

тиційний дизайн господарства), їх розгляду, оцінювання, відбору (моніторинг і контроль реалізації інвестиційної політики); легітимізації нововведень тощо.

З урахуванням нормативного впливу на діяльність господарських об'єднань та координаційної ролі Департаменту інвестиційно-інноваційної політики та розвитку державно-приватного партнерства, у роботі розвинуто схему міжінституціональної взаємодії у процесі їх створення та функціонування (рис. 3).

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АНАЛИЗИРОВАНИЕ ЭКОНОМИКО-ОРГАНИЗАЦИОННЫХ ОСНОВ УПРАВЛЕНИЯ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТЬЮ ХОЗЯЙСТВЕННЫХ ОБЪЕДИНЕНИЙ

Исследованы хозяйственные объединения и деятельность государственных органов, которые управляют ими, в результате чего выделены общие сферы влияния и различия в их деятельности. Разработана модель, предусматривающая ведущее нормативное влияние Фонда государственного имущества. С учетом нормативного влияния на деятельность хозяйственных объединений усовершенствована схема межинституционального взаимодействия в процессе создания и функционирования хозяйственных объединений.

Ключевые слова: инвестиционная деятельность, хозяйственные объединения, нормативное влияние, органы управления, схема межинституционального взаимодействия.

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ТЕНДЕНЦІЇ ФОРМУВАННЯ РИНКУ КОМБІКОРМІВ В УКРАЇНІ З УРАХУВАННЯМ ЄВРОІНТЕГРАЦІЙНИХ ПРОЦЕСІВ

У статті проаналізовано залежність комбікормової галузі в Україні та країнах ЄС від стану розвитку галузі тваринництва. Аргументовано пріоритетність розвитку ринку комбікормів у напрямку експортної орієнтації для оптимізації механізму обміну товару між агентами ринку. Досліджено сучасний стан імпорто-експортних операцій між Україною та країнами-членами ЄС.

Ключові слова: євроінтеграція, комбікормове виробництво, регулювання, ринок комбікормів, трансформація, імпорт, конкурентоспроможність.

1. Introduction

Global food security problems of the world's population increasingly arise before mankind. Among them, the most important are the issues of manufacture of sufficient volumes

of high-quality and safe products of plant growing and animal husbandry. Slow growth of gross production of animal husbandry is related to the lack of proper feed. Vertically integrated structure of animal farms, which are characterized by full-system production cycle and availability

of their own source of raw materials is inherent in the functioning of the domestic animal feed market. The domestic animal feed market is characterized by the presence of products of both domestic and foreign manufacturers. The foregoing creates competition owing to the allocation of high-quality products at reasonable price. Besides, the efficiency of animal feed production also depends on the state activity in the commodity market, specifically the grain market. The rapid growth of the cost of animal feed production in Ukraine in recent years resulted in reduced demand for domestic products, and its qualitative composition is inferior to foreign competitors. So, a relevant issue is the improvement of existing and development of new mechanisms of formation of the animal feed market taking into account provisions of the Ukraine-European Union Association Agreement and international standards. Undoubtedly, the issue of investigating the European approach to animal feed market formation under global processes is also important. The feasibility of generalization of the basic requirements of the European Union (hereinafter – the EU) to ensure the competitiveness of the industry in the domestic and foreign animal feed market is on the agenda.

2. The object, purpose and objectives of the research

The object of the research is the development of the animal feed market and the factors that influence the efficiency of this process in Ukraine and the EU.

The subject of the research is a set of theoretical and applied problems of functioning of the domestic animal feed market and in the EU, as well as a comprehensive assessment of the market conditions.

The purpose of the research is to substantiate the animal feed market formation trends in the EU and the possibility of their implementation in Ukraine.

To achieve this purpose, it is necessary to perform the following:

1. To investigate the impact of transformational processes of reforming the agricultural sector and animal husbandry, which promote expanding the grain market and animal feed production.
2. To analyze the evolutionary process of animal feed market formation in Ukraine and the EU.
3. To substantiate the problems of entry of the commodity group of animal feed to the EU market as a complete product for use by manufacturers in agricultural production.
4. To propose the mechanism of recovery of animal feed producers from the crisis based on the preservation of the functioning principles of the national animal feed market harmonized with the EU legislation.

3. Analysis of literature

Domestic economists formed a scientific approach to understanding the nature and the factors that influence the animal feed market formation and determine the choice of an optimal model of functioning of this market. The formation and functioning of the animal feed market, search for ways to expand export opportunities for the industry are reflected in the domestic and foreign researches of such scholars as S. M. Kvasha [1], V. M. Lysyuk [2],

V. V. Afanasiev [3], N. M. Kudrenko [4], O. V. Nikishina [5], O. V. Yaroslavsky [6] and others. At the same time, existing production facilities are not operating at full capacity. As evidenced by the leading domestic scientists, the total capacity of Ukrainian animal feed mills and feed preparation shops is 16–18 million tons per annum. So, O. Kozachenko and N. Kudrenko specify that in 1990 16,5 thousand tons of animal feed was produced. However, in 2014 this figure was 7,6 million tons with the capacity of the domestic market of 7,76 thousand tons [7]. The researches of O. V. Nikishina characterize the animal feed market on the grounds of relevance, with the subjacent grain market, which is the primary resource for animal feed production and holds 70 % share in it [5]. At that, the market of animal products is the main consumer of this market [2, 8]. Achieving the efficiency of animal husbandry is inseparably linked with the development of domestic animal feed production [9–16]. In the context of considering the problems of the economic science in contemporary global processes and the Ukraine's integration into the EU, the issues of investigating the animal feed market in the EU acquires relevance and requires further study.

4. The results of investigating the animal feed market formation in Ukraine considering European integration processes and their substantiation

One of the main problems of development of the animal feed industry is the formation of the source of raw materials and its use. Capacity utilization requires expansion and efficient use of resource raw materials. Comparison of projections of needs to available resources of feed raw material indicates its significant shortage as both grain and high-protein. Production of complete animal feed involves the use of feed waste of various branches. Therefore, the transformational processes of reforming the agricultural sector and the development of animal husbandry should promote the growth of the grain market and animal feed production.

Undoubtedly, effective use of concentrated feed products is recycling them in complete feed. This allows to increase the animal performance by an average of 15–20 % and essentially reduce the cost of feed per unit of commodity products and ensure yield and profitability of production. With this approach, significant amounts of raw materials for animal feed production (protein – of plant and animal origin) are exported by Ukraine mainly at unfavorable prices. At the same time, Ukraine imports continuously various feed additives, premixes that despite the high cost are used by market participants for the manufacture of home-grown products. For example, we give the assessment of the animal feed market in Ukraine (Table 1). It was determined that exactly in the last 5 years there has been a gradual increase in production capacity by 16,92 % and export-oriented activities by 18,6 %. Herewith, this high figure is characteristic of 2013. In physical terms, this figure amounted to 13,5 thousand tons.

Let's analyze the evolutionary process of the animal feed market formation in Ukraine for the period of independence. Critical figures are specific to 2000 when in the market 1,1 thousand tons of animal feed were produced. At that time, to shift from the crisis to the level

of minimum self-sufficiency in five years production was doubled and in 2005 this figure amounted to 3 thousand tons, and by 2010 this figure increased more than twice having reached 6,5 thousand tons. Positive dynamics of production increase is stimulated by an active development of animal husbandry but does not meet the Ukraine domestic demand for these products [2, 6]. Ukraine's leadership in the grain market is significantly correlated with domestic animal feed production, creating an imbalance in the development of interaction among agents of this market. This specifics of functioning is formed by dynamics of animal feed imports to Ukraine, which in 2014 reached a maximum of 178,2 thousand tons, which is 31,61 % more than in 2010. The increase in animal feed production in Ukraine, as shown by the studied period, is characterized by instability because of the relationship of supply and demand in the market under low exports of finished products and poor technological equipment of domestic enterprises. This feature of the Ukrainian animal feed market formation can be attributed to the orientation of producers towards domestic consumers, which is a limiting factor for the development of animal feed production as a promising sub-complex of the agricultural sector in conditions of European integration [7]. These processes define the import dependence due to non-compliance of the majority of animal feed production enterprises with the international quality standards. In conditions of transformations and aspirations for the EU integration, the issue of reorientation of standards, norms and technologies of domestic producers towards the European food safety and quality requirements is brought into focus.

Table 1

Dynamics of the animal feed market in Ukraine, thousand tons

Figures, ths. t	2010	2011	2012	2013	2014	2014 in % of 2010
Production	6500	6450	6900	7200	7600	+16,92
Imports	135,4	140,1	153,9	166,7	178,2	+31,61
Exports	8,6	13,3	15,7	19,9	18,8	+18,60
Market capacity	6626,8	6576,8	7038,2	7346,8	7759,4	+17,09

Note: compiled by the author based on the analysis and synthesis of the literature [3, 5, 6, 9]

Basic requirements set by the EU to Ukrainian producers is that food products (animal feed falls within this definition), made by the countries intending to enter the EU and imported to the EU must meet the same safety and hygiene standards of feed as products made within the EU. To control the requirements, in the EU there is a number of legal control norms, focused on the product quality compliance (market entry permit and inspection of prohibited substances), norms of conformity of the production process (HACCP principles and product traceability based on the «step back, step forward» principle), norms of ensuring the rights of consumers through clear labeling and norms of procedures for official control [7, 9].

The studies prove that Ukraine takes 3,5 % in world exports of grain products, being ahead of Russia on this indicator and having entered the list of the world's top ten exporters the US, the European Union countries, Australia and Canada, which accounted for 27,1; 17,2;

13,9; 12,6 % respectively [1, 5, 7, 10]. Domestic exports in the grain market are represented mainly by crops of wheat, corn, rice, oilseeds and animal feed production components, namely oil cake, flax seeds, sorghum, rapeseed, millet. The geography of Ukraine domestic exports of grain products is focused on the countries of the EU, Asia, Africa and CIS states [11, 12]. Ukraine, one of the world's top ten exporters of grain products, continues to strengthen its positions in the European market.

The studied data highlight the prospects for expanding the foreign market for Ukrainian grain products and demand for them in the European market. Thus, in 2013 the share of Ukrainian imports in the EU market for raw components of animal feed production amounted to 80,4 %, for cake and flax seeds, corn 61,1 %, sunflower 55,8 %, sorghum 43,9 %, millet 33,2 % and others [9, 11, 12].

The studies allow to establish that the EU grain market is characterized by a growth of the total demand, as reflected in a proportional market supply in terms of increasing domestic production and imports of grain from third countries. In this case, the total consumption of grain products exceeded domestic production in 2014 by 3,98 %, which prompts to search for the source of raw materials outside the EU countries. As an economic and political organization, the European Union comprises 28 countries with a population of 508 million people. This integration interstate association is the world's leader in the gross domestic product, which in 2014 amounted to 18,4 trillion US dollars [1, 14]. The grain market capacity over the same period is 160,1 million tons, in which the share of grain for the animal feed production is 79,91 % of the total consumption (Table 2).

Table 2

Conditions of the grain market in the European Union, million tons

Figures	2010	2011	2012	2013	2014	2014 in % of 2010
Total market demand	160,8	155,8	163,3	171,3	166,5	+3,54
Domestic production	139,7	149,1	143,8	159,1	163,3	+3,49
Total consumption, including:	151,5	146,3	153,4	157,8	156,8	+3,49
Animal feed production	116,4	111,6	118,0	121,9	120,6	+3,60
Food industry	19,9	19,4	20,0	20,4	20,7	+4,02
Any other use including losses	15,2	15,3	15,4	15,5	15,5	+1,97
Imports from third countries	11,8	2,8	9,6	1,3	6,5	-44,91
Exports	9,3	9,5	9,9	13,5	9,7	+4,30
Total market supply	151,5	151,9	153,4	160,4	169,8	+12,07
Grain market capacity	141,5	142,4	143,5	146,9	160,1	+13,14

Note: compiled by the author based on the synthesis of data [5, 9, 11-13].

Based on the synthesis of the theoretical and methodological approaches, it was found that market of grain products and animal feed in the EU is characterized by a variability depending on specific type of product.

It was revealed that as the world leader in the production of wheat, Ukraine imported 86,9 thousand tons of wheat to the EU in an amount of 21,1 million Euros. With this approach, the share of imports of other grain crops is expanded due to the development of animal husbandry. Therefore, the market of soybean as a component of animal feed is essential in this aspect. Volumes of domestic soybean production in the EU amounts to 10 % of the total consumption, increasing the dependence on imports in this sector. Ukraine is one of the top five suppliers of this product after Brazil, USA, Canada and Paraguay and took up 5,7 % of imports, which in monetary terms is 319,8 million Euros. Poland, Spain, France and the Netherlands became the major markets of domestic grain products in the EU. The preliminary analysis highlights that these countries cover nearly 66 % of domestic exports of grain products. In 2014, maize equivalent to 1,6 billion US dollars, rapeseed 0,9 billion US dollars, meal and cake 0,4 billion US dollars were exported to these countries. The total exports of goods of plant origin last year amounted to 3,3 % billion US dollars. The study shows that Ukraine's positions in the market of grain products provide pumping up the state budget. However, the problem of trade in finished animal feed remains unresolved and needs a further reformation of the regulation mechanism based on scientifically grounded approaches. The research results point to the problems of entry of the commodity group of animal feed to the EU market as a complete product for use by manufacturers in agricultural production [13]. Measures for modernization and re-equipment of the entire production-distribution chain should be also taken. In our view, Ukraine is making decisive steps towards the processes of integration into the EU in the plane of reformation of the animal feed market. The Draft Law of Ukraine «On feed» No. 4280, dated 07.14.2014, is now prepared (Fig. 1).

As shown in Fig. 1, its implementation will be the basis for the transition of domestic producers to a qualitatively higher level of activity. This draft law was developed in accordance with Articles 59 and 64 of the Association Agreement between Ukraine, on the one hand, and the EU, on the other hand, ratified by the Law Ukraine No. 1678-VII dated 09.16.2014. According to the specified Articles of this Agreement and the assumed obligations, Ukraine should align its legislation on sanitary and phytosanitary measures for the protection of life and health of people, animals and plants to the EU legislation, as defined in the provisions of Annex V of the Agreement. It is important to identify

legal, organizational and economic activities in the field of production, export, import, use, packing, labeling, transportation, storage and introduction of feed, feed additives and premixes, good practice in animal feeding [15]. The issues of feed safety in Ukraine today are regulated improperly or differently than in the EU Member States [16]. This creates certain inconveniences and problems to participants in the domestic feed market of Ukraine, market operators wishing to develop the export direction of their activities.

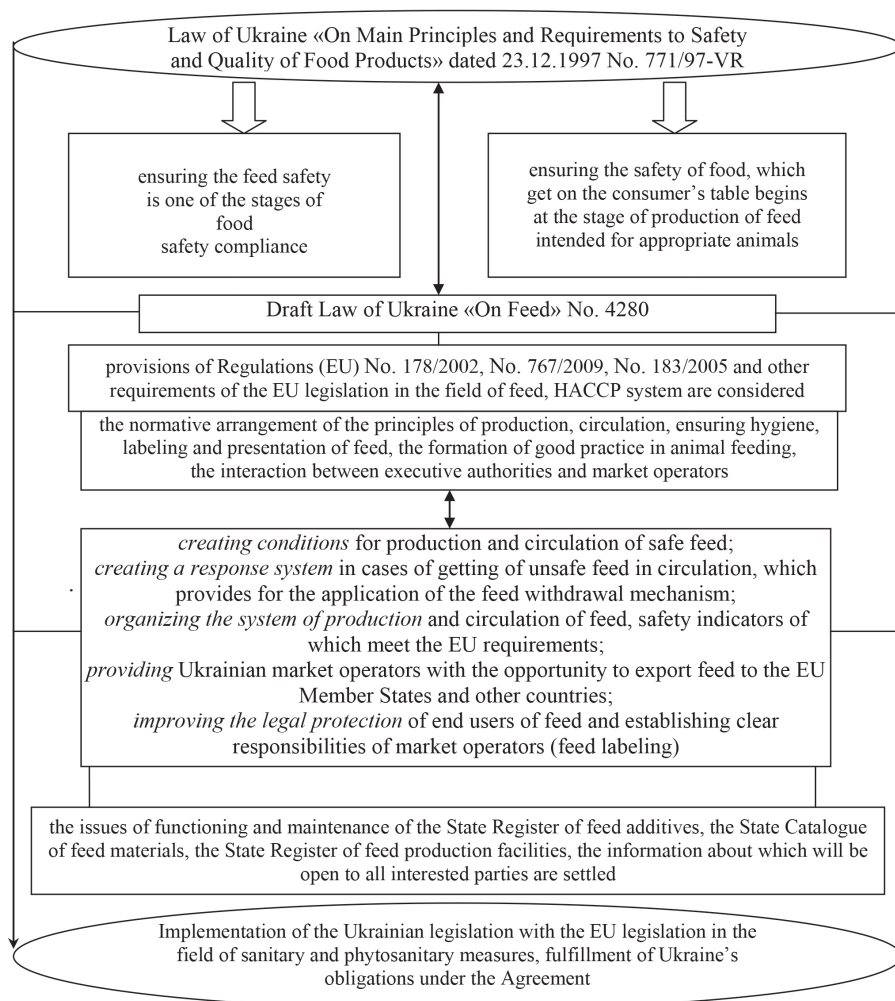


Fig. 1. Proposals on the areas of improvement of the legal framework in the plane of reforming the domestic animal feed market. Note: compiled by the results of the synthesis of data [14]

Summarizing the above material, it should be noted that adoption of this law is only a starting point towards the transition to qualitatively new international and European standards. To pull the domestic producers out of a crisis, in addition to the legal framework, it is necessary to establish a state-level mechanism for its implementation through the institutions of public administration based on the preservation of the functioning principles of the national feed market harmonized with the EU legislation.

5. Conclusions and prospects for further research

As a result of the research:

1. It was found that animal feed production as a component of Ukrainian agriculture is at the stage of trans-

formational changes and reformatting towards the integration into the European area. However, by exporting grain products, comprising raw components for animal feed production, Ukraine holds import operations during which buys finished animal feed. Therefore, in the domestic market, with raw material resources available, there is an urgent need for high-tech manufacture of domestic animal feed products.

2. It was proved that creating conditions for production and circulation of safe feed and the response system in cases of getting of unsafe feed into circulation, which provides for application of the feed withdrawal mechanism is necessary.

3. It was proposed to organize and implement the mechanism of the system of production and circulation of feed, safety indicators of which meet the EU requirements and provide Ukrainian market operators with the opportunity to export feed to the EU Member States and other countries.

4. It was proved that an effective measure is improving the legal protection of end users of feed and establishing clear responsibilities of market operators (feed labeling) for full provision of feed production in necessary volumes to Ukraine on the European principles.

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ТЕНДЕНЦИИ ФОРМИРОВАНИЯ РЫНКА КОМБИКОРМОВ В УКРАИНЕ С УЧЕТОМ ЕВРОИНТЕГРАЦИОННЫХ ПРОЦЕССОВ

В статье проанализирована зависимость комбикормовой отрасли в Украине и странах ЕС от состояния развития отрасли животноводства. Аргументировано приоритетность развития рынка комбикормов в направлении экспортной ориентации для оптимизации механизма обмена товара между агентами рынка. Исследовано современное состояние импортно-экспортных операций между Украиной и странами-членами ЕС.

Ключевые слова: евроинтеграция, комбикормовое производство, регулирование, рынок комбикормов, трансформация, импорт, конкурентоспособность.

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