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**THE FEATURES OF THEORETICAL AND METHODOLOGICAL APPROACHES TO THE
CONTENT OF THE CATEGORY “INNOVATION” IN FODDER PRODUCTION**

Formation of innovative policy and efficiency of applied innovations are becoming the decisive factor to ensure the competitive ability and development of agricultural branches of national economy. In the actual conditions of market economy, alongside crop growing, production and sales of cattle products are one of the key directions for farming enterprises. However, low innovative activity, absence of a system to introduce innovations, inferior economic mechanism of innovative processes management, lack of qualified managers experienced in promotion of innovations able to implement innovations in farm production hinder promotion of innovations. Thus, the issue of study and systematization of theoretical and methodological approaches to the essence of innovations in fodder production, a vital branch of farming, is crucial.

The purpose of the article consists in an analysis of theoretical approaches to the determination of innovations in fodder production, their generalization and classification.

Research methodology is based on an interdisciplinary and special methods of research: abstract-logical (for theoretical generalization of the research results and forming conclusions), comparing method (for research methodological approaches, concepts and proposals of leading domestic and foreign scientists), monographic (for the study of the content of the category “innovation” in fodder production), induction and deduction (to substantiate and refine the conceptual apparatus according to the research questions, identify problems and ways of their solution).

An innovation comprises broad aspects of productive force and production relationships, is a basis for a new product and services, improvement of processes

applied at agricultural production enterprises. It follows such changes as the use of new machines and equipment, new technologies, emergence of new markets for distribution, use of new raw materials, new features developed for a product.

The formation of innovative system in the agricultural sector takes place under very unfavourable conditions such as insufficient provision of material and technical resources, limited information resources, drastic decrease of qualified personnel etc. Most national agricultural enterprises are unable to offer high-quality competitive products as a result of such negative phenomena as deteriorated means of production, disparity of product prices, constant growing of fuel and lubricating stuff prices, inferior crediting and finance system etc.

Processing and disposal of plant and food wastes, being a complicated labour-consuming process, requires introduction of innovative technologies, application of special grinding equipment and following respective stages of their destruction (sorting, selection, drying, grinding, etc) which all aim at providing of minimal economic impact on natural resources. Around 95-115 kg of wastes per capita are generated yearly in Ukraine. The major part of them is made up of wastes after processing of plant raw stuff which is byproducts of oil extraction, sugar beet, fermentation, and flour grinding productions. Wastes generated by these productions can serve good fodder upon application of innovative technologies.

The essence of the concept “innovation” in fodder production has been justified. Innovation is not only new, previously unrealized scientific and technical knowledge, solutions, but also the combination and sequence of methods; the creation of new or improved existing crop types; the method of production, storage and use of food; manufacturing or processing or other processes, and operations that change the state of the raw materials and provide a positive effect from their use.

It is revealed that low innovation activity, lack of system innovation in fodder production, inadequate economic mechanism of innovative processes hinder the innovation in the industry.

It is determined that the priority directions to enhance innovation in fodder production are: research market feeds and resources, the implementation of a

comprehensive analysis of the cost of production of feed, forecasting output and sales of feed, evaluating the effectiveness of the innovation project in fodder production, risk analysis, identification of methods to minimize them and insurance.

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