

FORMING OF MARKET OF STOCK-RAISING PRODUCTS IN KHMELNITSKY REGION

Raising of the problem. Solving the food problem, forming, and food market development require considerable transformations to the agroindustrial complex of the country. The modern state of which is predetermined by the necessity of economic and social changes, creation of the balanced market environment and improvement of production and social infrastructure.

It becomes especially actual at the prospect of including of agrarian enterprises of Ukraine and its regions to the market of European Union. Obvious is a necessity of subsequent development and presence of domestic commodity producers of agrarians in the world market. Absolute component part of the agrarian market is a market of stock-raising products. In the conditions of the global crisis Ukraine has a possibility to increase its part at the global market as a producer of food stuffs, in particular in the products of industry of stock-raising.

As the matter of fact, during last decade of stock-raising development one can mention some negative process because of economical and factors inside of this branch as: reducing the amount of products, increasing the difference between purchase price and retail price, undeveloped market infrastructure and producers' attitude to it, co-producers, consumers and the state. Thus, there is need to study, to observe and give recommendations how to improve and search new ways of forming the market of stock-raising products, make it work well as a part of the food market in general.

Analysis of the latest researches and publications. The problem of forming and functioning of the stock-raising products market was investigated by scientists-economists as Azizov S., Ambrosov V., Gaidutsky P., Mesel'-Veseliak V., Mostens'ka T., Parhomec' M., Sabluk P., Shpichak O. and others. Nevertheless, a lot of questions about improving and organizing how to form the modern stock-raising products market are left vivid and actual but scantily explored.

Setting the aim. The aim of this article is to investigate tendencies and peculiarities of forming and developing the stock-raising products market in Khmelnytsky region.

The main task is to research nowadays condition at this market and underline the tendencies of forming the stock-raising products; also how to solve the problems existing in cattle-breeding industry in Khmelnytsky region.

Agricultural enterprises, farms and rural economy of Khmelnytsky region will be the object to be investigated.

The subject of this research is theoretical and practical aspects of the problem of forming and developing cattle-breeding industry and its products.

The statement of the main part of research. Cattle-breeding industry is the branch of agroindustrial complex in Ukraine and has an important meaning for the whole economy. It is one of the sources to provide population with such nutrition products as meat, milk, eggs. Moreover, it is the main supplier of raw materials for produce processing industry.

During the last decade a lot of laws, to regulate and encourage the development, were adopted, but instead of this the situation in the cattle-breeding industry remains complicated and negative.

Thus, in 2007 State Aimed Programme to improve the Ukrainian village till 2015 was adopted. It was made to mark the strategy of improving the cattle farming. This Programme was mentioned to encourage the development of the main groups of cattle-breeding products till 2015 and it must reach the level to provide need of consumers as well as the possibility to export the products: milk – 20 ml. t, meat – 5,1 ml. t, eggs – 17 billion, wool – 6,84 thousand ton. Per pieces person per year – milk and dairy products – 380 kg, meat and meat products – 80 kg, eggs – 300 pieces. But, for the last years it can be mentioned that this Programme is not successfully full filled.

Negative tendencies are observed at the cattle-breeding industry and they caused reducing of the cattle number and reducing of consumer goods, as meat, milk and eggs. The main reasons of this can be called as the absence of state support, crediting on favorable terms, taxation, subsidy, price regulation and low purchasing capacity caused by low income.

During last years meat food enterprises of Ukraine and Khmelnytsky region in particular kept reducing of the cattle number and it could be happened in all types of farms.

Analyzing the table we can see that during this certain period in Khmelnytsky region we can mention reducing the cattle population including cows and pigs. But instead of this, increasing poultry population continuing to grow because of investing and spending less time and money to keep the farm.

According to the table, we can see, that only in 2012, positive changes were noticed and cattle population begin to grow – cows by 5,7%, pigs by 1,3%, sheep and goats by 0,8%.

During last years in cattle-breeding industry in our region, rural farms of population are dominated – 69% in 2012.

Table 1

Dynamics of the cattle and poultry population in Khmelnytsky region (thousand heads)

Population	Dates							2012 in % till 2000	2012 in % till 2011
	2000	2005	2008	2009	2010	2011	2012		
1	2	3	4	5	6	7	8	9	10
All kinds of farming enterprises									
Cattle	558,4	380,7	303,7	284,7	269,2	257,6	272,3	48,8	105,7
including cows	278,8	213,2	168,9	160,8	156,9	151,0	149,8	53,7	99,2
Pigs	498,4	333,2	265,2	316,9	330,9	301,3	305,3	61,3	101,3
Sheep and goats	35,3	27,6	25,0	25,0	24,2	26,2	26,4	74,8	100,8
Poultry	2945,6	3266,3	3744,5	3883,8	5069,7	6594,1	9517,9	323,1	144,3
Agricultural enterprises									
Cattle	315,5	155,2	91,4	85,3	81,2	82,2	84,4	26,8	102,7
including cows	98,9	49,7	28,9	28,2	27,9	28,5	29,1	29,4	102,1
Pigs	145,3	94,1	62,9	83,9	94,8	87,8	91,1	62,7	103,8
Sheep and goats	9,0	4,4	4,0	3,5	3,0	4,0	3,3	36,7	82,5
Poultry	129,9	245,0	1224,9	1375,9	2617,3	4191,7	7093,2	5460,5	169,2
Farms									
Cattle	6,7	10,7	7,3	6,9	6,8	8,9	9,1	135,8	102,2
including cows	2,0	3,6	2,6	2,7	2,6	3,2	3,3	165,0	103,1
Pigs	2,9	13,8	10,9	13,4	16,4	14,1	13,8	475,9	97,9
Sheep and goats	0,3	0,5	0,8	0,7	0,6	1,4	0,5	166,7	35,7
Poultry	1,8	6,5	91,1	94,4	90,6	99,3	178,1	9894,4	179,4
Rural economy of population									
Cattle	242,9	225,5	212,3	199,4	188,0	175,4	187,9	77,4	107,1
including cows	179,9	163,5	140,0	132,6	129,0	122,5	120,7	67,1	98,5
Pigs	353,1	239,1	202,3	233,0	236,1	213,5	214,2	60,7	100,3
Sheep and goats	26,3	23,2	21,0	21,5	21,2	22,2	23,1	87,8	104,1
Poultry	2815,7	3021,3	2519,6	2507,9	2452,4	2402,4	2424,7	86,1	100,9

In 2012 in Khmelnytsky region all kinds of farming produced 80,3 thousand tone of meat and it is by 5,4% more than in 2011, milk – 594,7 thousand tone (by 3,5% less); eggs – 1195,1 ml. pieces (in 1,8 times more), wool – 10 thousand tone (in 1,25times more).

Agricultural enterprises growing cattle in 2012 were provided with all kinds of feeding-stuffs – 497 thousand tone forage which is by 47 thous. tn. more than 2011. It was used 22,8 centners of forage of all feeding stuffs calculating on one cow, which is by 13% less than in 2011.

Analyzing the whole period of research we can say that the main reasons for reducing cattle population are exceeding of producing expense more than receipts, a long period of producing, conditions of storage, slow money turnover, the difficulty in feeding-stuffs bases and its price eat.

Because of reducing cattle population for this research period in the whole region, the way of producing meat and poultry has been considerably changed. Agricultural enterprises which were based on producing meat change their qualification into producing poultry.

It led to less purchasing of milk, dairy products, beef and veal. On the other hand, there is an advantage of this situation – increasing cows' productivity in all types of farms. A year average milk yield improves by 10,6% in 2012 than in 2011 and by 1% in private rural economies.

Among main reasons which restrain the development of milk and dairy products market there are reducing cattle population, poor quality of raw-milk, a lack of modern technologies and discrepancy with European standards.

The results of improving in this industry in Khmelnytsky region are shown in the table 2.

Table 2

The level of profitable in producing main cattle-breeding products in agricultural enterprises, %

Kind of products	Dates						
	2000	2005	2008	2009	2010	2011	2012
Milk	-8,0	13,8	12,4	-1,0	13,9	20,3	8,6
Beef and veal	-35,2	-25,0	-20,3	-31,2	-39,5	-25,3	-27,1
Pork	-42,3	1,4	-4,8	0,8	-27,4	-24,7	0,5
Lamb	-43,6	-42,0	-25,8	-15,5	-51,8	-40,9	-39,5
Poultry	-43,4	-39,1	42,4	-38,4	44,4	19,3	34,3
Eggs	-0,9	9,2	75,3	50,1	53,6	106,9	175,5
Wool	-76,8	-91,4	-48,7	-88,1	-82,4	-76,2	13,3

These results prove, that during last three years, we had benefits from milk industry in spite of reducing meat, poultry and eggs by 11,7% in 2012. It can be also mentioned that producing pork and wool

became profitable. The level of its profitable-ness was 0,5% and 13,3%. Producing beef and veal, lamb remained unprofitable (27,1% and 39,5%).

Such instability in amount of producing cattle-breeding industry can be explained because of economic crisis, mistakes made by the enterprises as well as by the state. Regional enterprises producing cattle products sell them in different ways: to processing enterprises, at the market, to people instead of salary and to joint-stock companies instead of rent money and use other methods. The results of 2012 show that 99% of milk was sold to processing industry; cattle and poultry were sold by another way – 49%; to processing industry – 38%, at the market – 12% and to people instead of salary and to joint-stock companies instead of rent money (or shares) – 1%; eggs – by another way – 91%; at the market – 9% from the general amount of selling.

So, to further development of the cattle-breeding industry we need to search ways out and resources to up the amount and quality of producing.

State programme to develop Ukrainian village till 2015 to solve the tasks in improving cattle-breeding offer to do the following:

- to stop reducing cattle population by improving giving state subsidy;

- to provide gradual improving the number of highly productive milk cows at cattle-breeding enterprises and farms and increase their number till 1,7-1,9 mln. heads in 2015 by breeding and buying cows out of Ukraine;

- to provide increasing of meat producing by developing meat cattle, poultry and pigs at agricultural enterprises and big farms;

- to stimulate the development of computable industry by forming mechanized agriculture and farms with highly productive cattle and provide them with good feeding-stuffs complexes;

- to create modern state system of cattle and poultry selection;

- to make good conditions for agricultural producers for better providing them with young pedigree cattle and private farms will be the first;

- to favor the concentration of producing in private farms by organizing cooperative communities to have raw materials of high quality and safe for health cattle-breeding industry products, to enlarge purchasing infrastructures, increasing producing by 1,5 times;

- to promote mixed-feed industry at the level of cooperative farms and create meadows and pastures;

- to enlarge the preparation of cattle-breeders of different level, to raise their qualification and improve the process of monitoring.

To develop cattle-breeding industry and make it stable and computable we can suggest:

- to pay extra money to producers for cattle and poultry population, milk and wool which are sold and for cattle which bred on the farms;

- to stimulate buying calf's and heifers at pure-strain stock-breeding farms and abroad.

Besides, to cut import of cattle products to develop the industry itself, more over, to make the system of prices better, to low cost price of the products, to improve their quality and give the state financial support to producers.

Summarising and further research.

The situation in the cattle-breeding industry remains complicated and needs to be protected with its positive tendencies in 2012. We need to make an effort to:

- enlarge the cattle population;
- improve selective work;
- raise the productivity;
- low cost price of the products and improve their quality till European standards;
- widen the market, stabilize and balance the market prices;
- renew and modernize the equipment;
- improve organizing, payment and working conditions;
- attract invests and work with modern resource saving technology;
- give grants, privileges and financial supports to cattle-breeding products producers.

The complex renewing of this industry is the problem to be solved. It can be possible when the industry will get effective state support to develop its economy and itself inside.

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Pokotylska N.V. FORMING OF MARKET OF STOCK-RAISING PRODUCTS IN KHMELNITSKY REGION

Purpose. The purpose of this article is to investigate tendencies and features of forming and developing cattle- breeding products market in Khmelnytsky region and directions of stabilizing of development of industry development.

Methodology of research. To prepare the information of the article different methods were used as: methods of theoretical summarizing and comparing, analysis and synthesis (while investigating fails and reserves of production, main ways to develop economical activity of agricultural enterprises); monographic (to discover perspectives of development and to study progressive experience); statistical (to find out the factors of influence on final result of production).

Theoretical and methodological basis is a dialectical method of understanding of economical events, scientific reports of Ukrainian and foreign scientists, laws of Ukraine, statistical materials of the State Comitet of Statistic of Ukraine and the head office of statistic in the Khmelnytsky region.

Findings. Theoretical base of forming and developing of the market cattle-breeding production was proved, the dynamic of producing goods and its effective sides in main kinds of cattle-breeding products in agricultural enterprises in Khmelnytsky region was mentioned and observed, main directions to improve and raise the effective producing and methods to stabilize the industry were formed, the most acceptable ways and methods of activity at the modern market of the cattle-breeding production were market.

Originality. The directions of further development of the cattle-breeding market and the ways of increasing of effectiveness of cattle-breeding production have been grounded.

Practical value. The got results are instrumental in the decision of separate problems of forming of market of cattle-breeding products and increase of effectiveness and development of this industry.

Key words. Market, cattle-breeding, products, effectiveness, food market, production.