THE PROSPECTIVES FOR UKRAINIAN AGRIBUSINESS
AFTER JOINING THE EU

Agribusiness is one of the most promising businesses in Ukraine. By the beginning of 2012 in the world left not mastered only 9 % of the land, which could be suitable for agriculture. According to the forecasts of the Organization for economic cooperation and development, the growth of prices for food products will be 20-50 % over the next ten years. In view of the limited land resources, the agricultural sector represents a huge potential for Ukraine [1].

That is why the Ukrainian question of join the EU is crucial for agribusiness. The proposed partnership of the European Union and Ukraine, first of all, designed to give the state the opportunity to benefit from European integration. The agreement which is proposed to Ukraine, is undoubtedly the most ambitious and generous of treaties ever offered to the state, but let’s consider the implications of Ukraine’s accession to the EU.

At the moment, the EU has so overproduction of agricultural products, and the main players in this field are not interested in additional competitors. The EU significantly subsidizes agriculture in such European countries as France, The Netherlands and Germany. And these countries need to sell, not to buy from new Europeans. Therefore, even at the expense of very cheap labour Ukrainian farmer, Ukraine will not be able to compete with European manufacturers [2].

On the other hand, the agricultural sector of Ukraine will become more attractive after the signing of the association agreement with the EU, because the EU domestic agricultural products will be able to purchase more than 500 million of the solvent consumers in the world. So, for seven months of this year export of Ukrainian agricultural
products to the EU totaled $2.6 billion and increased in comparison with last year by 16.3% [3].

Thus, for 7 months of this year the foreign trade turnover between Ukraine and the EU countries increased by 11% and amounted to $4.6 billion. The share of the EU in the total structure of foreign trade turnover of agricultural products from year to year and is now nearly 34%, while in 2010 it was 27% [4].

According to the Minister, with the conclusion of the Association Agreement the prices of foodstuffs will not increase. However, Ukrainian companies will get access to the internal EU market.

In order to Ukrainian products competing with European, subsidies should be increased approximately in 10 times. And already today it is necessary to achieve mutual understanding how to use protective measures and the additional terms of trade, for example, the use of input prices, as stipulated in the Agreement as the right of Ukraine.

But a necessary condition for realization of the potential of the agricultural sector with the introduction of a free trade zone between Ukraine and the EU will be the level of compliance of Ukrainian goods to the international standards. As explained agricultural experts, despite the fact that Ukraine reduces duties more than six times with the average 9.24% to approximately 1%, Ukrainian farmers will not be able to benefit from the reduction of fees for delivery to the EU in connection with discrepancy of their products to the EU standards for quality and safety of products. In the zone of risk can be milk and meat industry and production sector of fruits and vegetables. It is therefore necessary to define the sources of obtaining resources and technical support for rapid modernisation of these industries. Today, state grants to farmers in the EU in 10 times exceeds the Ukrainian index and average 300-400 Euro per 1 hectare, while the similar index in Ukraine is about 43,6 Euro per 1 hectare, which in the future will require Ukrainian enterprises increased expenses, however, will further contribute to increasing the competitiveness and, consequently, increase its exports to the world markets [5].

Therefore, according to the Minister and the above we can conclude that Ukraine will have great opportunities to export their products to the European market, and if an Agreement on free trade zone with the EU will be signed, food processing industry of Ukraine will become a more attractive investment.

In short, we can only guess and assume what will happen after the signing of the agreement between Ukraine and the EU, but let’s hope for the best.
МЕТОДИ ОЦІНКИ ЯКОСТІ ПРОДУКЦІЇ

Теоретичні та прикладні проблеми оцінки якості об’єктів виваються науковою, яка називають кваліметрією. Кваліметрія ставить перед собою три основні практичні завдання:
— розробку методів визначення чисельних значень показників якості продукції, збір у та обробку даних для встановлення вимог до точності показників;
— розробку єдиних методів вимірювання і оцінки показників якості продукції;
— розробку одиничних, комплексних та інтегральних показників якості.
Методи кваліметрії наведено в табл. 1. З точки зору кількості відображених властивостей, показники якості можуть бути одиничними (характеризують будь-яку одну властивість одиниці продукції), або комплексними (відображають кілька властивостей одиниці продукції одночасно). Існують також загальні показники, які оцінюють якість усієї сукупності продукції підприємства.
Відповідь на питання про якість продукції може бути отримана при порівнянні значень показників якості двох або більше видів продукції. Для оцінки рівня якості продукції існує три методи [1]:
а) диференційований;