

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL ECONOMIC UNIVERSITY
NAMED AFTER VADYM HETMAN**

**Faculty of International Economics and Management
Department of International Economics**

BACHELOR DEGREE PROGRAM	«INTERNATIONAL ECONOMICS»
FIELD OF KNOWLEDGE	05 Social and behavioral sciences
SPECIALTY	051 «Economy»

Form of education *full-time*

BACHELOR THESIS

Title Ukraine's export potential on the world product market

By Volodymyr Morozov

(Student's name, surname)

(Signature)

Academic Supervisor ScD in Economics, professor
(Scientific degree, academic status)

_____	<u>Oleg Shvydanenko</u>
(Signature)	(Name, Surname)

**Bachelor Thesis has been approved for defense at
Attestation Examination Commission (EC)**

Head of the Department of International Economics
Doctor of Science, Professor

_____	Y. Stoliarchuk
(Signature)	

KYIV 2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL ECONOMIC UNIVERSITY
NAMED AFTER VADYM HETMAN**

**Faculty of International Economics and Management
Department of International Economics**

BACHELOR DEGREE PROGRAM	«INTERNATIONAL ECONOMICS»
FIELD OF KNOWLEDGE	05 Social and behavioral sciences
SPECIALTY	051 «Economy»

AGREED

Head of the project group (guarantor) of
the educational-professional program

Y. Stoliarchuk
(Signature)

_____ 2023

APPROVED

Head of the Department

Y. Stoliarchuk
(Signature)

_____ 2023

INDIVIDUAL TASK

higher education applicant Volodymyr Morozov

Name, Surname

full-time forms of education

Bachelor Thesis

Title: Ukraine's export potential on the world product market

**The title of the Bachelor's thesis has been approved by the Rector's Order
«07» 12. 2022 №535**

Bachelor Thesis is based on scientific research, internet resources, books, National Institute of Strategic Studies under the President of Ukraine reports, Official website of the International Trade Center reports, Official website of the Ministry of Agrarian Policy and Food of Ukraine reports.

**Deadline for submitting the final version of Bachelor's Thesis to the Academic Supervisor
(Deadline -)**

Plan of Bachelor Thesis and the terms of its submission to the Academic Supervisor
Chapter 1 THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF EXPORT POTENTIAL AS AN ECONOMIC CATEGORY

Chapter 2 ANALYSIS AND ASSESSMENT OF UKRAINE'S EXPORT POTENTIAL ON THE WORLD AGRICULTURAL MARKET

Object of research:	The object of the study is the processes, patterns, and trends
	in the development of international trade in the context of
	globalization.
Subject of research:	The subject of the study is the theoretical, methodological
	and applied aspects of the formation and realization of the
	export potential of the agricultural sector of Ukraine.
The purpose of the Thesis:	The purpose of the study is to reveal the theoretical
	foundations and study the processes of international trade
	development in the context of the formation and realization
	of the export potential of countries, and to identify areas for
	strengthening the export potential of national producers in the world commodity market.

Specific tasks applicant has to accomplish to meet the objective:

In Chapter 1 Research theoretical and methodological foundations of export potential as an economic category

1. Definition of theoretical foundations of international trade development in the world economy
2. Describe the essence of export potential and factors of its formation
3. Measure methodological approaches to assessing export potential of the country

In Chapter 2 Analyze and assess Ukraine's export potential on the world agricultural market

1. Characteristics of the world agricultural market development
2. Analysis of Ukraine's position in the world agricultural market
3. Assessment of Ukraine's export potential to supply the world market with agricultural products
4. Directions of strengthening the export potential of ukraine on the global agricultural market

The task has been set

by the Academic Supervisor

(Signature)

(Name, Surname)

“___” 01. 2023

The task has been given to
Applicant

(Signature)
Surname)

(Name,

“___” 01. 2023

Abstract The bachelor's thesis consists of 69 pages, 15 figures, a list of 62 references, and appendixes

Bachelor Thesis

Title: **“Ukraine’s export potential on the world product market”**

Purpose and objectives of the study. The purpose of the study is to reveal the theoretical foundations and study the processes of international trade development in the context of the formation and realization of the export potential of countries, and to identify areas for strengthening the export potential of national producers in the world commodity market. To achieve this goal, the following tasks were solved:

- to investigate the theoretical foundations of international trade development in the world economy to determine the essence of export potential and factors of its formation
- to characterize the methodological approaches to assessing export potential of the country
- to determine the characteristics of the world agricultural market development
- to analyze of Ukraine's position in the world agricultural market
- to provide the Assessment of Ukraine's export potential to supply the world market with agricultural products
- to substantiate the directions of strengthening the export potential of Ukraine on the global agricultural market.

The object of the study is the processes, patterns, and trends in the development of international trade in the context of globalization. The subject of the study is the conditions, factors, and mechanisms for the formation and development of Ukraine's export potential in the world commodity market.

The subject of the study is the theoretical, methodological and applied aspects of the formation and realization of the export potential of the agricultural sector of Ukraine.

The following research methods were used in the study: monographic; method of analysis and synthesis; abstract and logical; theoretical generalization and comparison; structural and logical; graphical interpretation.

The information base of the study included legislative and regulatory acts of Ukraine, official statistics of the International Trade Center, the State Statistics Service of Ukraine, scientific literature on the subject matter under study, information from the Internet, etc.

The year of completion of Bachelor's Thesis 2023

The year if Thesis Defense 2023

Keywords: Economy, international trade, export potential, world product market, sustainable development, agricultural sector, metrics of economy.

**Academic supervisor's review
of Bachelor Thesis by the applicant of Kyiv National Economic University
named after Vadym Hetman bachelor degree program "International economy"**

Applicant's name Morozov Volodymyr

(Name, Surname)

Ukraine's export potential on the world product market

(Thesis title)

1. **Relevance of the research topic:** International trade acts as a powerful driver of economic progress, enabling nations to capitalize on their strengths by focusing on the production of goods and services in which they have a comparative advantage. Thus, ensuring the effective development of the export potential of the domestic agricultural sector, the issue of forming mechanisms for managing its development in the context of full-scale military operations is becoming a necessary element of the country's success in the modern competitive environment, which determines the relevance of the study.
2. **Positive aspects of the bachelor thesis:** are a comprehensive analysis based on scientific sources and factual material of Ukraine's position in the world agricultural market in the context of global competition; diagnostics and characteristics of the world agricultural market development.
3. **The author's independent ideas and conclusions, scientific novelty:** the assessment of Ukraine's export potential to supply the world market with agricultural products was conducted; the directions of strengthening the export potential of Ukraine on the global agricultural market are substantiated.
4. **Significance of theoretical conclusions and practical recommendations:** the theoretical conclusions and recommendations presented in the bachelor's thesis could be used in the practical activities of governmental authorities to improve the export potential of Ukraine in terms of supplying agricultural products to the world market by improvement of the relevant national development strategies.
5. **Negative aspects of the paper:** there are stylistic flaws in the work; the author should have paid more attention to the analysis of the world product market.
6. **Total result of the bachelor thesis and its approval for defense at Attestation Examination Commission:** In general, the qualifying bachelor's thesis meets all the requirements, is performed at a high theoretical level, is complete and independent, and testifies to the author's ability to research complex scientific issues. The work is recommended for defense before the Attestation Examination Commission with a score of 40 points.

Academic Supervisor Doctor of Economics, Professor
(position, academic degree)

(Signature)

O.Shvydanenko
(Name, Surname)

"05" _____ June _____ 2023

CONTENTS

INTRODUCTION.....	3
SECTION 1. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF EXPORT POTENTIAL AS AN ECONOMIC CATEGORY	
1.1. Theoretical foundations of international trade development in the world economy	
1.2 The essence of export potential and factors of its formation	
1.3. Methodological approaches to assessing export potential of the country	
SECTION 2. ANALYSIS AND ASSESSMENT OF UKRAINE'S EXPORT POTENTIAL ON THE WORLD AGRICULTURAL MARKET	
2.1. Characteristics of the world agricultural market development	
2.2. Analysis of Ukraine's position in the world agricultural market	
2.3. Assessment of Ukraine's export potential to supply the world market with agricultural products	
2.4. Directions of strengthening the export potential of Ukraine on the global agricultural market	
CONCLUSIONS	
LIST OF REFERENCES	
APPENDICES	

INTRODUCTION

Relevance of the topic. A significant attribute of the current stage of development of the agrarian sector of the national economy is the decisive role of agricultural exports as a source of foreign exchange earnings in the socio-economic system of the State, a means of increasing the level of presence and strengthening the position in foreign markets, a catalyst for the growth of production volumes of agricultural enterprises in the State.

At the same time, the capabilities of domestic enterprises to increase the production of agricultural products that are in demand in foreign markets are significant, and their effective implementation is possible provided that rational mechanisms for managing the development and implementation of these capabilities, which form the export potential of the national agricultural sector, are built and implemented. This requires a comprehensive scientific study and justification of mechanisms for managing the development of the export potential of the agricultural sector in order to create the basis for increasing its economic efficiency and ensuring its long-term sustainable development.

The problems of formation and realization of the export potential of the agricultural sector were considered in their scientific works by V. Andriychuk, O. Amosov, O. Vytvitska, V. Heets, I. Hryshova, Y. Hubeni, Y. Danko, M. Denysenko, V. Dergachova, V. Vlasov, T. Zinchuk, V. Zianko, A. Kindzersky, S. Kvasha, L. Marmul, L. Mykhailova, L. Naumova, V. Onegina, T. Savelko, O. Ulyanchenko, O. Shkolny, B. Yazlyuk, I. Yatsiv, and others.

Despite the wide range of issues considered in the studies of these scientists related to the development of the export potential of the domestic agricultural sector, the issues of forming mechanisms for managing its development in the context of full-scale military operations in our country are practically not covered in scientific publications. The existence of these problematic issues and the insufficient degree

of their scientific elaboration led to the choice of the topic, subject-object sphere, purpose and objectives of the work.

Purpose and objectives of the study. The purpose of the study is to reveal the theoretical foundations and study the processes of international trade development in the context of the formation and realization of the export potential of countries, and to identify areas for strengthening the export potential of national producers in the world commodity market. To achieve this goal, the following tasks were solved:

- to investigate the theoretical foundations of international trade development in the world economy to determine the essence of export potential and factors of its formation
- to characterize the methodological approaches to assessing export potential of the country
- to determine the characteristics of the world agricultural market development
- to analyze of Ukraine's position in the world agricultural market
- to provide the Assessment of Ukraine's export potential to supply the world market with agricultural products
- to substantiate the directions of strengthening the export potential of Ukraine on the global agricultural market.

The object of the study is the processes, patterns, and trends in the development of international trade in the context of globalization. The subject of the study is the conditions, factors, and mechanisms for the formation and development of Ukraine's export potential in the world commodity market.

The subject of the study is the theoretical, methodological and applied aspects of the formation and realization of the export potential of the agricultural sector of Ukraine.

The following research methods were used in the study: monographic; method of analysis and synthesis; abstract and logical; theoretical generalization and comparison; structural and logical; graphical interpretation.

The information base of the study included legislative and regulatory acts of Ukraine, official statistics of the International Trade Center, the State Statistics Service of Ukraine, scientific literature on the subject matter under study, information from the Internet, etc.

CHAPTER 1

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF EXPORT POTENTIAL AS AN ECONOMIC CATEGORY

1.1. Theoretical foundations of international trade development in the world economy

The emergence of the world market in the late 19th and early 20th centuries led to the strengthening of international economic connections, extending beyond simple interstate exchange of goods. This process, driven by rapid progress in productive forces and the rise of financial capital, created the conditions for the development of a global economy. The primary characteristic of the world market is the international movement of goods, known as international trade. As the world economy evolved, it encompassed not only the circulation of goods but also the production factors involved, including capital and labor. Thus, the concept of the world economy includes both the production and circulation of goods.

International trade plays a vital role in the modern globalized economy, allowing countries to specialize in producing goods and services where they possess a competitive advantage and exchange them with other nations. The theoretical foundations of international trade elucidate the principles, mechanisms, and consequences of trade relations between countries. These theories have been developed over several decades and serve as the basis for understanding and explaining the underlying principles of trade relations between nations. They form the cornerstone for the formulation of international trade policies.

Understanding the main theories of international trade is crucial for comprehending their impact on the development of the global economy. These theories have shaped and influenced trade policies, guiding countries in their economic interactions with one another.

Table 1.1 - Key theories of international trade

Classical Country-Based Theories	Modern Firm-Based Theories
Mercantilism Absolute Advantage Comparative Advantage Heckscher-Ohlin	Country Similarity Product Life Cycle Global strategic Rivalry Porter's National Competitive Advantage

In our opinion, the main theories of international trade should include: the theory of relative advantages, the theory of comparative advantages, modern or firm-based trade theories, country similarity theory, product life cycle theory, global strategic rivalry theory and the theory of new trade.

The theory of relative advantage, proposed by Adam Smith in 1776, is considered one of the most influential theories of international trade. It argues that a country should specialize in the production and export of goods in which it has a comparative advantage, that is, it can produce them with less expenditure of time and resources compared to other countries. As a result, countries are able to achieve greater production efficiency and ensure an increase in overall welfare through increased trade.

The theory of comparative advantage, developed by David Ricardo in 1817, extends the ideas of the theory of relative advantage. It argues that a country should specialize in the production and export of goods in which it has lower production costs compared to other countries, even if it does not have an absolute advantage in the production of those goods. This allows countries to trade mutually beneficially based on differences in their cost structures.

The modern or firm-based trade theories. In contrast to traditional trade theories that focus on countries, modern firm-based theories emerged after World War II and were primarily developed by business school professors rather than economists. These theories gained prominence as multinational companies (MNCs) began to

grow. Unlike country-based theories, firm-based theories were able to better explain the expansion of MNCs and intraindustry trade, which refers to the exchange of goods produced in the same industry between two countries.

For instance, let's consider the trade relationship between Japan and Germany. Japan exports Toyota vehicles to Germany while importing Mercedes-Benz automobiles from Germany. Country-based theories were unable to adequately explain such trade patterns. However, firm-based theories took into account additional factors such as brand value, customer loyalty, technology, and product quality, which played crucial roles in determining trade flows.

Incorporating these aspects, firm-based theories provided a more comprehensive understanding of international trade dynamics. They recognized that MNCs, with their global presence, were not merely influenced by country-level factors but also leveraged their competitive advantages in terms of brand recognition, technological innovations, and product/service quality to facilitate trade across borders. By considering these firm-specific elements, these theories offered a more nuanced perspective on the complexities of international trade.

The country similarity theory. The country similarity theory, developed by Swedish economist Steffan Linder in 1961, aims to explain Intra-industry trade by emphasizing the importance of consumer preferences and similarities between countries. Linder's theory suggests that countries in similar stages of development tend to have similar consumer preferences. According to this theory, companies initially focus on producing goods for their domestic markets. When they decide to expand into foreign markets, they often discover that countries with similar consumer preferences to their domestic market offer the greatest potential for success.

Linder's country similarity theory proposes that trade in manufactured goods primarily occurs between countries with comparable per capita incomes. Additionally, it suggests that Intra-industry trade, where countries both import and export similar goods within the same industry, is common. This theory is particularly

applicable to industries where brand names and product reputations play a significant role in consumers' decision-making and purchasing processes. By understanding these factors, the theory can provide insights into patterns of trade in goods.

The product life cycle theory. In the 1960s, Raymond Vernon, a Harvard Business School professor, formulated the product life cycle theory, which had its roots in the field of marketing. This theory proposed that a product goes through three distinct stages in its life cycle: the new product stage, the maturing product stage, and the standardized product stage. At the time, this theory was particularly relevant for explaining the manufacturing success of the United States, which emerged as the leading producer in numerous industries after World War II.

One key assumption of the product life cycle theory in the 1960s was that the entire production of a new product would take place in the country where it was initially developed. This perspective aligned with the prevailing circumstances of that era, where the United States possessed a dominant position in global manufacturing. The theory helped to illustrate the factors contributing to the manufacturing success of the United States during that period.

It's important to note that theories and paradigms evolve over time, and advancements in technology, globalization, and market dynamics can influence their applicability and relevance. Since the 1960s, the global business landscape has undergone significant changes, and the assumptions and implications of the product life cycle theory have been subject to further scrutiny and refinement.

The global strategic rivalry theory. The theory of global strategic rivalry, which emerged in the 1980s, was indeed influenced by the work of economists Paul Krugman and Kelvin Lancaster. This theory primarily revolves around multinational corporations (MNCs) and their pursuit of gaining a competitive advantage over other global firms within their respective industries. For firms to thrive in this context, they must develop and maintain competitive advantages. These competitive advantages are often referred to as barriers to entry in the industry.

Barriers to entry represent the obstacles that a new firm may encounter when attempting to enter a particular industry or new market. Corporations strive to optimize these barriers in order to establish sustainable competitive advantages.

By optimizing the barriers to entry, corporations can bolster their competitive position and reduce the threat posed by new entrants, thereby increasing their chances of long-term success in the global marketplace.

The theory of new trade, proposed by Paul Krugman in the 1980s, reflects the impact of international trade on innovation and economic growth. He argues that trade between countries promotes innovation sharing and economic growth. This theory takes into account internal consumption effects, economies of scale, and the presence of network effects in industries.

Also the new theory of trade emphasizes the challenges related to the development of specialized production in developed countries, the convergence of their production structures and demand patterns, as well as the intra-industry trade between these countries. It also highlights the increasing influence of transnational corporations on the international specialization of developed countries and the overall world economy.

In P. Krugman's 1991 model, the conditions of international trade are further complicated by incorporating factors such as the movement of capital and labor across borders, along with transportation costs. This model has since become the foundation for studying economic geography and international trade. However, the model itself is complex because even small differences in factors can have significant consequences in the endogenous era. For instance, companies strive to reduce transportation costs by locating their production closer to the end consumer.

In the context of the development of theories of international trade, Crowley's theory of productivity (which is also interpreted as the theory of productivity selection) should be highlighted. Crowley's theory of productivity, also known as the choice theory of productivity, was proposed by Robert Crowley in the 1980s. She claims that a country's success in the international export market directly

depends on its level of productivity. Countries with high productivity have the ability to produce goods and services at lower costs compared to countries with low productivity. This gives them a competitive advantage in the global market.

According to this theory, increasing the level of productivity is an important condition for the successful development of a country's exports. Increasing productivity means ensuring more efficient use of resources, improving the technological level, introducing innovations and improving production processes.

Thanks to increased productivity, the country will be able to reduce production costs, which allows it to lower prices for export goods and services. This increases their competitiveness on the world market, attracts new customers and contributes to the growth of export volumes.

Therefore, Crowley's theory of productivity emphasizes that increasing productivity is a key factor for the development of a country's exports. This enables countries to become competitive in the international market by reducing production costs and improving the quality of their goods and services.

1.2. The essence of export potential and factors of its formation

Export potential is inherent in economic entities of all levels - enterprise, industry, region within a country, national economy, grouping of several states - that realize this potential through the development of foreign trade, primarily exports. That is, firstly, the export potential of a country consists of the export potentials of individual industries, and the export potential of an industry consists of the export potentials of individual enterprises; secondly, the export potential is objectively related to the competitiveness of products intended for sale on the world market [1, p. 130].

Ukrainian authors have not developed a unified approach to defining the essence of the category "export potential". The approaches of individual authors are presented in Table 1.2.

Table 1.2. - Definition of the country's export potential by Ukrainian authors

Authors	Definition of the country's export potential
I. Lavriv [1, p. 131]	Export potential of a country is the ability of domestic economic entities to maximize the satisfaction of foreign market needs in certain product categories
A. Stavitskaya [2, p. 89]	The export potential of a country is closely related to its competitive advantages in the international market and depends on the geographical location of the country; economic, natural and climatic, socio-cultural, infrastructural, scientific, innovative, labor, technological, investment and historical conditions of economic entities; legal, political and economic environment for doing international business
L. Chalapko [3, p. 252]	Export potential of a country is the volume of goods and services that can be produced in the country and can be sold with maximum benefit for this country. It is closely related to the competitiveness of products intended for sale on the world market
D. Stechenko [4, p. 295]	Export potential is the volume of goods that the national economy can produce and sell abroad, as well as its ability to reproduce its competitive advantages in the world economic arena

Source: [1-4]

Summarizing the approaches to defining the essence of export potential, we can identify four main classification features by which scholars divide the essence of export potential:

- 1) available resources, i.e., export potential is a set of all resources involved in the process of export-oriented activities of an enterprise;
- 2) potential opportunity is the ability to produce competitive products that can be sold on the foreign market;
- 3) an element of the system. Many scholars consider export potential to be a part of economic potential, while others believe that it is a part of production potential.

Summarizing the interpretation of the concept of "export potential" by Ukrainian authors, we formulate the following definition: export potential is a component of economic potential, which includes the ability to produce export-oriented products with compliance standards, which are intended for sale outside the customs territory of the country on a cash basis.

Export potential, like any other potential (production, resource, human resources, etc.), is not distinguished in a specific material and tangible form, but can

only be assessed by the subject of the study from certain methodological perspectives. Thus, every study on the export potential of business entities should be based on certain target settings. The category of the export potential of an economic system as a tool for achieving certain goals can be viewed from several perspectives.

First of all, building up and realizing the export potential provides the economic system with export revenues. The more urgent the needs that export revenues can meet, the more resources the economic system is willing to allocate to export. Accordingly, the effectiveness of such exports, the focus and intensity of export potential management measures will be determined through the prism of the goals for which foreign exchange earnings are needed. Such a position originated in the XV century, is inherent in mercantilist ideology and is justified for import-dependent economies [5, p. 105].

Currently, this approach is being used to develop methods for assessing export potential by the direct volumes of exports made in the past, indicators of commodity terms of trade and terms of trade with export revenues. This approach provides an empirical assessment of the dependence of export volumes on certain factors and forecasts of export volumes based on assumptions about the possible dynamics of the selected factors. By analogy with the principles of the theory of adaptive expectations, this approach should be called adaptive. The adaptive approach is static in nature, i.e., it assumes the unchanging nature of production and management technologies, the constant quality of relations, and records the results achieved (exports, the state of the economic system, the level of efficiency of its functioning) at a particular moment or over a certain period of time.

The starting point for the formation of an alternative concept of export potential is the principle of economies of scale. A narrow national market can become a barrier to obtaining positive economies of scale, which encourages a business entity to enter foreign markets. Such a position is quite justified for businesses with knowledge-intensive, technologically sophisticated production that requires significant investments in specific assets, the payback period of which

inversely depends on the size of the sales market. Active propaganda and economic policy based on this idea were characteristic of the German historical school in the mid-nineteenth century [5, p. 106].

The modern modification of this position, taking into account the structure of the monopolistic competition market and its dynamic change, is reflected in the research of P. Krugman and was awarded the Nobel Prize in Economics in 2008. Implementation of this spatially oriented position implies focusing the economic system on gaining a certain market share, which will minimize average production costs. In a generalized interpretation, the study of export potential from this perspective involves the study of the feedback between the increase in exports and the level of economic efficiency of the economic activity of exporting enterprises. Thus, export potential is seen as a tool for improving the efficiency of economic activity.

When answering the question about the impact of exports on the efficiency of the economic system, along with the aforementioned reduction in production costs due to scale of production, we should also note other sources of profit growth, in particular, the difference between export and import prices, improved product quality due to the introduction of international standards, stimulation of product and organizational innovation due to increased competition, etc.

Among the huge number of factors that shape and influence export potential, a special place belongs to investment, production, technological and resource factors, since they primarily determine the quantity and quality of the goods produced. If we talk about the export potential of the domestic agricultural sector, these factors determine it as follows:

- Investment factor. The domestic agricultural sector is an attractive area for foreign investors. The main priority for them in this area is the food industry, whose growth rate exceeds the growth rate in agriculture. However, the unstable political situation, the economic crisis and military operations in Ukraine have led to an outflow of investments not only from the agricultural sector, but also from the

country's economy as a whole. Restoring stability in the country will stimulate investment. This is especially true for European investments in the context of the above-mentioned EU-Ukraine Association Agreement;

- the resource factor is probably the most favorable for Ukraine and ensures the productivity of agricultural production:

- a) geographical location: Ukraine is located in the central part of Eastern Europe at the crossroads of transportation routes from Europe to Asia and from the Scandinavian countries to the Mediterranean region;

- b) rich fertile land: According to experts, Ukraine has a quarter of the world's black soil reserves. Ukrainian black soil is considered the best in terms of its physical, chemical, agrochemical and mineralogical properties;

- c) Ukraine's climate is temperate continental: moderate temperature, humidity and precipitation ensure the efficiency of the agricultural sector;

- d) efficient hydraulic system: The Black and Azov Seas, more than 73 thousand rivers, 20 thousand reservoirs, including more than 3 thousand lakes, create a rich water system;

- e) large raw material resources: Ukraine is one of the world's leading countries in terms of mineral resources. Occupying 0.4% of the land, it has 5% of the world's mineral reserves [6, p. 119].

It is thanks to these indicators that Ukraine has a wide range of agricultural products. In fact, the agro-industrial complex can be supplied with domestic national potential without imports. Ukraine is a country with strong natural resource potential for agricultural production. It is also able to provide food for a significant part of the population of European countries [7].

- e) The weak link in the resource system of the agro-industrial complex is energy and fuel resources, which are essential for efficient production. Rising prices for gas, fuel, and electricity make it much more difficult to carry out agricultural activities. In this situation, it is reasonable to talk about the transition to the use of alternative energy sources, which, in turn, will lead to a number of costs for re-

equipment and re-equipment of production. On the one hand, such costs may affect the cost of production, thereby reducing its competitiveness in the European market, but on the other hand, in the long run, such steps will have positive consequences and improve the production process and exported products.

It is also worth paying attention to changes in the financial sector of the Ukrainian economy: changes in lending rates, new taxation conditions, and an unstable exchange rate all have a very negative impact not only on the sector's functioning but also on foreign trade in general.

- The production and technological factor of the export potential of domestic agricultural enterprises is very controversial. While the technological capabilities of Ukrainian producers have long been assessed as low and inefficient, the quality of agricultural products is recognized as high and meeting many international standards. Nevertheless, it can be argued that significant progress has been made in this area. This is due to the attraction of foreign investment, the creation of joint ventures with foreign colleagues, and the active exchange of experience between farmers. Producers are increasingly striving to use new technologies, modernize equipment, and introduce more advanced farming methods than in Soviet times.

The development of international cooperation, Ukraine's accession to the WTO, and its intentions to integrate into the EU necessitate and oblige our country to adapt the national technical regulation system to international and European standards. The process of harmonization of national standards with European standards and gradual development of technical regulations, in particular on food safety and quality, in line with EU requirements is currently underway. The state ensures that agricultural producers comply with the quality and safety requirements for these products set forth in the legislation [7].

The problem is that Ukraine is still dominated by capital-intensive and sometimes labor-intensive production, while knowledge-intensive production is implemented only at a few enterprises. Of course, the transition from one type of production to the next is realized primarily through significant capital investments,

which, unfortunately, are simply not available to national producers. The answer to this question may be foreign investments, which, as noted above, will certainly come to Ukrainian farmers if the situation in the country stabilizes.

In the context of integration into the European market, it is also advisable to pay attention to the information factor of the export potential of domestic agricultural enterprises. Proper dissemination of information about Ukrainian producers in international industrial directories, in the registers of international, especially European, chambers of commerce and specialized exchanges will be the key to effective integration into the European economic space.

Against the backdrop of a positive characterization of internal factors of the export potential of agricultural enterprises, we must unfortunately note the extremely negative situation with external factors. And this is despite the fact that the European space is actually favorable for Ukrainian producers, the difficult political situation in Ukraine and the deep economic crisis caused by the ongoing hostilities in our country, the lack of an effective state policy to support the national agro-industrial complex, harsh taxation, etc. offset the achievements of our entrepreneurs.

In addition, it is necessary to take into account specific factors that are unique to Ukrainian agricultural enterprises. Growth in the agricultural sector is driven by the concentration of land use, intensification of agricultural production and the increase in its export potential, and is interpreted in Ukraine as an unquestionably positive process that contributes to the country's recovery from the crisis. However, this ignores the contradictory nature of the results, serious deformations and negative trends in the development of the agricultural sector that have emerged over the past two decades.

The increase in gross production is achieved at the expense of certain types of products - commercially attractive but land-depleting - and is accompanied by a distortion of the sectoral and product structures of the industry.

Increasing exports of grains and oilseeds reinforces Ukraine's image as an underdeveloped country supplying raw materials. As the incomes of agricultural

holdings, grain traders, processing companies, and other agribusinesses grow, the financial exhaustion of the rural sector of society increases, the potential for its development and self-development of rural communities is exhausted, and the degradation of its individual segments is reaching a threatening level. Undoubtedly, further effective development of agricultural enterprises and increasing its export potential is associated with an increase in the share of exports of agricultural products with high added value [8, p. 7].

Modern Ukrainian exports are characterized by a significant share of raw materials and a low level of added value, which leads to the depletion of the country's resource base and increases the degree of sensitivity of its economy to the impact of various exogenous factors, as well as changes in the price environment.

Entering foreign markets, an enterprise must respond clearly and timely to changes in the external environment. The external environment does not depend on changes in the factors of the internal environment, while the internal environment is actively formed under the influence of external environment variables. It should be assumed that the impact of environmental factors at the entrance to the system creates conditions for the development of the internal environment and the system as a whole.

For effective export activity, an enterprise operating in the agricultural sector must have a high level of management, knowledge and competence of its personnel, quality of resources used, etc. Moreover, there is a possibility and need to manage the level of these characteristics, and, consequently, the export potential of an agricultural enterprise.

The enterprises of the agricultural sector of Ukraine have real opportunities to increase exports due to the following: first, the raw material base for the production of agricultural products for export has historically been formed in favorable soil, climatic and economic conditions; second, reproductive processes in agriculture are determined mainly by the rational use of land and the degree of intensification of production; thirdly, the level of development of the raw material

base, even in a crisis situation in the economy and with insufficient technical equipment of agricultural sectors, allows to increase the production of agricultural raw materials and final products of the processing industry for export.

1.3. Methodological approaches to assessing export potential of the country

There is currently no consensus on the definition of export potential. The formulation of the content of this economic category requires researchers to place a certain emphasis on those aspects of export potential that they consider to be the most significant and capacious. For example, N. Pirets [9, p. 166] emphasizes the ability of an enterprise to produce competitive goods.

S. Dorohuntsov [10, p. 957] believes that export potential is best reflected by the volume of exported goods and services. M. Dudchenko [11, p. 143] considers the export potential in the plane of systemic interrelations.

The study of methodological approaches to assessing export potential suggests that there is no generally accepted methodology for its determination. Methods of researching export potential are divided into general scientific methods (i.e., they can be methods of both empirical and theoretical research) and special methods used only in the field of researching export potential. The study of foreign economic indicators usually combines both general scientific and special research methods.

General scientific methods for studying export potential are divided into three broad groups:

- empirical research methods (observation, comparison, measurement, experiment, monitoring);
- methods of theoretical research (ascending from the abstract to the concrete, idealization, thought experiment, formalization, axiomatic method or deductive-axiomatic method);

- general methods used both at the empirical and theoretical levels of research (abstraction and concretization, analysis, synthesis, induction, deduction, abstraction, modeling, analogy, historical and logical methods, graph method) [12, c. 15].

In the process of economic analysis, the methods of this analysis are used. A method of economic analysis is an analytical study of an enterprise's activities, which is considered in motion, dynamics, and begins with the collection of data on economic phenomena and processes that reflect them, i.e., observation. Observation consists in collecting data on economic phenomena and processes occurring in the economic activity of enterprises. Observation can be specially organized or conducted on the basis of enterprise reporting [13, p. 22-23].

After collecting data, a general scientific method, analysis, should be used to study the financial and economic condition of the object of research, to disclose complete and reliable information about its activities. Analysis in the broadest sense means a cognitive procedure of mental dismemberment of an object or phenomenon into its components in order to study them and find out the links between them. The opposite of analysis is synthesis (combining individual parts and elements into a single whole), with which analysis is often combined in practical and cognitive activities.

Comparison is a method by which the indicator under study is characterized by correlation, measurement, comparison with other objects or phenomena of the same quality. In the process of collecting information on export activities, a large amount of economic information is accumulated, which complicates the process of analysis and synthesis. For this purpose, information is grouped into certain sections using the grouping method. Grouping is an analysis technique that consists in forming classification groups from the array of data being analyzed based on the features that are essential for solving specific analytical tasks.

Grouping implies a certain classification of phenomena and processes, as well as the causes and factors that determine them. It allows to study economic

phenomena in their interconnection and interdependence, to determine the impact of the most significant factors, to identify patterns and trends inherent in these phenomena and processes, to determine the average values and their content [14, p.43].

One of the types of analysis that is important in the study of export potential is factor analysis. Factor analysis is one of the types of comprehensive analysis of the main activity associated with the search and classification of factors that affect economic phenomena and processes, with the identification of cause and effect relationships that affect the change in specific indicators of the main activity [15, p.19].

The methods of factor analysis used in the study of export potential include:

- Deterministic (functional) and stochastic (correlation);
- Direct (deductive) and inverse (inductive);
- Statistical and dynamic;
- Retrospective and prospective (predictive) [14, p. 49].

Most of the economic phenomena studied by the analysis are simultaneously influenced by many factors: along with the essential ones that determine the value of the resultant indicator, it can be influenced by a large number of others, including random ones.

The dependence that occurs does not manifest itself in each individual case, but only in general and on average with a large number of observations inherent in the analysis of business entities' activities over a sufficiently long period of time or simultaneous analysis of a homogeneous set of objects. In such cases, we are talking about the presence of a stochastic relationship between factors, which can be investigated using the correlation analysis method.

With a correlation, each value of a factor indicator can correspond to several values of the resultant indicator, which form a distribution series. In this case, changing the arguments leads to a change in the average value of the dependent

variable. Therefore, this relationship is incomplete, fuzzy, and not strict, and can only be expressed by the equation approximately.

The relationship between indicators is called functional or deterministic if each possible value of one of them corresponds to a single, fully defined value of the other. Such relationships are complete and strict, so they can be accurately described by a specific expression. Typical for deterministic relationships is the certainty not only of the number and list of factors that determine the size of the resultant indicator, but also of the mechanism of their influence embodied in the equation. Therefore, in the case of a functional relationship, it is important to find out its exact form, which is largely decisive for the direction and methodology of further analysis [16, p.45-46].

A tool for assessing the external and internal business environment is a SWOT analysis, which identifies strengths and weaknesses, as well as opportunities and threats to the external environment. The methodology of SWOT analysis involves identifying strengths and weaknesses, opportunities and threats and establishing links between them based on the construction of a matrix, which are further used to formulate a strategy for regional enterprises to enter foreign markets [17, p.108].

As a rule, the study of export potential ends with forecasts of exports by commodity and sectoral structures, which are preceded by an analysis of its retrospective dynamics, commodity and geographical structure. This is due, in our opinion, to the impossibility of quantifying export potential due to the subjectivity of this concept, the lack of a direct link between potential and the market position of a firm, and even more so - of a country.

In addition, economic, production, industrial or export potential has no corresponding analog in the Western literature. When studying this category, American and Western European researchers use terms such as potential firm capabilities, export opportunities, etc. [18]. Certain methodological approaches

reflected in scientific papers relate to the theoretical aspects of assessing the potential of business entities in the foreign market.

These approaches are based on the assertion that the internal structure of potential is determined by the composition and correlation of various structural potentials. The components of export potential (EP) include the following [19, p. 253]

- 1) the potential of domestic resources;
- 2) potential of the target foreign market
- 3) conditions for entering the market.

The potential of internal resources (hereinafter - PIR) is defined as a function of the technical and technological base (hereinafter - TB), personnel qualification (hereinafter - Q), management methods (hereinafter - M), finance (hereinafter - F), i.e:

$$\text{PIR} = f(\text{TB}, \text{Q}, \text{M}, \text{F}).$$

In addition to domestic resources, the assessment of export potential is supplemented by the potential of the target foreign market (PFM), which should be equal to the potential of domestic resources, otherwise, activities in this market will be inexpedient, i.e:

$$\text{EPt} \rightarrow \text{PIR} = \text{PFM},$$

where PFM is the potential of the target foreign market.

Market entry conditions (MEC) include national conditions (NC) (the country's trade policy, export production support system) and external conditions (EC) (the trade regime of the exporting country):

$$\text{MEC} = \text{NC} + \text{EC}.$$

A sign of a business entity's export potential is the correspondence of the potential of internal resources to the requirements of the foreign market and favorable conditions for entering the target foreign market, such as

$$\text{EPt} = f(\text{PIR}, \text{PFM}, \text{MEC}) \text{ under the conditions that:}$$

$$\text{PIR} = \text{PFM} \text{ and } \text{MEC} \rightarrow \max,$$

where: PIR is the potential of domestic resources; PFM is a foreign market potential.

The caveat when using this model is as follows [19, p. 253-254]:

- The potential of internal resources should be studied only in relation to a specific market and conditions of entry;
- determine the potential for only one product or nomenclature group;
- ensure comparability of the conditions constituting the potential by the time of their assessment;
- to achieve a multivariate comparison of the internal potential of the business entity and market potentials.

In view of the above, it should be noted that this methodology cannot be applied to more aggregated levels, in particular, to the levels of the industry or the country as a whole. With regard to determining the export potential of individual industries, taking into account the research of O. Kyrychenko [20], it is considered possible to obtain its quantitative assessment in those activities that are based on quantitatively limited resources. For example, it is proposed to determine the export potential of the food industry for the forecast period based on the availability of agricultural land, namely, the area of arable land. The availability and efficiency of its use directly affects the volume and assortment structure of agricultural production potential. We believe that, by analogy, this model can be adapted to assess the export potential of agricultural enterprises.

The model for calculating export potential in this case will be as follows:

$$EP_t = PR_o * IPR/t * E_o * I_{et} * AO * I_{at} * (1 + R)/d * S * K_o * IK_t \quad (1.1)$$

where:

EP_t is the export potential of an agricultural enterprise in the t -th period, mln. USD;

PR_o - arable land in the baseline period, million hectares;

IPR/t - index of change in arable land, fraction of one;

E_o - efficiency of arable land use in the baseline period, UAH/ hectar;

IEt - is the index of arable land use efficiency, a share of one;

AO - share of agricultural products that were sold abroad in the baseline period, share of the unit;

Iat - index of changes in the share of products exported, unit share;

R - is the level of profitability of agricultural products, a share of the unit;

S - national currency exchange rate against the US dollar. USD, USD/unit. USD/UAH;

Ko - is the coefficient of export orientation of the industry in the baseline period, share of one;

IKt - is the index of changes in the export orientation of the industry, a share of one.

Based on the forecast targets, the indicators IPR, IEt, Iat, and IKt are set as standards. All other indicators are determined by reporting data or calculated [20, p. 9-10].

O. Shestakova in her work [21, p. 175] defines one integral indicator of the development of the export potential of an enterprise, which consists of two indicators: an indicator of the scale of the development of the export potential of an enterprise and a quality indicator, obtained as a result of the summation of local indicators.

The weights of the levels of scale and quality of development of the enterprise's export potential are determined by expert methods based on the situational-resource approach: if, for example, the scale of export production reaches the limit value in terms of production and technological capacities of the enterprise, the qualitative aspect of the level of development takes priority, and, conversely, if the demand for the enterprise's export products exceeds the supply in terms of the quality-price parameter, the scale of development of the enterprise's export potential takes priority.

The proposed methodological approach provides a more objective assessment of the level of development of the enterprise's export potential based on

a comprehensive consideration of quantitative and qualitative components of development and the use of data based on official statistical reporting and management accounting at enterprises. A promising direction of its practical application is the adjustment of the reference values of the assessment indicators, taking into account the sectoral characteristics of enterprises and external G. Duginets and G. Kucheryavenko in their work [22, p.72] propose the following system of special indicators for assessing the level of development of the region's export potential (Table 1.3).

Table 1.3 – System of indicators for assessing the level of development of export potential

Block name	Indicators
General characteristics of the level and dynamics of export potential development	Gross volume of exports
	Indicators of export growth dynamics
	Export quota
	Share of regional exports in world trade
	Export to import coverage ratio
	Share of "net" exports in the gross regional product
	Windfall profit coefficient
	Coefficient of dynamics of international division of labor
Generalized characteristics of the commodity structure of exports	Share of exports of highly processed products
	Coefficient of technological capacity of exports
	Diversification coefficient of the export commodity structure
Exports by product group	Export volume of the product group
	Indicators of the growth dynamics of exports of the commodity group
	Share of exports of a commodity group in the gross exports
	Coefficient of relative export specialization
	Coefficient of relative export intensity
	Coefficient of export localization
Generalized characteristics of the territorial and geographical structure of exports	Number of importing countries
	Diversification ratio of the territorial and geographical structure of exports
	"Default risk" coefficient
Exports by country	Volume of exports to the country
	Indicators of export growth dynamics to the country
	Share of exports to the country in gross exports
	Coefficient of territorial specialization of the market (for each product group)

Source: [23, p. 292-293]

Thus, we can conclude that the issue of analyzing and assessing the level of export potential of an enterprise has been studied by many researchers, resulting in the development of many theoretical and methodological approaches, each of which has its own specific features and characteristics.

CHAPTER 2

ANALYSIS AND ASSESSMENT OF UKRAINE'S EXPORT POTENTIAL ON THE WORLD AGRICULTURAL MARKET

2.1. Characteristics of the world agricultural market development

Nearly a year and a half after Russia's invasion of Ukraine destabilized agricultural markets, food prices remain elevated, although they have fallen from record highs in early 2022 [24]. It should be emphasized that even before the Russian invasion of Ukraine, the increasing frequency and severity of climatic shocks, regional conflicts and the pandemic had a cumulative negative impact, which was expressed in disruption of food production and distribution, as well as an increase in the cost of providing food for people and families. The war in Ukraine has taken an even more serious turn. It led to even greater increases in food and fertilizer prices, which hurt importers and prompted a number of countries to impose export restrictions [25].

This situation, in turn, led to a decline in global exports of many types of agricultural and food products. For example, world exports of livestock products in 2021-2022 decreased in the segment of live animals, edible vegetables and fruits (Table 2.1-2.2).

As shown in Table 2.1, during 2018-2021, the total world export of live animals increased from 23.3 to 23.9 billion USD. However, in 2021-2022 it decreased from 23.9 to 22.4 billion USD. In general, for the period 2018-2022, the total world export of live animals decreased by 4%. The main exporting countries of this type of goods were France, the Netherlands, and Canada, and the main export commodity groups were live cattle, pigs, horses, donkeys, mules, and donkeys. The situation with world exports of meat and meat by-products was somewhat different: the volume of exports of this commodity group grew rapidly every year during 2018-

2022 (the only exception was 2020, when there was a decrease compared to 2019), and in general, in 2018-2022 it increased by 26%. At the same time, in 2021-2022, there was an increase in world exports of meat and meat by-products by USD 10 billion. USD - from 152.6 to 162.6 billion USD. USD.

Table 2.1 - Indicators of world exports of livestock products for 2018-2022, bln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
World export of products (total)	19334,594	18754,693	17505,850	22145,322	24018,899	124%
Live animals (top-3 exporting countries)						
World export of live animals	23,304	23,481	22,554	23,904	22,482	96%
France	2,479	2,406	2,410	2,438	2,537	102%
Netherlands	2,317	2,302	2,023	2,091	2,040	88%
Canada	1,322	1,492	1,359	1,689	1,962	148%
Live animals (top-3 exported products)						
Live bovine animals	9,735	9,521	8,997	9,158	8,868	91%
Live swine	3,959	4,424	4,862	4,099	3,809	96%
Live horses, asses, mules and hinnies	2,990	3,201	2,908	3,689	3,515	118%
Meat and edible meat offal (top-3 exporting countries)						
World export of meat and edible meat offal	128,899	136,156	135,391	152,688	162,660	126%
Brazil	13,292	15,152	15,821	18,230	23,974	180%
United States of America	17,266	17,662	18,147	22,124	23,344	135%
Australia	10,230	11,573	10,405	11,605	12,011	117%
Meat and edible meat offal (top-3 exported products)						
Meat of bovine animals, frozen	24,549	28,134	26,749	30,829	37,461	153%
Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys and ...	27,093	27,263	25,074	30,006	35,204	130%
Meat of swine, fresh, chilled or frozen	28,485	32,865	37,228	36,843	33,692	118%

Source: compiled by the author based on [26-30]

The main exporting countries in the global market of meat and meat by-products in 2018-2022 were Brazil, the United States, and Australia. At the same time, Brazil and the United States have been rapidly increasing exports of this type of product every year during the study period, despite the quarantine restrictions

introduced in 2020 to prevent the spread of the COVID-19 pandemic. As for the main export commodity groups, in 2018-2022, they were frozen cattle meat, meat and edible offal of poultry (ducks, geese, turkeys, and other species), as well as chilled and frozen pork. It should also be noted that global exports of meat and meat by-products in 2018-2022 accounted for a much larger share of global merchandise exports compared to exports of live animals.

Speaking of global exports of fruits and vegetables, they also declined in 2022 compared to 2021 (Table 2.2).

As shown in Table 2.2, global vegetable exports increased by 13% (from 72.1 to 81.4 billion USD) in 2018-2022, but decreased by 2 billion USD in 2022. It decreased by USD 2 billion in 2021 compared to 2021. The world's leading exporters of vegetables were China, Mexico, and the Netherlands, and the main export commodity groups were dried legumes, tomatoes, and other vegetables (except potatoes, tomatoes, and nightshades).

Assessing the peculiarities of global fruit exports, we note that the volume of global exports of this type of goods increased by 8% (from 123.9 to 133.4 billion USD) in 2018-2022, but in 2022 it decreased by more than 12 billion USD compared to 2021. At the same time, the leading global exporters of this type of product were the United States, Spain, and Mexico. It should also be noted that a significant number of countries listed in Table 2.2 reduced exports of fruits and vegetables in 2020-2021, which was facilitated by quarantine measures introduced in 2020 to prevent the spread of the COVID-19 pandemic. The quarantine measures and restrictions imposed by governments during the COVID-19 pandemic disrupted distribution channels and suspended or limited the supply of fruits and vegetables for several months, and significantly affected the export and import of fresh fruits and vegetables worldwide. In addition, in 2020, the global fruit and vegetable market was significantly affected by the closure of restaurants, hotels, and bars during the pandemic [35].

Table 2.2 - World exports of fruits and vegetables in 2018-2022, bln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
World export of products (total)	19334,594	18754,693	17505,850	22145,322	24018,899	124%
Edible vegetables and certain roots and tubers (top-3 exporting countries)						
World export of edible vegetables and certain roots and tubers	72,162	73,655	76,761	83,406	81,483	113%
China	10,518	10,326	9,671	10,077	10,166	97%
Mexico	7,210	7,481	8,444	8,597	9,079	126%
Netherlands	7,843	8,128	8,028	8,532	8,276	106%
Edible vegetables and certain roots and tubers (top-3 exported products)						
"Other vegetables, fresh or chilled (excluding potatoes, tomatoes, alliacious vegetables, edible . . .)	14,580	15,005	15,819	17,301	16,212	111%
Dried leguminous vegetables, shelled, whether or not skinned or split	9,435	9,647	11,784	13,220	13,174	140%
Tomatoes, fresh or chilled	9,539	9,382	10,243	10,991	10,288	108%
Edible fruit and nuts; peel of citrus fruit or melons (top-3 exporting countries)						
World export of edible fruit and nuts; peel of citrus fruit or melons	123,926	129,280	133,882	146,213	133,427	108%
United States of America	14,697	15,083	14,303	15,061	14,756	100%
Spain	10,097	9,912	10,941	12,019	10,189	101%
Mexico	6,567	7,487	7,102	8,253	9,216	140%
Edible fruit and nuts; peel of citrus fruit or melons (top-3 exported products)						
"Fresh strawberries, raspberries, blackberries, back, white or red currants, gooseberries and . . .	16,921	18,847	19,967	24,267	22,234	131%
Other nuts, fresh or dried, whether or not shelled or peeled (excluding coconuts, Brazil nuts . . .	18,140	20,500	19,058	20,345	18,027	99%
Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried	13,322	14,836	14,914	16,702	14,957	112%

Source: compiled by the author on the basis of [26; 31-34]

As for the world exports of grains and oilseeds, it should be emphasized that this export market is showing quite rapid growth, which has not stopped even despite the challenges posed by COVID-19 and the full-scale military invasion of Ukraine by the Russian Federation in February 2022 (Table 2.3).

Table 2.3 - World exports of cereals, oilseeds, oilseeds and other types of grains in 2018-2022, bln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
World export of products (total)	19334,594	18754,693	17505,850	22145,322	24018,899	124%
Cereals (top-3 exporting countries)						
World export of cereals	112,113	110,603	119,319	152,621	166,349	148%
United States of America	21,021	16,923	19,338	30,352	31,578	150%
Argentina	7,537	9,314	8,970	13,563	14,440	192%
Brazil	4,621	7,917	6,473	4,834	13,896	301%
Cereals (top-3 exported products)						
Wheat and meslin	41,110	40,374	44,875	56,748	63,549	155%
Maize or corn	33,834	35,837	36,708	51,573	61,412	182%
Rice	26,017	24,130	25,620	26,928	23,268	89%
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder (top-3 exporting countries)						
World export of oil seeds and oleaginous fruits...	100,443	96,555	109,909	127,646	151,425	151%
Brazil	33,517	26,455	29,043	39,157	47,171	141%
United States of America	22,411	23,906	30,833	33,042	40,194	179%
Canada	7,589	5,612	7,564	8,634	8,147	107%
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder (top-3 exported products)						
Soya beans, whether or not broken	59,267	55,267	63,829	75,211	93,775	158%
Rape or colza seeds, whether or not broken	10,397	8,944	11,090	14,662	17,477	168%
Seeds, fruits and spores, for sowing (excluding leguminous vegetables and sweetcorn, coffee, ...)	7,716	7,605	8,080	8,737	8,470	110%

Source: compiled by the author on the basis of [26; 36-39]

According to the data in Table 2.3, world grain exports increased by 48% in 2018-2022 (from 112.1 to 166.3 billion USD, i.e., by more than 54 billion USD), and world oilseed exports increased by 51% in the same period (from 100.4 to 151.4 billion USD, i.e., by 51 billion USD). At the same time, the leading exporting countries in the global market of grains and oilseeds are the United States, Brazil,

Argentina and Canada. The main export commodities in the global grain market are wheat, corn and rice, and in the global oilseeds market - soybeans, rapeseed and rape seeds, as well as seed (seeds, fruits and spores, except for leguminous vegetables and corn, coffee).

It should also be noted that the global agricultural market includes a significant number of commodity groups that combine dozens of other types of commodity items - we are talking about bee products, poultry eggs, sugar, tea and coffee, vegetable and animal fats, which is already classified as agri-food products, but in this paper we consider it appropriate to focus only on the analysis of world exports of agricultural raw materials - meat and meat offal, vegetables and fruits, as well as grains and oilseeds. Thus, the analysis of these segments of the global agricultural market has led to the conclusion that after the start of the Russian Federation's full-scale military invasion of Ukraine, there was a decline in world exports of live animals, fruits and vegetables, but growth in meat and meat by-products, grains and oilseeds continued.

2.2. Analysis of Ukraine's position in the world agricultural market

Ukraine has a powerful agro-industrial potential, favorable natural and climatic conditions, a significant area of agricultural land, a developed transport network and other favorable factors, thanks to which foreign trade in international agricultural markets can become a prerequisite for ensuring the economic growth of our country [40]. The Ukrainian agricultural sector with a production potential that far exceeds the needs of the domestic market is a link that, on the one hand, can become the engine of the national economy and its effective integration into the world economic space, and on the other hand, the growth of incomes and the number of rural population involved in the agricultural economy can have a multiplier effect in the development of other sectors of the national economy [41, p. 12].

But the full-scale invasion of Ukraine by the Russian Federation in February 2022 not only disrupted the established order and principles of functioning of domestic enterprises, but also caused chaos in the current and strategic plans of their activities, increased financial and economic risks to the maximum and negated positive expectations of change after the pandemic crisis caused by the coronavirus infection COVID-19 in 2020-2021. The consequences of the hostilities for Ukrainian business have been complicated logistics, disruption of supply and sales chains, reduced demand for products, shortages of raw materials and workers, partial or complete suspension of operations of some enterprises, and physical destruction of a number of producers, including agricultural ones [42, p. 27]. Due to the blocking of Ukrainian ports and the general complication of supply chains during the first months of the war, it was impossible to export Ukrainian agricultural raw materials in the previous volumes [43, p. 112].

According to the UN, before the start of the full-scale Russian invasion, the Ukrainian agricultural sector produced enough fruits, vegetables, crops, and livestock to feed some 400 million people around the world. The war constantly interrupted the transportation of food both domestically and internationally, threatening the food security of millions of people around the world. The total number of small farms in Ukraine has fallen by nearly 8 percent, and losses to small farms in Ukraine due to the Russian invasion exceed 3.85 billion USD. Key factors that led to the stoppage or reduction of agricultural work included temporary farm closures, loss of control over farmland, deaths of owners, or land sales related to the escalation of hostilities [44].

The agricultural sector is currently the mainstay of the national economy, as the destruction of powerful metallurgical enterprises in Mariupol resulted in a significant reduction in the domestic metallurgical sector's output, which led to a significant decrease in the share of metallurgy in the export structure, and the share of the agricultural sector in 2022 accounted for more than a third of total exports of goods from Ukraine (Table 2.4).

Table 2.4 - Commodity structure of exports from Ukraine in 2018-2022, mln.

USD

Commodity group	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
All products	47334	50054	49191	68072	44443	94%
Cereals	7240	9633	9410	12343	9170	127%
Animal or vegetable fats and oils and their cleavage products; prepared edible fats...	4496	4732	5746	7037	5983	133%
Iron and steel	9936	8735	7690	13950	4559	46%
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit...	1954	2563	1842	2435	3780	193%
Ores, slag and ash	3035	3590	4420	7119	3084	102%
Electrical machinery and equipment and parts thereof...	2930	2772	2572	3139	2574	88%
Wood and articles of wood; wood charcoal	1492	1398	1408	2000	1889	127%
Share of the commodity group in the export structure, %						
All products	100%	100%	100%	100%	100%	-
Cereals	15%	19%	19%	18%	21%	-
Animal or vegetable fats and oils and their cleavage products; prepared edible fats...	9%	9%	12%	10%	13%	-
Iron and steel	21%	17%	16%	20%	10%	-
Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit...	4%	5%	4%	4%	9%	-
Ores, slag and ash	6%	7%	9%	10%	7%	-
Electrical machinery and equipment and parts thereof...	6%	6%	5%	5%	6%	-
Wood and articles of wood; wood charcoal	3%	3%	3%	3%	4%	-

Source: compiled by the author on the basis of [45]

According to the data presented in Table 2.4, Ukraine's total merchandise exports decreased by 6% in 2018-2022, from USD 47.3 billion to USD 44.4 billion. However, the most significant decline in exports occurred in 2022 compared to 2021, when total exports decreased from 68.0 to 44.4 billion USD. The full-scale military invasion of the Russian Federation on the territory of our country dealt a powerful blow to the vast majority of export-oriented industries: grain exports in 2022 decreased from 12.3 to 9.1 billion USD compared to 2021. Exports of oil and fat products decreased from 7.0 to 5.9 billion USD compared to 2021. Exports of iron

and steel decreased from 13.9 to 4.5 billion USD. Exports of ores, slag and ash decreased from 7.1 to 3.0 billion USD.

It should be noted that military actions on the territory of our country have become a factor in changing the structure of domestic exports: in 2018-2022, the share of iron and steel in the structure of exports of goods from Ukraine decreased from 21% to 10%, while the share of cereals increased from 15% to 21%, the share of oil and fat products increased from 9% to 13%, and the share of oil and fat seeds increased from 4% to 9%.

Let us consider in more detail the peculiarities of the commodity and geographical structure of those commodity groups of agricultural products that form the largest part of world and domestic exports – grain and oil seeds.

Characterizing the peculiarities of the geographical structure of grain exports from Ukraine, it should be noted that in 2022, the main markets for this type of product were Romania, China, and Spain (Table 2.5).

Table 2.5 - Geographical structure of grain exports from Ukraine in 2018-2022, mln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
Total export of cereals	7240	9633	9410	12343	9170	127%
Romania	5	2	8	1	1277	25540%
China	552	858	1854	2552	1106	200%
Spain	642	764	543	644	983	153%
Türkiye	184	718	473	918	870	473%
Poland	35	26	5	16	645	1843%
Share of a country in the export structure, %						
Total export of cereals	100%	100%	100%	100%	100%	-
Romania	0,07%	0,02%	0,09%	0,01%	13,93%	-
China	7,62%	8,91%	19,70%	20,68%	12,06%	-
Spain	8,87%	7,93%	5,77%	5,22%	10,72%	-
Türkiye	2,54%	7,45%	5,03%	7,44%	9,49%	-
Poland	0,48%	0,27%	0,05%	0,13%	7,03%	-

Source: compiled by the author on the basis of [46-47]

As shown in Table 2.5, in 2018-2022, there was a significant change in the geographical structure of grain exports from Ukraine, due to a significant increase in the volume of exports of this type of goods to the EU, Turkey, and China. This

situation was caused by the so-called "grain deal", under which the Russian Federation unblocked Ukraine's Black Sea ports for grain exports to the EU and other countries.

As for the commodity structure of grain exports, corn and wheat accounted for the largest share in 2018-2022 (Table 2.6).

Table 2.6 - Product structure of grain exports from Ukraine in 2018-2022, mln. USD

Product group	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
Total export of cereals	7240	9633	9410	12343	9170	127%
Maize or corn	3506	5218	4877	5892	5992	171%
Wheat and meslin	3004	3658	3595	5074	2678	89%
Barley	681	710	877	1275	447	66%
Buckwheat, millet, canary seed and other cereals (excluding wheat and meslin, rye, barley, ...)	9	16	29	48	21	233%
Grain sorghum	19	19	20	14	17	89%
Share of a product in the export structure, %						
Total export of cereals	100%	100%	100%	100%	100%	-
Maize or corn	48,43%	54,17%	51,83%	47,74%	65,34%	-
Wheat and meslin	41,49%	37,97%	38,20%	41,11%	29,20%	-
Barley	9,41%	7,37%	9,32%	10,33%	4,87%	-
Buckwheat, millet, canary seed and other cereals (excluding wheat and meslin, rye, barley, ...)	0,12%	0,17%	0,31%	0,39%	0,23%	-
Grain sorghum	0,26%	0,20%	0,21%	0,11%	0,19%	-

Source: compiled by the author on the basis of [46-47]

As shown in Table 2.6, in 2018-2022, the commodity structure of grain exports did not change significantly, except for a decrease in the share of wheat from 41.4% to 29.2%, as well as the share of barley from 9.4% to 4.8%, while the share of corn increased from 48.4% to 65.3%.

Assessing Ukraine's place in the global grain market, it should be emphasized that in 2022, our country's share in the structure of global grain exports amounted to 6%. At the same time, our country accounted for 10% of global corn exports and 4% of global wheat exports in 2022, as shown in Table 2.7.

Table 2.7 - Ukraine's share in World exports of cereals, 2018-2022

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
World export of cereals	112,113	110,603	119,319	152,621	166,349	148%
Geographical structure, bln. USD						
United States of America	21,021	16,923	19,338	30,352	31,578	150%
Argentina	7,537	9,314	8,970	13,563	14,440	192%
Brazil	4,621	7,917	6,473	4,834	13,896	301%
Ukraine	7,240	9,633	9,410	12,343	9,170	127%
Product structure, bln. USD						
World export of wheat and meslin	41,110	40,374	44,875	56,748	63,549	155%
World export of maize or corn	33,834	35,837	36,708	51,573	61,412	182%
Ukraine's export of wheat and meslin	3,004	3,658	3,595	5,074	2,678	89%
Ukraine's export of maize or corn	3,506	5,218	4,877	5,892	5,992	171%
Geographical structure, %						
United States of America	19%	15%	16%	20%	19%	-
Argentina	7%	8%	8%	9%	9%	-
Brazil	4%	7%	5%	3%	8%	-
Ukraine	6%	9%	8%	8%	6%	-
Product structure, %						
World export of wheat and meslin	100%	100%	100%	100%	100%	-
World export of maize or corn	100%	100%	100%	100%	100%	-
Ukraine's export of wheat and meslin	7%	9%	8%	9%	4%	-
Ukraine's export of maize or corn	10%	13%	13%	10%	10%	-

Source: compiled by the author on the basis of [36-37; 46-47]

According to the data in Table 2.7, our country increased its share in the global grain market from 6% to 8% in 2018-2021, but this value decreased to 6% in 2022. In addition, Ukraine's share in the global corn market increased from 10% to 13% in 2018-2020, but dropped to 10% in 2022; Ukraine's share in global wheat exports increased from 7% to 9% in 2018-2021, and dropped to 4% in 2022.

Characterizing the peculiarities of the geographical structure of domestic exports of oil seeds, we note that the main markets for this type of product are Romania, Turkey, Poland, Bulgaria and Germany (Table 2.8).

Table 2.8 - Geographical structure of exports of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit from Ukraine in 2018-2022, mln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
Total export of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit...	7240	9633	9410	12343	9170	127%
Romania	4	5	15	4	707	17675%
Türkiye	322	467	271	187	512	159%
Poland	79	99	52	66	482	610%
Bulgaria	3	4	42	13	433	14433%
Germany	344	483	347	582	303	88%
Share of a country in the export structure, %						
Total export of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit...	100%	100%	100%	100%	100%	-
Romania	0,06%	0,05%	0,16%	0,03%	7,71%	-
Türkiye	4,45%	4,85%	2,88%	1,52%	5,58%	-
Poland	1,09%	1,03%	0,55%	0,53%	5,26%	-
Bulgaria	0,04%	0,04%	0,45%	0,11%	4,72%	-
Germany	4,75%	5,01%	3,69%	4,72%	3,30%	-

Source: compiled by the author on the basis of [48]

As shown in Table 2.8, in 2018-2022, Ukraine significantly increased its exports of oil seeds to Romania, Poland, and Bulgaria, resulting in a significant increase in the share of these countries in the structure of domestic exports of this product. Thus, during the analyzed period, the share of Romania increased from 0.06% to 7.71%, the share of Poland increased from 1.09% to 5.26%, and the share of Bulgaria increased from 0.04% to 4.72%.

As for the commodity structure of oil seeds exports from Ukraine, the most significant share is occupied by rapeseed and rape seeds, sunflower seeds, and soybeans (Table 2.9).

Table 2.9 - Product structure of exports of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder from Ukraine in 2018-2022, mln. USD

Product group	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
Total export of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder	1954	2563	1842	2435	3780	193%
Rape or colza seeds, whether or not broken	1010	1282	1007	1690	1551	154%
Sunflower seeds, whether or not broken	28	34	65	39	1263	4511%
Soya beans, whether or not broken	831	1166	690	605	865	104%
Other oil seeds and oleaginous fruits, whether or not broken (excluding edible nuts, olives, ...)	37	36	30	39	48	130%
Plants and parts of plants, incl. seeds and fruits, of a kind used primarily in perfumery, ...	11	12	18	20	24	218%
Share of a product in the export structure, %						
Total export of cereals	100%	100%	100%	100%	100%	-
Rape or colza seeds, whether or not broken	52%	50%	55%	69%	41%	-
Sunflower seeds, whether or not broken	1%	1%	4%	2%	33%	-
Soya beans, whether or not broken	43%	45%	37%	25%	23%	-
Other oil seeds and oleaginous fruits, whether or not broken (excluding edible nuts, olives, ...)	2%	1%	2%	2%	1%	-
Plants and parts of plants, incl. seeds and fruits, of a kind used primarily in perfumery, ...	1%	0%	1%	1%	1%	-

Source: compiled by the author on the basis of [49]

According to the data in Table 2.9, in 2018-2022, there was a significant change in the commodity structure of oil seeds from Ukraine, which consists in a decrease in the share of rapeseed from 52% to 41%, a decrease in the share of soybeans from 43% to 23%, and an increase in the share of sunflower seeds from 1% to 33%.

As for Ukraine's place in the world market of oil seeds, it should be emphasized that our country has a rather small share in the total world exports of this type of product (Table 2.10).

Table 2.10 – Ukraine's share in World exports of oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder in 2018-2022, bln. USD

Country	Year					2022/ 2018, %
	2018	2019	2020	2021	2022	
World export of oil seeds and oleaginous fruits...	100,443	96,555	109,909	127,646	151,425	151%
Geographical structure, bln. USD						
Brazil	33,517	26,455	29,043	39,157	47,171	141%
United States of America	22,411	23,906	30,833	33,042	40,194	179%
Canada	7,589	5,612	7,564	8,634	8,147	107%
Ukraine	1,954	2,563	1,842	2,435	3,780	193%
Product structure, bln. USD						
World export of soya beans	59,267	55,267	63,829	75,211	93,775	158%
World export of rape or colza seeds	10,397	8,944	11,090	14,662	17,477	168%
Ukraine's export of soya beans	0,831	1,166	0,690	0,605	0,865	104%
Ukraine's export of rape or colza seeds	1,010	1,282	1,007	1,690	1,551	154%
Geographical structure, %						
Brazil	33%	27%	26%	31%	31%	-
United States of America	22%	25%	28%	26%	27%	-
Canada	8%	6%	7%	7%	5%	-
Ukraine	2%	3%	2%	2%	2%	-
Product structure, %						
World export of soya beans	100%	100%	100%	100%	100%	-
World export of rape or colza seeds	100%	100%	100%	100%	100%	-
Ukraine's export of soya beans	1,4%	2,1%	1,1%	0,8%	0,9%	-
Ukraine's export of rape or colza seeds	9,7%	14,3%	9,1%	11,5%	8,9%	-

Source: compiled by the author on the basis of [38-39; 48-49]

As shown in Table 2.10, Ukraine's share in global exports of oil and fat crops is only 2%, but our country has a fairly significant share in global exports of rapeseed, which amounted to almost 9% in 2022.

Thus, we can conclude that exports of agricultural products in the current environment play a primary role in the structure of exports of goods from Ukraine,

as agricultural and agri-food products accounted for more than 40% of Ukraine's total merchandise exports in 2022. The main markets for Ukrainian exporters of wheat and oilseeds are the EU countries (Romania, Bulgaria, Germany, Spain, and Poland), as well as Turkey and China. As for Ukraine's place in the global market of such agricultural products as wheat and oilseeds, Ukraine has a fairly significant share in the global market of corn (10% in 2022) and rapeseed (almost 9% in 2022).

2.3. Assessment of Ukraine's export potential to supply the world market with agricultural products

Despite its high competitive position in the global food market, Ukraine's export potential of the agricultural sector is not fully realized. This is due to a number of problems and obstacles that have been inherent in the industry for a long time. Particularly critical changes have occurred since the beginning of the military aggression by the Russian Federation, as a result of which domestic agricultural producers have lost channels of trade and opportunities to supply their products, which ultimately led to a significant decrease in exports. According to some estimates, the losses of Ukraine's agricultural sector due to the destruction or partial damage of agricultural land, the blockade of ports, the inability to harvest part of the crop and other factors the losses will be more than 23.3 billion USD. Due to limited access to fields and loss of harvesting opportunities alone, agricultural producers will suffer financial losses of USD 2.1 billion. USD, and due to damage to agricultural machinery - 1.0 billion USD the losses are estimated at USD 1.0 billion [50, p. 85].

According to the Ministry of Agrarian Policy and Food of Ukraine and the Kyiv School of Economics, the total amount of losses incurred by the agricultural sector as a result of Russia's large-scale invasion of Ukraine as of September 15, 2022, reached 6.6 billion USD (Table 2.11).

Table 2.11 - The amount of losses incurred by the agricultural sector as a result of Russia's large-scale invasion of Ukraine, as of September 15, 2022

Category	Total cost, mln. USD
The agricultural machinery	2885,4
Storage facilities	1062,5
Animal husbandry	362,5
Perennial crops	348,7
Inputs (fuel, fertilizers, plant protection products)	95,4
Manufactured products	1872,0
Total	6626,8

Source: [51]

At the same time, indirect losses in Ukraine's agriculture due to reduced production, the blockade of ports and increased production costs are estimated at 34.25 billion dollars. (in particular, in crop production due to a decrease in production - 11.2 billion US dollars; in livestock - 488.7 million US dollars. In livestock production - 348.7 million US dollars; losses due to reduced production of poultry. The losses due to the reduction in winter crops production are estimated at 3 billion US dollars; perennial crops - at 3 billion US dollars. The losses due to the reduction of winter crops are estimated at 3 billion US dollars; perennial crops - at 322 million US dollars. Losses due to logistics disruption amounted to 18.5 billion USD [52].

The total number of agricultural entities that suffered losses as a result of Russia's armed aggression is 2,653 (arable land decreased by 1.9 million hectares, perennial plantations - by 9 thousand hectares). In addition, an area of about 1 million hectares needs to be inspected for explosive devices.

Crop production suffered significant losses. In particular, the loss of crop production in physical terms in 2022, compared to the previous year, is 35-40%, due to a decrease in sown areas (due to the temporary occupation of the territories of Ukraine) and lower crop yields compared to the previous year [53].

The livestock industry has also suffered significantly. According to the Ministry of Agrarian Policy, 15-20% of cattle, pigs and poultry have been lost due to the hostilities. Farms in Chernihiv, Kharkiv, Sumy, Kyiv, Donetsk, Luhansk, Mykolaiv, Kherson, and Zaporizhzhia regions suffered the most, with the following concentrations in all categories of farms at the beginning of 2022: cattle - 25.3%, cows - 25.8%, pigs - 31.5%, sheep and goats - 28.2%, and poultry - 24.9%. The production of livestock products in these regions amounted to: meat - 20%, milk - 28.7%, eggs - 44.8%[54].

Under such conditions, as well as in the context of the high dynamism of developments in Ukraine, such as the destruction of the Kakhovka hydroelectric power plant, it is quite difficult to assess the export potential of our country, as well as to provide forecasts of the development of the agricultural sector.

To assess the export potential of Ukraine in the global agricultural market, the paper will use the tool of the official website of the International Trade Center, such as the Export potential map, according to which our country has a rather significant unrealized potential for the export of sunflower seeds and safflower oil, corn (not intended for sowing), wheat, low erucic acid rapeseed, soybeans, and oilcake of sunflower seeds (Table 2.12).

According to the data in Table 2.12, Ukraine has a fairly significant export potential for selling certain types of agricultural products to foreign markets, in particular, the potential for exports of raw sunflower seeds to the Indian market is estimated at 682 million USD, and to the Egyptian market at 130 million USD. The potential of exports to the market of India of raw sunflower seeds is estimated at 682 million US dollars, to the market of Egypt - at 130 million USD and to the Turkish market - at 632 million USD. The Turkish market is also attractive for the sale of sunflower seed cake and is estimated at 75 million USD. The potential for exports of soybeans to the Chinese market is also significant, estimated at USD 201 million, as well as rapeseed - its export potential is estimated at USD 169 million.

Table 2.12 - Assessment of the export potential of the agricultural sector of Ukraine according to the International Trade Center

Product / product group	Export potential	Unrealized potential	Potential markets for the product		
			Export potential	Actual export,	Unrealized potential
Crude sunflower-seed or safflower oil	6,4 bln. USD	1,9 bln. USD	India: 2,3 bln. USD Turkey: 419 mln. USD Egypt: 169 mln. USD Germany: 135 mln. USD Iraq: 364 mln. USD	India: 1,7 bln. USD Turkey: 57 mln. USD Egypt: 40 mln. USD Germany: 51 mln. USD Iraq: 284 mln. USD	India: 682 mln. USD Turkey: 362 mln. USD Egypt: 130 mln. USD Germany: 84 mln. USD Iraq: 81 mln. USD
Maize (excluding seed for sowing)	3,6 bln. USD	713 mln. USD	Bangladesh: 125 mln. USD Turkey: 260 mln. USD	Bangladesh: 6,7 mln. USD Turkey: 234 mln. USD	Bangladesh: 119 mln. USD Turkey: 16 mln. USD
Wheat (excluding durum) and meslin	2,9 bln. USD	832 mln. USD	Algeria: 103 mln. USD Nigeria: 97 mln. USD Cameroon: 38 mln. USD United Arab Emirates: 40 mln. USD Ethiopia: 101 mln. USD Italy: 73 mln. USD	Algeria: 13 mln. USD Nigeria: 36 mln. USD Cameroon: 3,2 mln. USD United Arab Emirates: 7,5 mln. USD Ethiopia: 71 mln. USD Italy: 43 mln. USD	Algeria: 91 mln. USD Nigeria: 61 mln. USD Cameroon: 35 mln. USD United Arab Emirates: 33 mln. USD Ethiopia: 30 mln. USD Italy: 30 mln. USD
Oilcake of sunflower seeds	1,6 bln. USD	486 mln. USD	Turkey: 177 mln. USD Italy: 92 mln. USD India: 65 mln. USD	Turkey: 102 mln. USD Italy: 38 mln. USD India: 20 mln. USD	Turkey: 75 mln. USD Italy: 54 mln. USD India: 44 mln. USD
Low erucic acid rapeseed	1,2 bln. USD	393 mln. USD	China: 169 mln. USD Poland: 85 mln. USD Hungary: 31 mln. USD	China: 0 mln. USD Poland: 44 mln. USD Hungary: 0,2 mln. USD	China: 169 mln. USD Poland: 41 mln. USD Hungary: 31 mln. USD
Soya beans	408 mln. USD	249 mln. USD	China: 221 mln. USD	China: 20 mln. USD	China: 201 mln. USD

Source: compiled by the author on the basis of [55-61]

Assessing the prospects for realizing the export potential of Ukraine's agricultural sector, we emphasize that 2023 will be no less challenging for farmers

than the previous year. According to the experts of the National Institute for Strategic Studies under the President of Ukraine, the area under crops and their gross harvest will decrease. According to preliminary data from the structural units of regional state administrations, the expected sown area of all categories of farms in the controlled territory of Ukraine for the 2023 harvest should amount to 21.8 million hectares, which is 6.8 million hectares less than in 2021 (28.6 million hectares). According to the forecast, the grain harvest in 2023 will be about 46 million tons (about 15% less than last year) [62]. This decrease is due to the rise in the cost of growing crops, as well as the complication of product sales. Agricultural producers have to change the structure of production in favor of highly profitable crops (in 2023, the area under oilseeds (rapeseed, soybeans, sunflower) will increase, while the area under wheat will decrease), as well as to abandon the cultivation of labor-intensive crops (primarily borscht set, early season produce), which will negatively affect the supply of these crops to the country's population.

The situation in the livestock sector will remain difficult, primarily due to the decline in the number of animals in households, rising production costs (64% of households experienced an increase in livestock costs due to the full-scale war [62]), and the lack of financial resources for farmers to rebuild destroyed livestock facilities and purchase young animals. The functioning of the industry will also be affected by the state of electricity supply to livestock enterprises, on which ventilation, heating and feeding systems, as well as cooling and storage of products depend on a stable supply.

If military operations continue in Ukraine, exports of Ukrainian grain abroad will decline. Significant volumes of Ukrainian agricultural products exported abroad in 2022 are due to the record harvest of crops in 2021 (over 108 million tons of grain). In 2022, the total harvest of agricultural crops decreased to 67 million tons; it is expected to decrease in the current year. In addition, as a result of the reorientation of the structure of sown areas in favor of oilseeds, the production of high-capacity export-oriented products (corn, wheat, barley) will decline.

Given the current situation, the following key tasks need to be addressed

- Ensuring conditions for farmers to carry out all the necessary field work.

The Ministry of Foreign Affairs and the Chamber of Commerce and Industry of Ukraine should be involved in implementing the proposal of the Minister of Agrarian Policy and Food, who called on EU representatives to support Ukrainian farmers and facilitate the spring sowing season - farmers should be provided with seed and fertilizers[62];

- facilitate the restoration of livestock and the rebuilding of livestock complexes. The Cabinet of Ministers of Ukraine should appeal to partner countries and international organizations to introduce specialized grant programs aimed at purchasing young animals by domestic farmers, vaccinating them, building family-type livestock farms, and providing funding for such programs;

- Extension of the grain initiative, extending its implementation for a year or until the end of martial law. It is also important to extend the grain initiative to the Mykolaiv port hub, as well as to include in the agreement the possibility of importing mineral fertilizers to Ukrainian ports;

- adaptation of Ukraine's agricultural policy to the relevant provisions of the EU's Common Agricultural Policy, bringing domestic legislation in this area in line with the requirements related to Ukraine's accession to the EU. At the same time, legislative and regulatory acts that will be difficult for farmers to implement in a time of war should be adopted with a delayed effective date - after the end of martial law (and in some cases, with the introduction of an adaptation period for certain provisions after its end).

In view of the above, it can be concluded that the current state and prerequisites for realizing the export potential are not sufficient to fully ensure the financial security of the agro-industrial complex. Ukraine needs to actively pursue structural and institutional reforms that provide incentives and assistance to domestic agricultural exporters in increasing the level of diversification of trade channels and developing new foreign markets for agricultural products, creating and

developing integration structures involving agricultural and processing enterprises, establishing new production of high value-added agricultural products and advanced processing, building a distribution and logistics network for promoting products to foreign markets, and increasing production capacity and export potential, etc.

2.4 Directions for Strengthening the Export Potential of Ukraine on the Global Agricultural Market

The agricultural sector in Ukraine possesses a production potential that surpasses the country's domestic needs, thereby enabling it to establish a prominent position in the global agricultural products market. However, access to international markets remains challenging for Ukrainian commodity producers across different forms of economic activity. While larger companies and holdings can navigate these obstacles by accommodating customs duties, logistics costs, and obtaining the necessary certifications, small-scale producers encounter difficulties in their pursuit of international market entry. These challenges include limited information about international market conditions and industry-specific business requirements, substantial product losses due to inadequate infrastructure and storage logistics, financial constraints regarding product certification, and unequal opportunities for market entry based on economic actors' size and social burdens.

Addressing these issues requires governmental intervention at multiple levels, including the establishment of a network of laboratories dedicated to assessing the quality of agricultural products and foodstuffs. The state should also focus on expanding opportunities for small businesses to participate in external agrarian markets. The aim is to develop mechanisms for state support of small and medium-sized enterprises engaged in international trade of agricultural products. The primary

objectives are to create favorable organizational and economic conditions for the sustainable development of the agricultural sector, aligning economic, social, and environmental interests to ensure the provision of high-quality, safe, and affordable food for the country's population. Additionally, it seeks to facilitate unhindered access for Ukrainian producers of varying sizes to international markets across diverse economic activities within the agricultural industry.

Ground of the theoretical framework is derived from scientific studies on state regulation of foreign economic activity in the agrarian products market within the context of globalization. The analysis is relied on traditional general scientific and specialized methods to accomplish its objectives. Analysis and synthesis were utilized to analyze the object and subject of the study, while system-structural analysis helped identify influential factors and clarify conceptual categories associated with explaining dysfunctions in the agrarian sector. Economic-mathematical analysis and modeling were employed to construct a model of the efficiency of specific organizational groups within the agrarian business. Correlation-regression analysis and mathematical-statistical analysis were applied to examine the relationships between indicators that reflected the state of the objects under study. Sociological and expert surveys were conducted to gather insights from various stakeholder groups in the agrarian business sector.

The information base of the research included legislative and normative acts of Ukraine concerning the organizational development of agrarian business, as well as literary sources, monographs, and scientific-analytical articles by both domestic and foreign scholars on relevant topics. Statistical data from the State Statistics Committee of Ukraine and the Main Department of Statistics of Ukraine were utilized to support the study's findings and analysis.

The external economic activity refers to the economic interactions between Ukrainian entities and foreign businesses, both within Ukraine and abroad. Expanding the Ukrainian market of agrarian products on a global scale requires effectively utilizing the country's foreign trade presence. This necessitates the development of appropriate mechanisms to stimulate and support Ukrainian producers in international trade, ultimately fostering overall economic growth. Currently, Ukraine is a key player in global agricultural production, with the potential to address food security for approximately 1 billion people, according to estimates from the UN Food and Agriculture Organization. The crop production sector plays a leading role, particularly in the grain market, which serves as a system-forming integrated market for Ukraine's agroindustrial complexes and exhibits significant production and export potential. The agricultural sector covers approximately 70% of Ukraine's total land area, amounting to 41.5 million hectares. Grain crops occupy 58% of the national crop areas, with grain contributing to 40% of the total cost of crop production. In the previous year, agricultural product exports reached 17 billion USD, with 32.122 million tons of grain exported. Corn accounted for the largest share of grain exports at 62% (20.1 million tons), followed by wheat at 29% (9.4 million tons). Therefore, corn and wheat together constituted 91% of Ukraine's grain exports, while barley accounted for almost 8% (2.4 million tons), and other grains made up slightly more than 1%.

Ukraine possesses immense potential to become a leader in the global food market, with 70.8% of its territory (427.3 thousand km²) suitable for agricultural crops and cattle grazing. Over the past decade, the share of Ukrainian agricultural products in the European market has quadrupled. Currently, Ukrainian exports to the European agrarian market constitute 40% of the total domestic exports of

agricultural products. However, the majority of these exports consist of low-value-added products, highlighting the need for diversification in commodity exports. It is crucial to increase the production volume of high-value-added agrarian goods, particularly considering the phenomenon of diminishing returns in agriculture, as emphasized by Norwegian economist Eric Reinert. By specializing solely in crop production and exports, a country risks becoming economically disadvantaged. Therefore, Ukrainian economists and policymakers should pay close attention to these significant findings and avoid falling into the "resource curse" paradox.

While the Ukrainian government has made some progress in regulating and developing the agrarian product market, further actions are necessary. Specifically, the focus should be on optimizing external economic activity areas, such as improving agrarian product transportation logistics, establishing effective risk hedging systems, and reforming the certification process for agricultural products. The unresolved issue of the land market poses another challenge for Ukraine. Currently, the land market is undeveloped, lacking clear indications of the role of land within the economic system and the legislative conditions for land ownership. The main objective of state regulation in the agrarian market is to create fair conditions for all market participants, promote diversification of agrarian enterprises, and resolve disputes that may arise among market participants. Balancing the interests of agricultural product producers, citizens, and the state presents a complex challenge. Producers aim to increase product prices and reduce tax pressure, while citizens desire lower prices without compromising product quality, and the state seeks to collect taxes from producers and citizens to fill the budget.

The objectives of the agrarian product market can be divided into several points. First, it aims to provide the population with high-quality finished products in accordance with established norms and standards. Second, it seeks to foster competitive growth within the market and prevent monopolization. Third, it aims to create favorable conditions for profitable sales of domestic agricultural products in both domestic and foreign markets. Lastly, it aims to protect the domestic agrarian market from excessive imports. In the process of integrating into the global market system, the strategic directions for the development of the agrarian product market include establishing a fair and export-oriented trade system, strengthening trade rules and commitments in agricultural support and protection, and improving market access conditions. Negotiations with the EU to increase quotas for agricultural products from Ukraine are currently underway to open doors to other markets worldwide. To increase agricultural exports, Ukraine must enhance the safety and quality of its food products and raw materials through the implementation of quality management systems such as ISO and food safety management systems like HACCP.

To promote the development of the domestic and global agrarian product market, Ukraine should ensure transparent and favorable conditions for its functioning. This entails reducing the number of licensing procedures, simplifying customs control for high-value-added exports, developing self-regulation mechanisms for the agrarian product market, and providing legislative regulations for the activities of family farms and households.

The agricultural sector in Ukraine should focus on self-development and self-regulation, relying on public professional organizations, such as industry associations, to take over the functions of the existing public administration system.

Efforts have been made by the NSC "Institute of Agrarian Economics" and public professional associations to draft a bill that expands the participation of agricultural producers and their associations in the development and implementation of agrarian policy through public-private partnership, self-regulation, and democratization of sector management. It is not necessary for Ukrainian agricultural exporters to solely target the European or developed markets. Instead, Ukraine should aim to establish international agreements for the supply of agricultural products to rapidly developing countries that lack the necessary climatic conditions for food production. These countries, particularly in the Near East, have less stringent certification and quality requirements for agricultural products. By successfully entering these markets, Ukrainian producers can gain experience in foreign trade and accumulate resources to upgrade their infrastructure, which will better prepare them for the more demanding European and American markets. The potential consumers of Ukrainian agricultural exports should include countries heavily dependent on food and agricultural product imports and experiencing high rates of economic development. This includes countries in the Middle East, Asia, and North Africa. Developing closer economic ties with countries in the Middle East, which rely on oil export revenues to import agricultural products, presents promising opportunities. The imported food needs of these countries align well with Ukraine's export structure, making Ukrainian goods competitive in this region.

Regulating the import of agrarian products in Ukraine requires special attention, as an effective mechanism to stimulate critical and priority import of agricultural products has not been established. In addition to strategically important raw materials for industrial and technical purposes, there is a need to develop mechanisms to restrict imports of agricultural products that can be sufficiently

produced within Ukraine. Flexible tariff systems based on the expediency of importing specific categories of goods should be a key tool for regulating imports. It is essential to prevent abuse by importers and protect the domestic agricultural market through non-tariff measures, including phyto-sanitary and veterinary norms, as well as product quality requirements.

Trade relations in foreign markets are a complex phenomenon for Ukraine, and the practice of recent years has shown that trading partners are reluctant to open their markets to Ukrainian goods, even when favorable conditions for imports are created. The need for effective import substitution in Ukraine is now more significant than ever, as the optimization problem of imports in terms of quantity and quality parameters persists. The structure of the domestic economy is transforming slowly, and increasing incomes in Ukraine contribute to higher demand for imported goods that are not produced domestically. This maintains the negative trends in Ukraine's trade balance, and rising world oil prices may further exacerbate the situation by increasing the cost of oil and gas imports. The Ministry of Agrarian Policy and Food of Ukraine has developed a strategy for the agrarian sector's development, emphasizing its role as a system-forming component of the national economy that ensures food and economic security, ecological and energy sustainability, and the development of related industries and rural areas. The strategy will be implemented through the State Program for the Development of the Agricultural Sector, which will include measures, funding sources, and responsible government entities and market participants. Ukraine has a significant trade deficit, particularly in the agrarian market, with a high volume of imports in the food industry and consumer goods that are domestically produced. The lack of control over this issue results in foreign currency funds flowing to foreign competitors, supporting their economies

and job creation abroad. Notably, a significant portion of Ukrainian imports comes from Russia, a country engaged in a war with Ukraine. Given the aggression and economic instability, Ukraine should be cautious in selecting foreign partners for agricultural product procurement and prioritize the demand for domestically produced goods to foster business development and job creation within the country. Ukraine's rich natural resources, fertile soils, and favorable investment climate make it attractive to foreign investors, who are eager to invest in the agricultural sector. Addressing key issues such as opening the land market, providing legal justice, and ensuring economic stability is crucial to attract and retain foreign investment.

In conclusion, the unrealized agricultural potential of Ukraine presents a significant opportunity to provide food for an additional 956 million people, equivalent to the combined populations of the USA, Indonesia, Brazil, and Japan, without compromising national food security. To fully capitalize on this potential, it is crucial for the Ukrainian government to stimulate the expansion of markets for high-value-added agricultural products at the state level. This approach not only ensures the rapid development of the agricultural sector but also has positive spill-over effects on other industries such as the chemical industry, mechanical engineering, metallurgy, and science, thereby fueling the overall economic growth of the country.

To effectively realize this untapped potential, Ukraine must formulate a clear and comprehensive strategy for the development of the agrarian market, considering the current challenges faced by the nation. This strategy should prioritize key concepts, including resolving the land issue, providing up-to-date information to domestic agricultural producers, facilitating laboratory research in public

institutions, streamlining the process of obtaining permits and certificates of quality, encouraging the production of competitive products with high added value, optimizing logistics and risk management in transportation, establishing an effective market for corporate rights in the agrarian sector, implementing mechanisms to rationalize import restrictions on agricultural products that can be sufficiently produced domestically, critically evaluating the choice of foreign partners in agricultural imports, and ensuring the demand for domestically produced goods.

Furthermore, Ukraine must seize the advantages presented by the current economic and social situation that has persisted since 2014. The country should actively inform foreign investors about the highly favorable conditions for conducting business in Ukraine, such as low wages, a skilled workforce, abundant fertile land, advantageous geographical connectivity, and preferential export terms to the European Union. By leveraging these factors, Ukraine can attract foreign investment, create additional job opportunities, and retain skilled personnel within the country, thus further supporting economic development.

CONCLUSIONS

The export potential is inherent in economic entities of all levels - enterprise, industry, region within a country, national economy, grouping of several states - that realize this potential by developing foreign trade, primarily exports. Export potential is a component of economic potential, which includes the ability to produce export-oriented products with compliance standards that are intended for sale outside the customs territory of the country on a cash basis.

Export potential, like any other potential (production, resource, human resources, etc.), is not distinguished in a specific material and tangible form, but can only be assessed by the subject of the study from certain methodological perspectives. The issue of analyzing and assessing the level of an enterprise's export potential has been studied by many researchers, resulting in the development of many theoretical and methodological approaches, each of which has its own specific features and characteristics.

Analyzing the global agricultural market, it was noticed, that even before the Russian invasion of Ukraine, the increasing frequency and severity of climatic shocks, regional conflicts and the pandemic had a cumulative negative impact, which was expressed in disruption of food production and distribution, as well as an increase in the cost of providing food for people and families. The war in Ukraine has taken an even more serious turn. It led to even greater increases in food and fertilizer prices, which hurt importers and prompted a number of countries to impose export restrictions.

This situation, in turn, led to a decline in global exports of many types of agricultural and food products. For example, world exports of livestock products in 2021-2022 decreased in the segment of live animals, edible vegetables and fruits. During 2018-2021, the total world export of live animals increased from 23.3 to 23.9 billion USD, but in 2021-2022 it decreased from 23.9 to 22.4 billion USD. In general, for the period 2018-2022, the total world export of live animals decreased

by 4%. The main exporting countries of this type of goods were France, the Netherlands, and Canada, and the main export commodity groups were live cattle, pigs, horses, donkeys, mules, and donkeys. The situation with world exports of meat and meat by-products was somewhat different: the volume of exports of this commodity group grew rapidly every year during 2018-2022 (the only exception was 2020, when there was a decrease compared to 2019), and in general, in 2018-2022 it increased by 26%. At the same time, in 2021-2022, there was an increase in world exports of meat and meat by-products by USD 10 billion. USD - from 152.6 to 162.6 billion USD. USD.

The main exporting countries in the global market of meat and meat by-products in 2018-2022 were Brazil, the United States, and Australia. At the same time, Brazil and the United States have been rapidly increasing exports of this type of product every year during the study period, despite the quarantine restrictions introduced in 2020 to prevent the spread of the COVID-19 pandemic. As for the main export commodity groups, in 2018-2022, they were frozen cattle meat, meat and edible offal of poultry (ducks, geese, turkeys, and other species), as well as chilled and frozen pork. It should also be noted that global exports of meat and meat by-products in 2018-2022 accounted for a much larger share of global merchandise exports compared to exports of live animals.

The world export of vegetables for the period 2018-2022 increased by 13% (from 72.1 to 81.4 billion US dollars), but in 2022 it decreased by 2 billion dollars. USA compared to the 2021 figure. The leading global exporters of vegetables were China, Mexico, and the Netherlands, and the main export commodity groups were dried leguminous vegetables, tomatoes, and other vegetables (except for potatoes, tomatoes, and nightshade vegetables).

Evaluating the peculiarities of the world export of fruits, we note that the volume of world exports of this type of goods for the period 2018-2022 increased by 8% (from 123.9 to 133.4 billion US dollars), but in 2022 it decreased compared

to the indicator in 2021 by more than 12 billion USD. At the same time, the leading world exporters of this type of product were the USA, Spain and Mexico.

If we talk about the global export of grain and oil crops, then in this case it should be emphasized that this export market shows a rather rapid growth, which has not stopped even despite the challenges associated with COVID-19 and the full-scale military invasion of the Russian Federation in Ukraine in February 2022. World exports of cereals for the period 2018-2022 increased by 48% (from 112.1 to 166.3 billion US dollars, i.e. increased by more than 54 billion US dollars), and world exports of oilseeds increased during this same period by 51% (from 100.4 to 151.4 billion US dollars, i.e. increased by 51 billion US dollars). At the same time, the USA, Brazil, Argentina and Canada are the leading exporting countries in the world market of grain and oil crops. The main export commodity items on the world grain market are wheat, corn and rice, and on the world market of oilseeds - soybeans, rapeseed and rapeseed, as well as sowing material (seeds, fruits and spores, except for leguminous vegetables and corn, coffee).

Thus, the analysis of the world agricultural market made it possible to conclude that after the beginning of the full-scale military invasion of the Russian Federation in Ukraine, there was a reduction in the world export of live animals, fruits and vegetables, but the growth of meat and meat by-products, grain and oil crops continued.

The full-scale invasion of the Russian Federation in February 2022 on the territory of Ukraine not only violated the established order and principles of the functioning of domestic enterprises, but also caused chaos in the current and strategic plans of their activities, increased financial and economic risks to the maximum and nullified positive expectations of changes after the pandemic crisis, caused by the COVID-19 coronavirus infection in 2020-2021. The consequences of military operations for Ukrainian business were the complication of logistics, the destruction of supply and sales chains, a decrease in demand for products, a shortage of raw materials and workers, partial or complete shutdown of some enterprises, as

well as physical destruction of a number of producers, including agricultural producers. Due to the blockade of Ukrainian ports and the general complication of supply chains during the first months of the war, it was impossible to export Ukrainian agricultural raw materials in previous volumes.

The agrarian sphere is currently the mainstay of the national economy, because in the conditions of the destruction of powerful metallurgical enterprises in the city of Mariupol, the domestic metallurgical sector significantly reduced production, as a result of which the share of metallurgy in the structure of exports decreased quite significantly, and the share of the agrarian sector, according to the results of 2022, made up more than a third of the total export of goods from Ukraine. Military actions on the territory of our state became a factor in changing the structure of domestic exports: during the period 2018-2022, the share of iron and steel in the structure of exports of goods from Ukraine decreased from 21% to 10%, while the share of grain increased from 15% to 21%. %, the share of oil and fat products increased from 9% to 13%, the share of seeds of oil and fat crops increased from 4% to 9%.

Characterizing the peculiarities of the geographical structure of grain exports from Ukraine, it should be noted that in 2022, the main markets for this type of product were Romania, China, and Spain. During 2018-2022, there was a significant change in the geographical structure of grain exports from Ukraine, due to a significant increase in the volume of exports of this type of goods to EU countries, Turkey and China. This situation arose as a result of the so-called "grain agreement", under which the Russian Federation unblocked the Black Sea ports of Ukraine for the export of grain to EU countries and other countries of the world.

If we talk about the commodity structure of grain exports, the largest share in it during 2018-2022 was occupied by corn and wheat. Evaluating the place of Ukraine in the world grain market, it is necessary to emphasize that according to the results of 2022, the share of our country in the world grain export structure was 6%.

At the same time, in 2022, our state accounted for 10% of world corn exports, as well as 4% of world wheat exports.

Ukraine increased its own share in the world grain market during 2018-2021 from 6% to 8%, but this value decreased to 6% in 2022. In addition, Ukraine's share of the world corn market increased from 10% to 13% during 2018-2020, but decreased to 10% in 2022; the share of Ukraine in world wheat exports grew from 7% to 9% during 2018-2021, and decreased to 4% in 2022.

Characterizing the features of the geographical structure of the domestic export of oil and fat crops, we note that the main sales markets for this type of product are Romania, Turkey, Poland, Bulgaria and Germany. During 2018-2022, Ukraine significantly increased the volume of exports of oil and fat crops to Romania, Poland, and Bulgaria, as a result of which the share of these countries in the structure of domestic exports of this type of product increased significantly. Thus, during the studied period, the share of Romania increased from 0.06% to 7.71%, the share of Poland increased from 1.09% to 5.26%, and the share of Bulgaria increased from 0.04% to 4.72%.

If we talk about the commodity structure of the export of oil and fat crops from Ukraine, the largest share in it is occupied by rape and rapeseed seeds, sunflower seeds, and soybeans. During the period 2018-2022, there was a significant change in the product structure of the export of oil and fat crops from Ukraine, which consists in reducing the share of rapeseed from 52% to 41%, decreasing the share of soybeans from 43% to 23%, and also increasing the share of seeds sunflower from 1% to 33%.

If we talk about the place of Ukraine in the world market of oil and fat crops, it is necessary to emphasize that our state occupies a rather insignificant share in the total world export of this type of product. The share of Ukraine in the world export of oil and fat crops is only 2%, but our state occupies a fairly significant share in the world export of rapeseed, which, according to the results of 2022, amounted to almost 9%.

Thus, we can conclude that the export of agricultural products in the current conditions plays a primary role in the structure of exports of goods from Ukraine, since agricultural and agro-food products accounted for more than 40% of the total merchandise exports of Ukraine by the end of 2022. The main sales markets for Ukrainian exporters of wheat and oilseed crops are EU countries (Romania, Bulgaria, Germany, Spain and Poland), as well as Turkey and China. If we talk about the place of Ukraine in the world market of such types of agricultural products as wheat and oil-fat crops, then Ukraine occupies a fairly significant share in the world market of corn (10% according to the results of 2022) and rapeseed (almost 9% according to the results of 2022 year).

To assess the export potential of Ukraine on the world agricultural market, the work will use such a tool of the official website of the International Trade Center as "Export potential map", according to which our country has a fairly significant unrealized potential for the export of sunflower seeds and safflower oil, corn (not designated for sowing), wheat, rapeseed with low erucic acid content, barley, soybeans, as well as sunflower seed cake.

Ukraine has a fairly significant export potential for the sale of certain types of agricultural products to foreign markets, in particular, the export potential of raw sunflower seeds to the Indian market is estimated at 682 million USD, to the market of Egypt - 130 million USD, and to the market of Turkey - 632 million USD. The market of Turkey is also attractive for the sale of sunflower seed cake, and is estimated at 75 million USD. The export potential of soybeans to the Chinese market, which is estimated at 201 million dollars, is also significant, as well as rapeseed - its export potential is estimated at 169 million USD.

SOURCES

1. Lavriv I. M. Teoretychni aspekty formuvannia eksportnoho potentsialu. *Naukovyi visnyk Uzhhorodskoho natsionalnoho universytetu. Seriiia : Mizhnarodni ekonomichni vidnosyny ta svitove hospodarstvo*. 2016. Vyp. 8(1). S. 129-131.
2. Stavytska A. V. Eksportnyi potentsial Ukrainy ta mozhlyvosti yoho realizatsii na svitovomu rynku. *Prychornomorski ekonomichni studii*. 2019. Vyp. 47(1). S. 89-93.
3. Chalapko L. D. Eksportnyi potentsial Ukrainy: problemy i perspektyvy realizatsii. *Naukovyi visnyk NLTU Ukrainy*. 2016. Vyp. 26.2. S. 247-253.
4. Stechenko D.M. Rozmishchennia produktyvnykh syl i rehionalistyka : navch. posibnyk / D.M. Stechenko. K. : Vikar, 2002. 374 s.
5. Saikivych M. I. Eksportnyi potentsial silskohospodarskykh pidpriemstv. *Innovatsiina ekonomika*. 2013. № 3. S. 104-110.
6. Hanza I. V. Eksportnyi potentsial vitchyznianskykh pidpriemstv APK v dyskursi intehratsii do yevropeiskoho rynku. *Hlobalni ta natsionalni problemy ekonomiky*. 2015. №5. S.116-121.
7. Uzhva A. Competitiveness of the agro-industrial complex in the context of the European integration processes of Ukraine. SOPHUS : science club. URL: http://sophus.at.ua/publ/2014_11_25_lviv/sekcija_1_2014_11_25/konkurentospro_mozhnist_agropromislovogo_kompleksu_v_konteksti_evrointegracijnykh_procesiv_ukrajini/67-1-0-1052 (Accessed: 25.05.2023)
8. Sakhatskyi M. P. Eksportna diialnist ahrarnykh pidpriemstv Ukrainy: tendentsii, spetsyfika, formuvannia potentsialu. *Visnyk ahrarnoi nauky Prychornomoria*. 2015. Vyp. 4. S. 3-12.
9. Pyrets N. M. Faktory rozvytku eksportnoho potentsialu Ukrainy. *Problemy rozvytku zovnishnoekonomichnykh zviazkiv ta zaluchennia inozemnykh investytsii: rehionalnyi aspekt*. 2004. C. 166–170.

10. Rozmishchennia produktyvnykh syl: rehionalna ekonomika: pidruchnyk / Za red. S. I. Dorohuntsova. K.: KNEU, 2005. 988 s.
11. Dudchenko M. A. Dyversyfikatsiia eksportnoho potentsialu Ukrainy. Ukraina i svitove hospodarstvo: vzaiemodiia na mezhi tysiacholit / M. A. Dudchenko, A. C. Filipenko, B. C. Burkin, A. C. Halchynskyi ta in. – K. : Lybid, 2002. S. 143–157.
12. Hrabchenko A. I. Metody naukovykh doslidzhen: Navch. posibnyk / A. I. Hrabchenko, A. O. Fedorovych, Ya. Harashchenko. Kh.: NTU «KhPI», 2009. 412 s.
13. Ekonomichniy analiz. Navchalnyi posibnyk / V.M. Seredynska, O. M. Zahorodna, R. V.Fedorovych. Ternopil: Vydavnytstvo «Aston», 2010.
14. Mishenina N.V, Ekonomichniy analiz: navchalnyi posibnyk / N.V. Mishenina, H.A. Mishenina, I.Ie. Yarova. Sumy : Sumskyi derzhavnyi universytet, 2014. 306 s.
15. Orhanizatsiia i metodyka ekonomichnoho analizu : Navch. posib. / T. D. Kosova, P. M. Sukharev, L. O. Vashchenko ta in. K.: Tsentr uchbovoi literatury, 2012. 528 s.
16. Orhanizatsiia ta metodyka ekonomichnoho analizu: Navchalnyi posibnyk dlia bakalavriv vsikh napriamkiv pidhotovky / L. O. Boiko, R. M. Volchek, N. A. Volkova ta in. Odesa: ODEU, 2010. 351 s.
17. Khanenko A. V. SWOT – analiz ta pest-analiz v upravlinni proektamy mashynobudivnoho pidpriemstva. *Visnyk Khmelnytskoho natsionalnoho universytetu. Ekonomichni nauky*. 2021. T. 1, № 6. S. 106-112.
18. Branch A. E. Element of Export Marketing and Management. Second edition. Charman and Hall, 1990. 316 p.
19. Melnyk T. M. Eksportnyi potentsial Ukrainy: metodolohiia otsinky ta analiz. *Mizhnarodna ekonomichna polityka*. 2008. № 1-2. S. 241 – 271.
20. Kyrychenko O. M. Derzhavne rehuliuвання eksportnoho potentsialu kharchovoi promyslovosti: Avtoref. dys. kand. ekon. nauk za spets. 08.07.01.

Naukovodoslidnyi ekonomichnyi instytut Ministerstva ekonomiky ta z pytan yevropeiskoi intehtatsii Ukrainy. K., 2002. 17 c.

21. Shestakova O. A. Metodychni aspekty otsiniuvannia eksportnoho potentsialu pidpriemstva. *Visnyk NTU «KhPI». Serii: Aktualni problemy upravlinnia ta finansovo-hospodarskoi diialnosti pidpriemstva*. 2013. № 7(981). S. 170–178.

22. Duhinets H. V., Kucheriavenko H. V. Pokaznyky otsinky rivnia rozvytku eksportnoho potentsialu rehionu. *Ekonomichnyi prostir*. 2012. № 68. S. 68–73.

23. Lavriv I. M. Metodyka doslidzhennia eksportnoho potentsialu ahrarnykh pidpriemstv. *Ekonomika i orhanizatsiia upravlinnia*. 2016. № 4 (24) s. 288–294.

24. Jeff Kearns. Global Food Crisis May Persist, With Prices Still Elevated After Year of War. *Official website of the International Monetary Fund*. URL: <https://www.imf.org/en/Blogs/Articles/2023/03/09/global-food-crisis-may-persist-with-prices-still-elevated-after-year-of-war> (Accessed: 25.05.2023)

25. Kristalina Georgieva, Sebastián Sosa, Björn Rother. Global Food Crisis Demands Support for People, Open Trade, Bigger Local Harvests. *Official website of the International Monetary Fund*. URL: <https://www.imf.org/en/Blogs/Articles/2022/09/30/global-food-crisis-demands-support-for-people-open-trade-bigger-local-harvests> (Accessed: 25.05.2023)

26. List of exporters for the selected product. Product: TOTAL All products. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

27. List of exporters for the selected product. Product: 01 Live animals. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c

%7c01%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

28. List of exported products for the selected product. Product: 01 Live animals. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c01%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

29. List of exporters for the selected product. Product: 02 Meat and edible meat offal. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c02%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

30. List of exported products for the selected product. Product: 02 Meat and edible meat offal. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c02%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

31. List of exporters for the selected product. Product: 07 Edible vegetables and certain roots and tubers. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c07%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

32. List of exported products for the selected product. Product: 07 Edible vegetables and certain roots and tubers. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c07%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

33. List of exporters for the selected product. Product: 08 Edible fruit and nuts; peel of citrus fruit or melons. *Official website of the International Trade Center.*

URL:

https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c08%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

34. List of exported products for the selected product. Product: 08 Edible fruit and nuts; peel of citrus fruit or melons. *Official website of the International Trade Center.*

URL:

https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c08%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

35. Fresh Vegetables Market Size, Share & Trends Analysis Report By Product (Tomato, Onion, Cabbage, Cucumber, Eggplant, Beans, Carrot), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2022 – 2028. *Official website of the marketing research company «Grand View Research».*

URL: <https://www.grandviewresearch.com/industry-analysis/fresh-vegetables-market-report> (Accessed 25.05.2023).

36. List of exporters for the selected product. Product: 10 Cereals. *Official website of the International Trade Center.*

URL:

https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c10%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

37. List of exported products for the selected product. Product: 10 Cereals. *Official website of the International Trade Center.*

URL:

https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c10%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

38. List of exporters for the selected product. Product: 12 Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c12%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1 (Accessed: 25.05.2023)

39. List of exported products for the selected product. Product: 12 Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7c12%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1 (Accessed: 25.05.2023)

40. Chirak M. V., Chirak I. M. State and sources of growth of Ukrainian agricultural exports. *Efficient economy*. 2018. № 2 URL: <http://www.economy.nayka.com.ua/?op=1&z=6136> (Accessed: 25.05.2023)

41. Seliverstova L. S. Pidkhody do zabezpechennia rynkovoï rivnovahy na vitchyznianomu ahrarnomu rynku / L. S. Seliverstova // *Investytsii: praktyka ta dosvid*. - 2018. - № 18. - S. 11-13.

42. Kondratiuk O. Eksportnyi potentsial ahrosektora Ukrainy. *Scientia Fructuosa*. 2022. № 4. S. 26-51.

43. Stavytska A. V. Mozhlyvosti realizatsii eksportnoho potentsialu Ukrainy na svitovomu rynku. *Halytskyi ekonomichnyi visnyk*. 2023. Tom 80. № 1. S. 108–113.

44. The losses of small farms in Ukraine exceeded 3.85 billion dollars. *Official website of the United Nations*. URL: <https://news.un.org/ru/story/2023/06/1441632> (Accessed: 25.05.2023)

45. List of products exported by Ukraine. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c804%7c%7c

%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1
(Accessed: 25.05.2023)

46. List of importing markets for a product exported by Ukraine. Product: 10 Cereals. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c804%7c%7c%7c10%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1
(Accessed: 25.05.2023)

47. List of products exported by Ukraine. detailed products in the following category: 10 Cereals. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c804%7c%7c%7c10%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1
(Accessed: 25.05.2023)

48. List of importing markets for a product exported by Ukraine. Product: 12 Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder. *Official website of the International Trade Center*. URL: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c804%7c%7c%7c12%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1
(Accessed: 25.05.2023)

49. List of products exported by Ukraine. detailed products in the following category: 12 Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder. *Official website of the International Trade Center*. URL: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c804%7c%7c%7c12%7c%7c%7c4%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1
(Accessed: 25.05.2023)

50. Vasylytsiv T. H., Kynytska-Iliash M. V. Instrumentarii derzhavnoi polityky realizatsii eksportnoho potentsialu ta zmitsnennia finansovoi bezpeky APK Ukrainy. *Rehionalna ekonomika*. 2022. №3(105). S. 84-94.

51. Review of war damage in the agriculture of Ukraine. Indirect damage assessment. The second release. November 10, 2022. *Official website of the Ministry of Agrarian Policy and Food of Ukraine*. URL: <https://minagro.gov.ua/storage/app/sites/1/uploaded-files/damagesreportissue2ua-1.pdf> (Accessed: 25.05.2023)

52. Review of indirect losses from the war in the agriculture of Ukraine. The second release. November 10, 2022. *Official website of the Ministry of Agrarian Policy and Food of Ukraine*. URL: <https://minagro.gov.ua/storage/app/sites/1/uploaded-files/lossesreportissue2ua-2.pdf> (Accessed: 25.05.2023)

53. They fill the budget and feed. *The official website of the Internet publication "Government Courier"*. URL: <https://ukurier.gov.ua/uk/articles/napovnyuyut-byudzheth-i-goduyut/> (Accessed: 25.05.2023)

54. Losses from the death of animals and damage to livestock farms amount to approximately 2 billion hryvnias, - Olena Dadus. *Official website of the Ministry of Agrarian Policy and Food of Ukraine*. URL: <https://minagro.gov.ua/news/zbitki-vid-zagibeli-tvarin-ta-poshkodzhennya-tvarinnickih-ferm-stanovlyat-priblizno-2-mlrd-griven-olena-dadus> (Accessed: 25.05.2023)

55. Export potential. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/products/tree-map?fromMarker=i&exporter=804&toMarker=w&market=w&whatMarker=k> (Accessed: 25.05.2023)

56. Export potential FOR EXPORTER Ukraine IN PRODUCT 151211 Crude sunflower-seed or safflower oil. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=151211&toMarker=j> (Accessed: 25.05.2023)

57. Export potential FOR EXPORTER Ukraine IN PRODUCT 100590 Maize (excl seed for sowing). *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=100590&toMarker=j> (Accessed: 25.05.2023)

58. Export potential FOR EXPORTER Ukraine IN PRODUCT 1001Xb Wheat (excl durum) & meslin. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=1001Xb&toMarker=j> (Accessed: 25.05.2023)

59. Export potential FOR EXPORTER Ukraine IN PRODUCT 230630 Oilcake of sunflower seeds. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=230630&toMarker=j> (Accessed: 25.05.2023)

60. Export potential FOR EXPORTER Ukraine IN PRODUCT 120510 Low erucic acid rape or colza seeds. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=120510&toMarker=j> (Accessed: 25.05.2023)

61. Export potential FOR EXPORTER Ukraine IN PRODUCT 1201 Soya beans. *Official website of the International Trade Center*. URL: <https://exportpotential.intracen.org/en/markets/gap-chart?fromMarker=i&exporter=804&whatMarker=k&what=1201&toMarker=j> (Accessed: 25.05.2023)

62. The agricultural sector of the economy: the results of 2022 and the forecast for 2023. *Official website of the National Institute of Strategic Studies under the President of Ukraine*. URL: <https://niss.gov.ua/news/komentari->

ekspertiv/ahramnyy-sektor-ekonomiky-pidsumky-2022-ta-prohnoz-na-2023-rik
(Accessed: 25.05.2023)



Ім'я користувача:
Міжнародної економіки Черницька Тетяна

ID перевірки:
1015586976

Дата перевірки:
13.06.2023 15:35:11 EEST

Тип перевірки:
Doc vs Internet + Library

Дата звіту:
13.06.2023 15:40:07 EEST

ID користувача:
100005722

Назва документа: КБР_Morozov

Кількість сторінок: 63 Кількість слів: 18130 Кількість символів: 116291 Розмір файлу: 132.24 KB ID файлу: 1015236537

11.7% Схожість

Найбільша схожість: 1.89% з Інтернет-джерелом (<https://thekingdomofzomecompany.webstarts.com/company>)

10.8% Джерела з Інтернету 656 Сторінка 65

4.81% Джерела з Бібліотеки 161 Сторінка 75

0% Цитат

Вилучення цитат вимкнено

Вилучення списку бібліографічних посилань вимкнено

0% Вилучень

Немає вилучених джерел

Модифікації

Виявлено модифікації тексту. Детальна інформація доступна в онлайн-звіті.

Замінені символи 1