

SUNFLOWER CULTIVATION IN UKRAINE AND ITS ECONOMIC IMPACT

У даній статті висвітлено економічне значення соняшнику в Україні, його є врожайність, рентабельність і роль в експорті. Також розглянуто, як війна вплинула на аграрні стратегії вирощування цієї культури.

Ключові слова: соняшник, посіви, врожайність, собівартість, рентабельність, експорт, війна, Україна.

The article outlines the economic importance of sunflower in Ukraine, including its yield, profitability, and export role. It also highlights how the war has influenced agricultural strategies for growing this crop.

Keywords: sunflower, cultivation, yield, cost structure, profitability, export, war, Ukraine.

In the spring season, Andriy Voronkin, an agricultural producer from the Lozova district of Kharkiv Oblast, intends to sow his fields exclusively with sunflower. He explains that sunflower is less susceptible to fire than many other crops, which makes it a safer option in territories regularly exposed to drone attacks. According to a report by Suspilne Kharkiv, the farmer has decided to postpone planting soybeans, beans, and flax in order to minimize potential losses.

Voronkin cultivates land within the Blyzniuky community, part of which lies close to active combat zones where drone operations are frequent. Many of his fields are located near roads protected by anti-drone netting. Under such conditions, the primary concern is not weather-related risks but ensuring safe planting in areas where FPV drones, Shahed-type drones, and reconnaissance units are operating.

The situation remains particularly challenging due to the district's proximity to Donetsk Oblast. The farm has already experienced damage from military strikes, with the most recent incident reported in January 2026.

In addition, the farmer and his team are restoring storage facilities affected by the attacks and installing generators because electricity supply is limited and often available for only a few hours per day. Despite these obstacles, preparations for the spring agricultural season continue, including fertilization of winter crops and other essential fieldwork.

Voronkin stresses that security considerations will determine all planting decisions this season. Sunflower is being prioritized due to its greater resistance to fire and its relatively lower vulnerability under current conditions. The cultivation strategy clearly demonstrates how agricultural activity in eastern Ukraine is closely interconnected with security challenges [1].

The article by Iryna Chekhova examines the scale and efficiency of sunflower production in Ukraine. The study highlights that sunflower is the leading oilseed crop in the country, accounting for over 70% of the total area allocated to oil crops. Due to its dominant position within the oilseed sector, sunflower plays a particularly significant role in Ukraine's agricultural market.

The research analyzes trends in sown areas, gross harvest volumes, and productivity levels during the period from 2018 to 2020. Special attention is given to the economic efficiency of sunflower cultivation depending on different forms of agricultural management and the size of land holdings. The findings indicate that the highest efficiency levels are achieved by agricultural enterprises managing more than 2,000 hectares of land.

The article also presents detailed cost calculations for cultivating one hectare of commercial sunflower in 2021, including the structure of production expenses. Furthermore, it outlines the main directions of utilization of marketable sunflower seeds in Ukraine and examines the balance between supply and demand in the domestic market. Based on the analysis, practical recommendations are proposed to enhance the efficiency and sustainability of sunflower production.

Keywords: sunflower production, oilseed crops, processing industry, production costs, agricultural efficiency, supply and demand balance [2].

Sunflower (*Helianthus annuus* L.) is one of the world's most important oilseed crops, alongside soybean and rapeseed, and a leading oil crop in the European Union. Over the past decade, Ukraine has remained the top global producer and exporter of sunflower seeds and ranks first in sunflower oil consumption. In 2015–2016, Ukraine contributed nearly 30% of the world's sunflower output, ahead of Russia and the EU.

The main breeding goal is to develop high-yield hybrids, though environmental conditions limit typical yields to 1.5–3.0 t/ha. Recent advances in Ukraine, including new varieties and improved cultivation techniques, now allow yields of 2.9–3.5 t/ha in the forest-steppe regions. These improvements indicate that Ukraine can further increase sunflower production without expanding agricultural land, reinforcing its global leadership in this crop [3].

Functional strategies in sunflower production complement each other and focus on managing products, resources, processes, and outputs in an integrated way. Agromarketing information systems play a key role by connecting people, tools, and methods to collect, analyze, and distribute timely and accurate information, supporting decision-making according to the established strategy.

Improving the efficiency of the oilseed market involves enhancing domestic production, creating competitive conditions, optimizing market operations, and reducing production costs. Effective marketing of sunflower seeds and oil relies on modern information technologies, systems, and communication channels to ensure better organization and management at the farm level [4].

References:

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THE ROLE OF COMMUNICATION IN SHAPING EFFECTIVE LEADERSHIP AND FOSTERING TEAM COLLABORATION

У дослідженні проаналізовано специфіку комунікацій у контексті лідерства та командної взаємодії. Основну увагу зосереджено на трьох ключових вимірах комунікації: емоційному, невербальному та цифровому. Обґрунтовано, що ефективний лідер уміє інтегрувати ці форми комунікації, створюючи атмосферу довіри й налагодженої співпраці в колективі.

Ключові слова: командна робота, лідерство, емоційний інтелект, цифрові комунікації, невербальна комунікація.

The study analyzes the specifics of communication in leadership and team interactions. The main focus is on three key dimensions of communication: emotional, nonverbal, and digital. It is substantiated that an effective leader is able to integrate these forms of communication, creating an ambience of trust and well-established cooperation in the team.

Keywords: teamwork, leadership, emotional intelligence, digital communication, nonverbal communication.