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## PROBLEMS AND PROSPECTS OF DISTRIBUTION OF AGRICULTURAL PRODUCTS FOR PRIVATE FARMS

This paper identifies the main problems of the modern small producers of agricultural economy of Ukraine. The analysis of distribution of agricultural products by processing enterprises is carried out. Marketing policy options for private farms, given their comparative characteristics, are outlined.

Effective marketing of agricultural products today is one of the most problematic issues of agriculture. Of particular note is the sales organization of milk, meat, fruits and vegetables produced by small farmers and subsistence agriculture.

These problems have two main components: firstly, technology. Small agricultural producers, especially the ones growing fruits and vegetable, which are mainly grown in small areas using manual labor, can not use modern technologies. In addition, small producers do not have the financial resources and opportunities for

building modern storage of vegetables and fruits.

The second component of the marketing problems of small farms is economic. Today the biggest problem is the key and discriminatory tax laws regarding taxation of value added products produced by individuals – subsistence agriculture and marketed through official channels. Private farms in the marketing of products through official channels – processing enterprises, institutions, lose from 10 to 20% of the proceeds from sales. That is why a large part of the products is sold by shady channels. From this practice producers and the state suffer financial losses, because this product does not enter the field of taxation and only dealers receive revenues.

It is necessary to promote the development of large and small forms of agricultural production in unity. They should not oppose, but mutually complement each other.