

UDC 635:338.439.5

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TRENDS IN DEVELOPMENT OF THE MARKET OF VEGETABLE PRODUCTION IN CONDITIONS OF ECONOMIC GLOBALIZATION

The level of development of agricultural market determines the state of food security and economic development because agriculture, provided its formation through extensive use of modern innovation and information technologies, receives significant financial abilities to ensure quality standards of production processes. Ukraine is one of the few countries that can provide not only our own needs, but also can become a potential exporter of high quality vegetable production, both fresh and canned products in a wide range. There is a growing urgency of issue of formation of high-quality fundamentals of agricultural market in the context of the significant impact of globalization processes.

Insufficiently disclosed are the issues of the impact of transformational changes on the formation of internal and external market of vegetable production, which requires further investigation in the context of globalization.

Food market is one of the strategically important markets of any state, providing food security functions. The task of ensuring food security of the country with the help

of vegetable production requires an analysis of the market for vegetable production, development of effective organizational and mutually beneficial economic relations of its subjects through the development of partnerships and creation of conditions for the effective functioning of agricultural producers.

The increase in production, diversification of assortment and improvement of quality of vegetable production is possible only in case of integration of economic relations, organization of effective economic activity on industrial basis in the leading regions for the production of vegetables. Five leaders in vegetable production among the regions include: Kherson (1193.0 thousand tons), Kharkiv (711.8 thousand tons), Dnipropetrovsk (586.6 thousand tons), Donetsk (512.7 thousand tons), Kyiv (507.0 thousand tons).

Ukraine's accession to the World Trade Organization (hereinafter – the WTO) has activated the process of technological modernization of industries, focus on satisfaction of needs of consumers in national market, considering the effective demand, as well as reorientation of

production to expand export opportunities through diversification of vegetable production in fresh and canned vegetable products.

In Ukraine, a new segment of the vegetable market is organic production – vegetables, cultivated without the use of fertilizers and herbicides. This market segment tends to expand in recent years, especially in the European Union. Interest in organic products of Ukrainian consumers is not supported by adequate purchasing power, while production has significant export potential that should be developed.

The relationship of the financial and economic stability of the country forms the purchasing power of the population which, in turn, makes it possible to increase production and sales volumes, defining priorities.

The process of forming an effective market economy depends on well-established linkages. The main stage of it is industrial and technological sphere, which in today's conditions require a qualitatively new approach to its development.

Redistribution of share of the main suppliers of vegetable production in favor of private farms is held under the influence of many factors, one of which is outdated material and technical base.

Successful implementation of the priority tasks in the development of vegetable production requires the development of other criteria for evaluation and management methods. An important direction of development is creation of a cluster within which, based on integration and cooperative relations, rapid leaps of adaptation of agricultural and processing enterprises to competitive conditions – conditions of the World Trade Organization will take place.

Given the globalization processes that worsen food security in many countries, more attention should be paid to the vegetable market as one of the sources of export potential, effectiveness of which depends on ensuring conditions for technological modernization of industry on the basis of innovation and development of logistics.