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## THE DEVELOPMENT OF THE BAKING INDUSTRY IN UKRAINE

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*У статті було розглянуто особливості та проблеми розвитку хлібопекарської промисловості, а також спосіб вирішення цих проблем*

***Ключові слова:** хлібопекарська промисловість, хліб, хлібобулочні вироби, їжа.*

*The article deals with peculiarities and problems of baking industry development and the way to solve these problems.*

***Keywords:** baking industry, bread, bread products, food.*

**Statement of the problem and its connection with important scientific and practical tasks.** The baking industries has an important social and strategic role in society. It is to ensure the production of bread and bakery products according to quality standards and at an affordable price in the volumes necessary to meet the needs of the population. The share of the baking industry in total food is 8.4%, and the share of bread products in the diet of the population is 15% [1].

The baking industry is one of the leading sectors of the food industry of Ukraine. A feature of this area that 99% of its products are produced in Ukraine. This situation has arisen due to the fact that this product has a small implementation period of 1-2 days. This means that production equals consumption. This industry has a great impact on the social and economic life of the population. But her attention is paid less in comparison with other industries. Accordingly, it has a number of problems that have led to reduced demand for these products. One of the major problems is the poor state of the technological base of enterprises, due to inadequate funding of the sector. The baking industry

the necessary investments to expand production, improve the quality of the final product and the introduction of new technologies. But the amount of investment is reduced because of the unattractiveness of the industry to investors. Therefore, the main source of investment is the company. The relevance of the study lies in the analysis of investment attractiveness of the baking industry of Ukraine and the selection of the key problems in the production of bakery products.

**Analysis of recent researches and publications.** Features of the development of the baking industry and investment attractiveness of the sector was explored in own scientific works of V.M. Kalashnikov [2], O.O. Filina [3], M.F. Plotnikova, [4], O.B. Bokii [5]. However, study of present status of the baking industry investment attractiveness requires further development. The aim of the article is the analysis of investment attractiveness of the baking industry of Ukraine, for both domestic and foreign investors, as well as identifying the problems of production of bread and bakery products

**The main part.** In Ukraine there is a high percentage of consumption of bakery products in comparison with European countries. Per day in Europe consume 120 grams of bread, and in Ukraine – 277 grams. This feature is incorporated in the historical development of Ukraine. Bread is considered a staple for Ukrainian. It is located in the diet of people daily, so be sure that he was not only delicious, but also useful. At first glance it may seem that the bread is the bread and nothing original here cannot be invented. But some bread is popular, and some not.

Modern Ukrainian market of bakery products consists of 75% of medium and large industrial enterprises, the remaining 25% are enterprises of consumer cooperation and small private sector [6]. In the baking industry of Ukraine, there are currently about 400 large bakeries, about 500 small businesses and more than 100 mini-bakeries [7].

In Northern Ukraine leader in the production of bakery products is the city of Kiev. By its territory there are two large public companies "Kyivkhlіb" and "Bread investments", which are recognized leaders bakery market of Ukraine.

In Western Ukraine the market leader in bread is a public joint stock company "Concern Khibprom" founded in 2003 with headquarters in the city of Lviv. The concern is 7,3% of the grain market and in the top five of the largest bakery companies in terms of market share and net income. In Central Ukraine, the most influential company that controls the bakery market in Ukraine is AAT "Dneproges", which is located in Dnipropetrovsk, which unites 18 companies producing 70% of bread at the local market. One such enterprise is PLC "Krivorozhleb", which is the largest producer of bakery products in Krivoy Rog. At the moment the company is actively developing and expanding its product range.

In Southern Ukraine is one of the largest industrial production of bakery products – PLC "Odessa loaf" is located in Odessa. On the basis of PLC «Odesa loaf» trademark was introduced Bulkin in 2003 to create products which contribute to foreign manufacturers that implement domsova to test the mixture for baking bread, other ingredients, such as "Lesaffr (France), "Leypurin" (Finland) and others. In Ukraine it is not just the competitions best bakers Cup Lesaffr (France). Potential investors are invited specialists - technologists, executives at leading companies in Europe for the exchange of experience. According to experts of the enterprises of these products is more competitive and demand of the population [8].

**Conclusions.** The baking industry has a low level of investment attractiveness. This is not a stable economy; reduced consumption of the products, and the consequent reduction in production, outdated technological equipment of enterprises that require immediate update, but due to lack of funds may not be exercised; the growth of prices for flour and fuel-energy resources; low quality of the final product. But despite the difficulties, in Ukraine, there are companies bakery products, which cooperate with foreign manufacturers and its products are demanded by population. In order to improve the situation on the market of bakery products, it is first necessary to make changes to the legislative framework and to strengthen the funding of the sector by the state. This will increase the investment

attractiveness of production and the flow of domestic and foreign investment. The investment attractiveness of the baking industry requires more research on the classification of factors influencing investment attractiveness, as well as methods of investment appraisal in the baking industry.

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