

Kravchenko Renata,
Scientific supervisor — **Dyadko E. A.** Docent,
Dnipropetrovsk Alfred Nobel University, Dnepropetrovsk

WAYS OF DEVELOPMENT OF AGRARIAN BUSINESS IN UKRAINE BY EUROPEAN METHODS

Structural indicators are as follows — in Ukraine, about 50 million hectares of land suitable for use, of which 70 % involved for agricultural production. European countries have this indicator within 30-45 %, and in the United States — 26 %. This means that they have reached a high intensity of production, whereas we plowed all that is possible to plow. This high plowed led to land degradation. Lost humus, deteriorated structure, and as a result — low harvests.

The aforementioned 70 % consist of arable land farmland, pastures, orchards, etc. That is, part of the land is plowed, and some — not. We plowed up to 90 % of agricultural land and pasture is almost there.

Thus, to achieve high efficiency of land and successfully develop agricultural business in Ukraine, it is necessary to reduce the amount of land that is used for planting plants, and increase the amount of pasture.

However, we must not forget that our land is increasingly depletion because farmers prefer to grow the most profitable crops such as canola and sunflower, which scientists' recommendations should take no more than 15 % of the production. Statistics also shows that in the southern regions, the figure has already reached 40 %.

This tells us that also need to be revised crop species, which are currently grown on the territory of Ukraine. According to the canons of crop rotation, you need to grow at least three crops, one of which must be related to a class of perennial grasses, such as clover. Clover root system is half the weight of the whole plant and in one season accumulates in the soil of 150 kg of nitrogen. Very useful as alfalfa, and cultivation of these crops is essential for the preservation and restoration of fertility. Growing clover solve several problems at once : clean air, food for cattle and partial restoration of land productivity.

According to the expert, optimal for Ukraine per hectare of arable land should be 1.6 hectares of pasture and 3.5 acres of forest land.

Today we have respectively 0.2 and 0.3 acres of pasture acres of forests. That is, to make use of the land in an environmentally safe, so they do not lose their fertility, it is necessary to increase eight times in the area of pastures and twelve-fold increase in forests area.

For rational use of land should also optimize the structure of space. Because in a previous practice today from 30 million hectares of arable land of about 10 million hectares are infertile or unsuitable for use in agriculture. A quarter of this area appeared in the last thirty years.

We can conclude that the main criteria of agribusiness development are: rational allocation of land resources, maintaining their level of productivity and care about the environment.

List of literature:

1.http://www.ukrinform.ua/rus/news/v_ukraine_50_mln_ga_zemli_prigodnoy_k_ispolzovaniyu___ucheniye_1420332

Лисенко Г. П.,

науковий керівник — **Хорунжий М. Й.**, к.е.н., професор, ДВНЗ «Київський національний економічний університет імені Вадима Гетьмана», м. Київ

ОСОБЛИВОСТІ ЖИТТЄВОГО ЦИКЛУ СІЛЬСЬКОГОСПОДАРСЬКОГО ТОВАРУ «СОРТ»

Проблема життєвого циклу сільськогосподарської продукції в наш час надзвичайно актуальна. Точне визначення стадії життєвого циклу, на якій знаходиться товар забезпечує застосування правильних стратегій і маркетингових інструментів щодо його введення та поширення.

Життєвий цикл товару — час, упродовж якого товар життєздатний на ринку і забезпечує досягнення цілей продавця. Від життєвого циклу товару залежить рівень прибутку на кожній із його стадій [1].

Сорт, як і будь-який товар, проходить усі стадії життєвого циклу, але вони мають свої специфічні властивості, зумовлені специфікою товару «сорт».