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MODERN DEVELOPMENT OF OIL AND FAT INDUSTRY VINNYTSIA REGION

The need for improved and effective development of oil and fat industry as one of the key sectors in the development of world-economic relations is a prerequisite for improving the competitiveness of the oil and fat industry enterprises Vinnytsia region, as a structural element of the territorial organization of oil and fat industry of Ukraine.

The success of the country's integration into the European business space depends on how this integrated space Ukrainian enterprises, whether they are ready for new realities and market conditions. Growth will be asked most prepared companies that traditionally operate on global rules and adhere to international standards.

The current territorial structure of the oil and fat industry Vinnitsa region form the leading factories and factories that specialize in oil and fat processing crops (sunflower, canola, soybean) and production of oil and fat products. Processing Enterprise of Vinnytsia region have sufficient production capacity for all processing sunflower seeds harvested in the area. Only in the first half of 2014. industrial enterprises put into operation facilities for the production of refined oils and fats to 165.0 thousand tons.

Analyzing the oil and fat industry, it should be noted that it has many strengths. First, a high yield, because the enterprise of the industry for successful economic conditions may have a 80% return. Also, the strengths of the oil and fat

enterprises we took a well-developed infrastructure and logistics, which have investigated the company, including its own elevators, fleet, procurement and trading companies and others. Core formation efficiency of production oil and fat industry are primarily the result.

The main characteristics of the oil and fat enterprises Vinnytsia region to highlight not only the growth in production in January-August 2014. on 199198t. compared with 2013. But also increasing product range. To date, the maximum to meet the needs of consumers all major manufacturers produce main products with different caloric and in a wide price range.

The positive is that as additives that hinder and sometimes even prevent the oxidation of food, using natural and synthetic antioxidants origin. Today, one of the most promising types of plant material for natural antioxidants are secondary raw oil, which is formed on receipt of sunflower oil and sunflower meal is with alcohol extraction method which can get chlorogenic acid - an effective natural antioxidant. The processes of agricultural raw materials are transferred to the waste production cycle, based on the integrated use of natural raw materials and process waste.

So promising areas of development are changes in the structure and product range, as well as changes in the composition and structure of resources consumed by industry. But structural changes inherent to date incomplete and inconsistent, accompanied by a decrease in the efficiency of enterprises.

To improve the competitiveness of developing oil and fat industry should be based on scientific and technological progress, as in the present conditions of economic efficiency of oil and fat enterprises depends on resource and energy saving technologies.

Development of oil and fat industry needs further generalization of existing and new approaches for improving the forms, methods, tools and instruments the government support, the possibility of their combination and set of actions.

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