

слід дотримуються певних критеріїв, серед яких найважливішими є: відповідність можливостям і загрозам зовнішнього середовища; відповідність цілям підприємства і сумісність з його місією; досягнення конкурентних переваг за рахунок використання сильних сторін підприємства і слабкості конкурентів, нейтралізації або компенсації слабких сторін підприємства і сильних сторін (переваг) конкурентів; наявність необхідних ресурсів, наукового, технічного, виробничого, кадрового потенціалів; досягнення балансу між усіма структурними підрозділами, використання ефекту синергізму інноваційної діяльності як єдиної системи.

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Jasiulewicz Anna

PhD,

Warsaw University of Life Sciences – SGGW,

Warszawa, Poland

Kucher Oleg

PhD,

State Agrarian and Engineering University in Podillia,

Kamianets-Podilskyi, Ukraine

MARKETING STRATEGIES OF ORGANIC PRODUCTION DEVELOPMENT

The urgency of the problem of the development of organic production in Ukraine is due to the fact that, due to the deterioration of the ecological situation in the world, organic products are gaining

popularity. An analysis of many years of practice in other countries has shown the economic, environmental and social benefits of organic production.

More than 75% of all organic producers are concentrated in Asia, Africa and Latin America. And the countries with the largest number of them are India, Uganda and Mexico. Under organic production in the world, 43.7 million hectares of land are occupied, or about 1% of the total area of farmland in the world. The largest areas are concentrated in Oceania – 17.3 million hectares.

Organic production in the countries of the European Union employs 6.2% of all cultivated agricultural land. The area of land occupied by organic production at the beginning of 2016 is 11.1 million hectares, an increase of 21% compared to 2010. In terms of EU member states, the largest share of organic farming in Austria is 20.3%, the lowest – in Malta (0.3%).

According to IFOAM, the current volume of the global consumer market for organic products is 60 billion euros, which is 5 times more than in 1999. The largest market for organic products is the United States, which sells nearly 26 billion euros (43% of the world's market capacity). The second place is the EU with a sales volume of € 24 billion per year (40%), the third is China (€ 3.7 billion, or 6%) [1].

According to calculations, on average, every inhabitant of the planet spends on organic products about 8 euros per year. At the same time, most people spend on organic products in Switzerland – 221 euro per year, Luxembourg – 164 euros, Denmark – 162 euros. According to estimates by the Food and Agriculture Organization of the United Nations (FAO), the demand for organic products in the world will grow as the country's economies grow, education and incomes of population [1].

Organic production in Ukraine began to develop only in the late 1990s. As of the end of 2016, there are 420 organic producers registered here. Under certified organic production 421.5 thousand hectares of land and 550 thousand hectares of land are occupied – under certified wildlife (herbs, berries and mushrooms). The annual volume of the domestic consumption market is € 21-22 million [2].

The study showed that over the course of ten years it has increased from 400 thousand euros in 2006 to 21.2 million euros in 2016. Consequently, the domestic consumer market for organic products in the last decade has grown 53 times and equaled to 0.5 euros per capita in Ukraine in 2016 [3]. The organic sector leaders in Ukraine are Organik Milk Ltd., Old Poritsy Ltd., EthnoProduct Ltd, Organik Original Ltd and Galex-Agro Ltd. [4].

The largest importers of domestic organic products for 2016 are Germany, Switzerland, the Netherlands, Italy, Poland, Great Britain, Austria, France, Belgium, Hungary. Also, Ukrainian producers already export organic materials to the USA, Canada, Australia and some Asian countries.

The most exported organic crops for the past year were: wheat, spelled, corn, millet, barley. The most popular Ukrainian eco-products abroad are also nuts, berries, sunflowers, mustard and flax. In total 2016, 165 thousand tons of organic products were exported, bringing Ukrainian farmers almost 46 million euros [5].

The development of organic production is one of the main priorities of the agrarian sector of the economy for 2017. Support for organic production is an important direction of the strategy «3 + 5» as a strategy for the agrarian sector of the economy for the period up to 2020. The strategy «3 + 5» includes three main priorities and five directions that intersect them. Three priorities include reform of the state support system with an emphasis on small farmers, land reform and reform of state-owned enterprises. The five main areas are: the development of markets, organic production, rural development, irrigation and food safety [6].

Despite the current progress in the development of organic production, the participants in the organic products market in Ukraine operate in an unstable environment, underdeveloped demand and limited financial resources. In view of this important role in the system of marketing measures for support of organic production is given to marketing strategies. The following may be key strategies:

1. The market coverage strategy involves two main variants of placing goods in the trading network, namely: an intensive distri-

bution, which involves the placement and sale of goods through the largest possible number of retailers; selective distribution involves the conclusion of an agreement with a few manufacturers, and not with all intermediaries who are interested in selling the product.

2. The strategy of intense growth involves the following options: a strategy of deep penetration into the market; market development strategy; product development strategy.

3. The strategy of ethics and social policy includes the following directions: a strategy of social and ethical responsibility; strategy of relationships.

Consequently, effective production of organic products in Ukraine should be based on systemic and objective marketing research and the development of marketing strategies for its development.

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