personnel of the company monitors the development of the market, takes into account the constantly changing requirements of consumers.

Full competence in key issues, the desire for continuous improvement in everything that the enterprise is engaged in. Continuity in its principles, improving the quality of goods and services delivered. Providing complete and reliable information about the realized product, about novelties. The choice of this enterprise is long-term and qualitative cooperation. All products of the enterprise, intended for agricultural

animals and birds, undergo sanitary - and - veterinary research in laboratories of veterinary medicine and have all necessary expert conclusions of the Department of Veterinary Medicine of Ukraine.

Today the privately-owned enterprise "Vybor" is one of the largest suppliers of feed additives. During the years of work VVP "Vybor" has proven to be a reliable partner. This was achieved thanks to the stable quality of the products being implemented, which is maintained at the level of world standards and one of the main principles of operation - the delivery of goods in the shortest possible time.

The key to effective business and competitiveness of the enterprise are:

- coordinated work of sales departments and logistics;
- identification of the most efficient delivery routes;
- choice of optimal transport;
- comprehensive transportation planning;
- economical transport processes and a combination of different modes of transport;
- search and selection of freight forwarders;
- competent design, development of contracts for cargo transportation.

Priorities of the VVP "Vybor":

1. Long-term business relations with partners, both on the domestic and international markets.
2. During the years of activity in the agrarian market, the circle of enterprises, which work with PVP "Choice" on a long-term basis, considerably expanded.
3. The number of regular customers includes the largest poultry farms, pig farms, producers of mixed fodders, oil and fat plants.

Strategies:

Provide high-quality goods and excellent services, providing a competitive edge:

- The widest range of food additives, food ingredients and chemical products;
- Quality supply of feed industry, livestock breeding and poultry farming companies as feed components;

- Ideal value for money;
- A thoroughly thought-out approach to the formation of price policy;
- Flexible approach to the needs of the Client;
- Uncompromising in terms of providing high-quality products and impeccable service;
 - constant control over the quality of delivered products;
 - reliability and professionalism in fulfilling partner obligations;
 - formation of long-term partnerships with consumers;
 - consulting and informational support of their clients about the realized goods, novelties;
 - Continuous work on expansion of assortment to satisfy the most demanding consumer;
 - Mobility and the achievement of new horizons in their business.
 - Sources of high-protein:
 - Soy flour - soybean products - the main sources of vegetable protein in animal fodder. In the composition of animal feed soybeans are the most important source of protein with a high content of amino acids);
 - Fishmeal is a valuable component of feed and one of the best sources of animal protein, which contains the maximum amount of elements necessary for the health and development of animals;
 - Wheat gluten - a protein obtained by wet extraction of non-protein constituents of wheat flour;
 - Potato protein is obtained from obeskrakhlenno cellular potato juice, from which during the process of thermocoagulation with subsequent dehydration the protein fraction is isolated;
 - Pea protein - protein fraction obtained by the method of dry processing of pea seeds;
 - Feed additives of plant origin:
 - Aquapro - an innovative feed mixture that provides day-old young animals with the necessary nutrients and water during transportation;

- AtididPro - a combination of high concentrations of active inorganic and organic acids with a concentrated mixture of natural substances contributes to the fact that the application eliminates most of the problems associated with intestinal disorders;
- Biostarter Liquid - allows you to form a digestive system and influence the proper development of young animals;
- Gepamix PLUS - a forage enriched with a vegetarian formula, based on many years of experience in the feeding of birds;
- DZ Pro - is intended for use in the period of violation of absorption of vitamin A and mineral substances contained in the preparation;
- Dehungal - A complex mixture of plant components and vitamin A that accelerate the renewal of the intestinal and respiratory epithelium;
- Cardiox Helat is a specialized mixture of herbs, vitamins and electrolytes, which improves the activity of the heart and blood vessels in the rapidly growing broiler chickens and turkeys;
- Coccilin PLUS - a modern formulation that combines the action of properly balanced herbs and vitamins that help maintain the homeostasis of the digestive system;
- MCM Khelat - delivers easily digestible minerals to the organism, stimulate immune, circulatory and bone systems;
- Salivat - have anti-inflammatory and analgesic effects, inhibit platelet aggregation, dilute blood, prevent disturbance of the circulatory system;
- Turboalistar PLUS - contains substances (ahon and allicin) that promote the functioning of the digestive system, especially in cases of diarrhea and stomach upset;
- Enterocyd DUO - the combination of two bacterial strains - Enterococcusfaecium and Bacillus amyloliquefaciens, necessary to maintain the digestive system of birds from the first days of life.
- Feed phosphates:
 - Monocalcium phosphate (22.7%) is a highly effective, environmentally friendly feed supplement for farm animals and poultry.

- Dehydrated phosphate, P - Highly effective eco-friendly feed supplement for highly productive livestock and poultry with high content of lemon-soluble form of phosphorus.
- Dehydrated phosphate, G - Highly effective eco-friendly feed supplement for high-yield livestock and poultry farming with high content of lemon-soluble phosphorus.
- Energy sources for ruminants:
- Dry Fat 80-16 PALMAC TM - pure vegetable oil obtained as a result of several stages of processing from non-genetically modified palm oil;
- Dry Protected Fat - Dry Protected Fat is designed for optimal energy consumption by cows during lactation;
- Calcium cute long-chain fatty acids is a kind of protected fat, specially made for high-yield milk ruminant (cows, goats, sheep).
- Amino acids:
- L-lysine monohydrochloride (98-99%) is one of the essential amino acids used as a feed supplement in livestock and stimulates animal growth;
- L-lysine sulfate (98.5%) - is a white to light beige powder with high density, low volatile matter content, does not powder and mixes well with other components of the diet;
- DL-Methionine (99%) is a monoamino-carboxylic sulfur-containing irreplaceable amino acid. Used by the body as a source of sulfur, as well as for regulation of fat and protein metabolism;
- L-Threonine (98.5%) is a feed additive for enriching the diet of farm animals, as well as birds, threonine.
- Enzymes:
- Roxamis G2G - Enzyme system for mixed rations (wheat, rye, oats, barley, soy and sunflower meal and cake) of pigs;
- RhOnozim NP - is a phytase derived from *Peniophora lycii*, by deep fermentation of genetically modified microorganisms of *Aspergillus oryzae*;

- RhOnozim VP (CT) - an enzyme system for rations based on sunflower meal, macaroni, soya meal, rapeseed meal (up to 30%);
- Ronozim WX - is a heat-resistant endoxylinase from the family *Thermomyces lanuginosus*, obtained by deep fermentation of genetically modified microorganisms of *Aspergillus oryzae*.
- Vitamins:
- Vitamins - are essential organic substances that are necessary for metabolism, growth and physical well-being;
- Choline chloride 60% (on corn carriers) - these are vitamin-like substances that are formed in the body in an insufficient amount and should come with food. Choline chloride is a group of vitamins B.
- Carotenoids:
- Carophyll Yellow 10% - used as a feed supplement for egg yolk pigmentation and bird skin;
- Carophyll Red 10% - used as a feed supplement for egg yolk pigmentation and bird skin.

The organizational structure of enterprise management is a means to help managers achieve their goals. Since the goals are derived from the overall strategy of the enterprise, the close link between strategy and structure is quite logical. Accordingly, the organizational structure must follow a certain strategy. And if managers make significant changes in their organizational strategy, they must modify the organizational structure to adapt and maintain these changes. In accordance with the organizational structure of the enterprise is developed enterprise management system. Organizational structure of enterprise management - the basis of a management system that determines the composition, subordination and interaction of its elements outlines the required number of management personnel, carries out its division by subdivisions, regulates the administrative, functional and information relationships between employees of the management apparatus and units, establishes the rights, responsibilities and the responsibility of managers, etc. At any enterprise there is a

subordination of its main parts, levels of management, a clear division of power, rights and responsibilities.

The management system should be simple and flexible, to ensure the efficiency and competitiveness of the operation of the enterprise. It should have the following characteristics: a small number of levels of management; the presence of a limited number of units, with a small number, staffed by highly skilled personnel; presence of a subsystem of quality management of products and processes.

The main objective of the VVP "Vybor" management is to build the number and composition of employees that are specific to the activity of this enterprise and able to provide the main tasks of its development in the future period. The process of personnel management of a trading company is based on the following basic principles:

- The system for the formation and use of enterprise personnel should be subordinated to the general strategy for its development. Personnel management should be integrated with the strategy of management of trade in goods and services, development of material and technical base, financial development of the trading enterprise;
- Personnel management should pursue the goal of stabilizing the staff. From the economic point of view, the high turnover of staff at the enterprises is very expensive, even in relation to the working professions, and the replacement of experienced, highly skilled professionals and managers is very difficult;
- Personnel management should refrain from rigorous work classification. The most effective use of personnel is achieved by combining the occupations of workers to ensure the implementation of the required amount of different types of work;
- The selection of employees who are scheduled to distribute a job security in a fixed period should be carried out on a competitive basis. First of all, this principle applies to hired workers - the main managers and specialists of trade enterprises, but it can be extended to qualified sellers for the sale of goods of the most complex assortment. In the process of competitive selection, the advantage should be given to workers who possess not only high qualifications, but also the ability to individually search, adapt to the state of the consumer market.

The communication structure of management with such key concepts of management as strategy, goals, functions, process, mechanism of operation is evidence of how great the influence of organizational structure on all aspects of management. That is why managers of all levels pay close attention to the principles and methods of forming structures, the choice of type or combination of types of structures, studying trends in their construction and evaluation in accordance with the strategy, goals and objectives.

Horizontal division of labor is a qualitative and quantitative differentiation and specialization of labor activity. In essence, this is the division of all work into component components, that is, the division of the overall production process into a private, continuous separation of various types of work activities with the specialization of the production of performers. Horizontal work is divided, as a rule, into a functional, commodity-sectoral and qualification mark.

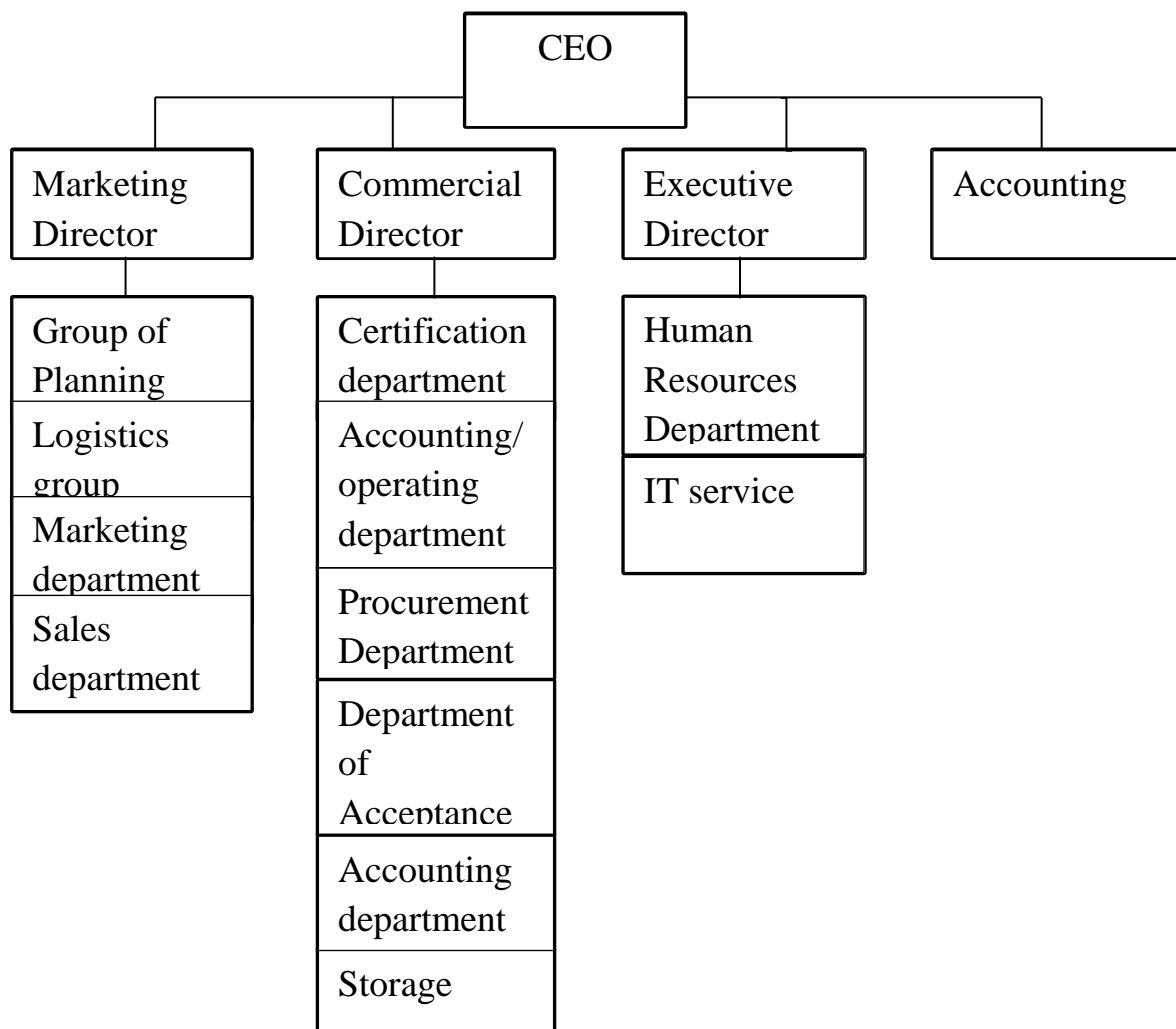


Figure 2.1: Organizational structure of VVP "Vybor"

The vertical division of labor acts as a separation of the function of management, the essence of which is the purposeful coordination and integration of the activities of all elements of the organization. In other words, it is a department of coordination work on the direct execution of the task. The deliberate vertical division of labor in an organization results in a hierarchy of managerial levels.

2.2. Organization of financial work VVP "Vybor"

The ultimate positive result of an enterprise's business is profit. Profit is a cash income formed as a result of production and economic activity. Profit performs the following basic functions:

- assessment of the results of the enterprise;
- distribution (distribution of income between the enterprise and the state, the enterprise and its workers, between the sphere of production and the non-productive sphere);
- sources of creation of funds for economic stimulation and social funds.

Thus, in the growth of profit, both the enterprise and the state are interested. At enterprises, profit growth is achieved not only due to an increase in the labor input of the company's staff, but also due to many other factors. That is why at each enterprise it is necessary to systematically analyze the formation, distribution and use of profits. This analysis is also extremely important for external actors (local budgets, financial and tax authorities, banks).

The main tasks of the analysis of income and expenses of the enterprise are:

- systematic monitoring of the implementation of plans for obtaining profit and incurred expenses;
- identification of factors of formation of profit indicators and calculations of their influence;
- studying trends and trends in profit distribution;
- identifying reserves for increasing profit and reducing costs;
- development of measures for the use of detected reserves.

Important indicators of economic activity are the amount of authorized capital - UAH 3, 2 million, assets - UAH 22 million, liabilities - UAH 12 million, revenue - UAH 120 million.

Table 2.1 - Net income from sales of products for 2008 -2017 years

Year	The current year	The previous year	Difference
2008	6.65 B - 6.66 B	-	-
2009	6.88 B - 6.89 B	6.65 B - 6.66 B	3% ↑
2010	6.75 B - 6.76 B	6.88 B - 6.89 B	2% ↓
2011	6.77 B - 6.78 B	6.75 B - 6.76 B	-
2012	6.95 B - 6.96 B	6.77 B - 6.78 B	3% ↑
2013	6.44 B - 6.45 B	6.95 B - 6.96 B	7% ↓
2014	6.54 B - 6.55 B	6.44 B - 6.45 B	2% ↑
2015	6.40 B - 6.41 B	6.54 B - 6.55 B	2% ↓
2016	6.33 B - 6.34 B	6.40 B - 6.41 B	1% ↓
2017	6.12 B - 6.13 B	6.33 B - 6.34 B	3% ↓

According to the tables, we can conclude that the company had different income situations, but more positively. This may indicate a proper strategy for product sales and management.

Table 2.1.2 - Net profit (loss) for 2008 -2017 years

Year	The current year	The previous year	Difference
2008	-1.53 B - -1.53 B	-	-
2009	-0.46 B - -0.46 B	-1.53 B - -1.53 B	70% ↑
2010	-0.26 B - -0.26 B	-0.46 B - -0.46 B	43% ↑

2011	-0.14 B - -0.14 B	-0.26 B - -0.26 B	47% ↑
2012	367.00 M - 368.00 M	-0.14 B - -0.14 B	368% ↑
2013	84.80 M - 84.90 M	367.00 M - 368.00 M	77% ↓
2014	239.00 M - 240.00 M	84.80 M - 84.90 M	182% ↑
2015	445.00 M - 446.00 M	239.00 M - 240.00 M	86% ↑
2016	245.00 M - 246.00 M	445.00 M - 446.00 M	45% ↓
2017	867.00 M - 868.00 M	245.00 M - 246.00 M	254% ↑

The structure of the financial result shows the ratio of financial results of the enterprise, namely, net profit and profit from sales. In relation to the profit from the sale of net profit in 2009. amounted to 70% in 2010. respectively 43%. This happened due to the fact that the growth rate of profit from sales is slightly higher than the growth rate of net profit.

2.3. Analysis of the international activity of the enterprise

Access to the external market of independent economic entities should facilitate the adaptation of the economy to the system of world economic relations, the formation of an open-ended economy. The desire to profit more than domestic, encourages companies to enter the international market. According to the current legislation, an enterprise has the right to independently determine the forms, methods and volumes of labor in the foreign market.

VVP "Vybor" goes to foreign markets and imports a sufficiently large amount of feed additives. The company focuses on foreign products more than 50%, with each year the share of foreign products in the volume of imports of the company is growing. The current large gap in % of Ukrainian and foreign products shows that it is impossible to win competition between Ukrainian and foreign producers. The company may review the terms of cooperation with counterparties by Ukrainian and foreign and benefit from a reorientation to foreign commodity producers. VVP "Vybor" is a well-known

Ukrainian importer of world feed fodder. The current situation in Ukraine creates economic instability, and therefore there is a need to implement effective imports. However, the company's customers are Ukrainian enterprises, which also remain sensitive to changes in the environment, the instability of which is passed on to companies.

To date, specialists of the "Vybor" company have established strong business relations with a number of factories in Russia, Belarus, the Baltic States, Eastern Europe, Morocco and Brazil. Foreign economic activity of the enterprise is one of the most important directions of development, because it exports about 85% of its products. In addition, for the production of major product groups, the company uses many types of raw materials and semi-finished products, most of which import.

The main tasks and functions of foreign economic activity and marketing are:

- organization of foreign economic activity of the enterprise in the nomenclature, established and agreed with the board of the enterprise;
- market research, participation in the development of commodity, scientific and technical, pricing, marketing, advertising and other strategies of the enterprise;
- development and issuance of production plans to structural subdivisions of the enterprise, as well as monitoring of the production process of the equipment included in the plan;
- organization of export and import of products in the nomenclature, established by the director of marketing and agreed with the board of the enterprise, as well as foreign economic and other operations, built on forms of counter trade between the enterprise and foreign business entities;
- determination of methods for achieving the set goals, development of tactics of foreign economic activity of the enterprise;
- choice of means for achievement of the set goals at separate stages, directions of foreign economic activity of the enterprise;
- expansion of the nomenclature, increase of competitiveness of production of the enterprise, determination of optimal conditions for the export of products, works and services of the enterprise.

3. Prospects for the Ukrainian agrarian market

The agrarian market occupies a significant place in the structure of the Ukrainian economy, as in the past three years, the value of products produced in the agro-industrial complex ranged from 15.7 to 18.1%. Further development of the agrarian sector of the economy is impossible without the availability of economically efficient mechanisms for the sale of agricultural products, in particular without the relevant economic organizations, which in the developed countries are part of the infrastructure of the agrarian market and without which the existence of a market-oriented economy is unthinkable. Among such organizations it is necessary to allocate exchanges, which should be one of the key elements of the infrastructure of the agrarian market of Ukraine. In view of the imperfection of the current stock market and the presence of a certain world experience, it should synthesize it and the current world trends in the development of stock markets, taking into account domestic peculiarities of economic management and regulatory provision. In 1992, the Verkhovna Rada of Ukraine adopted the Law "On Commodity Exchange", which regulates the process of formation and functioning of commodity exchanges, adopted a number of legal acts related to the functioning of the commodity exchange market. However, the state has not created the appropriate conditions for the effective formation and functioning of the stock market of agrarian markets, there is no single state policy and strategy for its development, as evidenced by many facts. Thus, according to official figures, the number of existing commodity exchanges in the last decade has increased by more than ten times, which does not contribute to the qualitative development of the stock commodity market. Ukraine's aspiration to integrate into the world economic community, where stock markets play a significant role in economic development and planning, should stimulate further systematic development of the stock market of agrarian markets. Experience shows that the efficient functioning of the Ukrainian commodity exchange market is impossible without the creation of: regulatory and legal conditions (adoption of a new version of the Law of Ukraine "On Commodity Exchange", as well as legislative acts on the circulation of commodity derivatives and the functioning of clearing

institutions); the state body on the regulation of its activities. The above factors will contribute to the qualitative development of the stock commodity market and will make it possible to increase the requirements to its subjects. Referring to the world experience of the functioning of stock markets, it should be noted that most of the existing commodity exchanges in Ukraine are not classical exchange institutions, because they are often created for the implementation of non-typical commodity exchange activities.

The main trend in the development of the global stock market is the universalization of stock trading, which completely changed the face of modern stock trading. The latter's universalization contributes to the stable functioning and development of the country's economy, is able to minimize the impact of its crisis phenomena and, at the same time, diversify the probable losses of participants in stock trading. The main objective of the universalization of stock trading is the possibility of trading the trade immediately in several markets - on the commodity market and in the markets of securities and currency. The main factor that prompted this universalization is the high level of competition resulting from the globalization of the world economy. One of the measures that can promote the acquisition of existing domestic exchanges features of classical exchange institutions, is the creation of a Single Exchange System in Ukraine (EBSU). This proposal is appropriate, but when creating such a system it is necessary to foresee the implementation of stock transactions within it, not only with commodity assets, but also with stock and currency.

The existence of a single electronic exchange system in Ukraine, in which trade in diverse assets will be carried out, will contribute to the efficient functioning of the economy and the integration of the country into the world economic community. In compliance with the above conditions, this system should correspond to the generally accepted world stock experience. Examples of successful global practices in the operation of the international electronic exchange trading system are those that operate within such stock exchange consortia and unions as: CME group, NYSE Euronext, OMX, etc. As a result of the active processes of globalization, the stock markets of many countries become more open, which expands the scope of their participants geographically. World experience has shown that the isolation of national markets leads

to degradation and stagnation of the economy, as well as hinders the attraction of foreign investment.

The control over the activity of the stock market in Ukraine should be exercised by the state and public organizations on the basis of the powers determined by the legislation.

Conclusions

The research type of the enterprise in the agrarian sector and found that agricultural enterprises have a large number of forms, each of which has its positive and negative points.

Since Ukraine has its own land use, its territorial enterprises have agroindustrial complex, which testify to the large role of agriculture in the economy of the country.

But this branch should continue to evolve, create the necessary economic conditions for the expansion of agriculture. Enterprises in the agrarian sector are very important. They represent additional profits that will be engaged in this area and are involved in the formation of market funds. All these companies are different in structure, but they interact with nature, and meet human needs.

The effective form of management in the agroindustrial complex was investigated, analyzed and organized. In the course of the research it was discovered that the most positive aspects are the form of a business partnership, as well as the verified results of the research, the business community is effective and gives us reason to determine that this is only an effective enterprise.

A business association is an association of legal or natural persons, business organizations that were aimed at profit making.

The problems and peculiarities of entrepreneurship in the agrarian sector of the Ukrainian economy, which have an impact on the agro-industrial complex, were also analyzed.

Consequently, we can conclude that Ukraine is an emerging agrarian country, competes in the world market and needs both state regulation and state support.

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Appendices

Анотація

У роботі розглянуто участь аграрного сектору національної економіки в сучасних реаліях інтеграційних процесів. Виділено основні моменти функціонування зони вільної торгівлі. Обґрунтовано тенденції змін експорту та імпорту продукції сільського господарства після відкриття європейського ринку. Визначено активну участь України в діяльності міжнародних організацій різних рівнів та напрямів, що свідчить про високий рівень відкритості її економіки в цілому й агропромислового комплексу зокрема, а також про бажання нашої країни стати впевненим членом світового співтовариства.

Ключові слова: аграрні підприємства, міжнародна спеціалізація, глобалізаційні процеси, інтеграційні процеси, зона вільної торгівлі, експорт, імпорт, торговельні заходи.

Annotation

The paper considers the participation of the agrarian sector of the national economy in the current realities of integration processes. Highlights of the functioning of the free trade zone are highlighted. The tendencies of changes of export and import of agricultural products after the opening of the European market are grounded. The active participation of Ukraine in the activities of international organizations of different levels and directions has been determined, which testify to the high level of openness of its economy in general and to the agro-industrial complex, as well as to victory at the level of the country.

Key words: agrarian enterprises, international specialization, globalization processes, integration processes, free trade zones, export, import, trade measures.