

### Література:

1. "Marketing hacker. Creativity and technology ". Ryan Holiday / P. Mironov, Russian translation, 2014
2. "Revelations of an advertising agent". David Ogilvy, 2007
3. "Marketing for Love", Andrey Pometun, 2017 «Marketing hacker. Creativity
4. Startup marketing strategy [Electronic resource]. – Available at: <http://foykes.com/marketingovaya-strategiya-startapa/>.

УДК 339

## CURRENT STATE OF AGRICULTURAL PRODUCTION IN UKRAINE (СУЧАСНИЙ СТАН АГРАРНОГО ВИРОБНИЦТВА В УКРАЇНІ)

*Феттер А. А., Сухорукова І. В. – студентки групи МЕН 2/1*

*Науковий керівник – Орлова О. В., кандидат культурології, ст. викладач кафедри іноземних мов МНАУ*

*The article deals with the current state of the agricultural sector of Ukraine and the directions of its innovation. It is found out that Ukraine should develop productive capacity of agriculture so that, agricultural domestic products could enter the global market and compete with the products foreign producers/.*

**Key words:** *economy, current state, innovative development, agricultural sector, domestic products*

**The purpose of our research** is to find out the current state of agricultural production in Ukraine and identify current trends. The paper also analyzes the possibilities of development of Ukrainian production in terms of further entry into the world economic space. The work based on a retrospective statistical analysis of data from the State Statistics Service of Ukraine and the State Agency of Land Resources of Ukraine for 2000-2015. Information on the results of state statistical observations (absolute and relative indicators) for 2014-2015 is given without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the anti-terrorist operation zone. The comparability of statistical data on agro-industrial production in retrospect is correct because the State Statistics Service of Ukraine formed the main indicators of agriculture for 2010-2016 without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea and the city of Sevastopol.

The agricultural sector for the Ukrainian state has always been one of the priority areas of both foreign economic and domestic economic development of the country, because the issues of organization of production and support of food supply for an individual state are relevant at all times. From it depends not only on the viability and self-sufficiency of the country and society, but also on many different areas of human activity. Ukraine is a country with strong agro-industrial potential and huge prospects for agricultural development. It has favorable climatic conditions and quality land resources which enable effective development of agricultural production to grow.

The agricultural sector is an important strategic sector of Ukraine national economy, which ensures food quality and provides HR potential.

Ukrainian agricultural sector with its significant production potential exceeds the needs of the domestic market, on one hand, it favors the development of the national economy, and one on the other – hand of stretches the present state other sectors of the national economy.

Despite some achievements in the development of the agricultural sector, many problems in Ukraine are still to be resolved. In order to develop and improve significant change in pricing policy are required agriculture in our country. For the farmer to determine the optimal amount of production. New price mechanism should become an essential one.

**Main research material.** Agricultural clusters formation plays an important role for the systems of local production. It plays an important role formation of clusters in agriculture. Cluster local networks of territorial production systems are sources and factors of ensuring a high level and quality of life, economic growth and sustainable development of the territory. In the central, southern and eastern regions of Ukraine grain-oil clusters are formed, which have high efficiency [1].

In today's conditions of military confrontation and economic crisis, agriculture shows a positive trend among other industries.

In accordance with experts` view the growth of agriculture, Ukrainian food production have increased by 16% comparing with the last few years.

Ukraine is able to increase its exports potential, in particular at the expense of agricultural products. As we know, the provisions of the association with the EU for Ukraine, which entered into force on November 1, 2014, have already give positive results. The abolition of trade privileges has allowed domestic goods to enter the EU market, such as oil, grains, sunflower seeds, flex, corn and etc.

As the demand for agricultural products on the world market is quite high, Ukraine has a chance to occupy an important place in this market.

There is another problem – the loss of grains during harvesting which is caused by a shortage of vehicles and equipment.

According to experts, the Government of Ukraine has achieved significant results in its work, as for the deregulation of the agricultural market. However, this process is necessary continued.

Thus, logistics of agricultural transportation required to be renovated and optimized. [2].

A significant barrier to the successful development and functioning of agriculture sector in Ukraine is an improvement of state policy agriculture regulations. Therefore, they need to be reviewed and form an legal integral a base that would protect the interests of agricultural producers.[3]

**Conclusions.** So, despite the problems we have revealed in our artide development of agricultural production, Ukraine shold develop the production capacity of agricultur sector in order to our agricultural products be compatable and could be sold in the world agriculture marketing.

### Література:

1. Крисанов Д. Кластеризація економічної діяльності та обслуговування як інструмент сталого розвитку сільських територій / Д. Крисанов, Л. Удова // Економіка України. – 2009. - №11. – С. 3-13.
2. Офіційний сайт Міністерства аграрної політики та продовольства України. – Режим доступу: <http://minagro.gov.ua>.
3. Саблук П. Т. Аграрна реформа в Україні (здобутки, проблеми і шляхи їх вирішення) / П. Т. Саблук, В. Я. Месель-Веселяк, М. М. Федоров // Економіка АПК. – 2009. - №12. – С. 3-13.