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The article presents the analysis of the hop industry situation in Ukraine. Particular attention has been given to the areas of the industry development and the assessment of the economic stabilization based on the effective functioning of the government regulation of the hop industry. The factors that influence the development of the industry have been indicated and the main ways of its further development and the improvement of competitiveness efficiency have been substantiated.

A number of events in the sphere have been worked out, namely the conditions for the creation of legislative framework that will be based on European standards. The technical and technological modernization of the hop production has been improved. Increased integration ties group activity among the hopgrowers are associated with the need of forming a closed cycle production and processing. Finally, the basic ways of improving hop industry and the bailout plan have been presented.

Keywords: hop, beer, hopgrowing, state, development, improvement, processing.

The Problem. Government support of the hopgrowing industry in Ukraine is imperfect and needs additional regulation. However, the lack of proper public policy and hop industry support did not provide the establishment of the industry as a competitive trend in the agricultural sector of the Ukrainian economy, capable to provide raw materials for the brewing industry of the state.

Ukraine has a large natural resource potential to ensure the independence and the appropriate level of the economy. Especially high is the level of opportunities in agriculture. Hops are industrial and highly profitable crops. Hop production has significant economic and social importance to the state. [3, p. 272-304].

Analysis of Recent Researches and Publications. Current issues of the industry situation in Ukraine and abroad is the special attention of such scientists as S.R. Basun, A.O. Godovanyi, I.S. Yezhova, V.V. Zinovchuk, M.Yu. Kostyrytsya, I.P. Kurovskiy, M.I. Lyashenko, Yu.I. Savchenko, O.Ya. Stoyko, V.M. Fedorets, G.S. Golovach, O.M. Nykolyuk, G.V. Cherevko and other scientists elaborated on the issues of increasing economic efficiency of hop production and identified the prospects for the industry development in their works. A set of issues related to the study of international experience of the integration processes in hop production require further research towards its adaptation to the domestic economic conditions.

The development of hopgrowing industry in Ukraine has always been under constant control among the leading agricultural scientists.

The Objective. The key task of our research is to identify the causes and factors that influence the development of the hopgrowing industry and to justify the main ways of improving its further development.

The Main Discussion. Increased integration ties in the hopgrowing industry can be explained by the need of forming a closed cycle production and processing system. Such production cycle will facilitate the production flow from producers to consumers that in its turn will reduce costs, increase profita-

bility and productivity growth. Greater attention from the authorities will allow for profitability of the raw materials and for the provision of the brewing industry of the state.

Hopgrowing and its use as a specific component of beer in recent years has undergone significant integration processes that affect both the planted areas, the croppage, and especially the quality of the production. There is a further concentration of the production of the main component of hops - alpha acids in the leading countries: Germany, USA, China [1, p. 152].

The ability of the domestic industry to ensure its own domestic market products increased significantly, but hopgrowers experience great difficulties with the sales. The brewers completely satisfy their need for hop raw materials by means of import, ignoring the Ukrainian hops. Among the reasons are the loss of reputation due to poor attention to the hops quality, the low range of products from processed hops and the failure to form the necessary batch volumes of high-quality products, the lack of an established sales market infrastructure.

Enterprises engaged in hopgrowing provide only ¼ of the needs of breweries in hop raw materials, the rest of which breweries buy abroad at a price much higher than in Ukraine. Hops, grown in Ukraine, are hardly used in the domestic brewing industry. Export of hops and purchase of alpha acids concentrates abroad are most often the cases. This is the best scenario, because in many cases, brewers use substances of unnatural origin in order to cheapen the cost of beer.

For over several years there has been formed a number of factors that negatively affect the situation in the domestic hopgrowing industry, namely: the old plantations of hops, the imperfection of technical equipment of the industry, the insufficient financing level of the hopgrowing enterprises, the lack of government programs and marketing approaches. The low level of hopgrower's motivation and the strained relations between producers of hops and brewers. This situation was caused primarily due to the vulnerability of domestic hopgrowers and the

weakening of integration links in hopgrowing industry.

The way by which agricultural producers can not only ensure the harmony of production and the marketing activities, but also to become equal, competitive participants in a market economy – is a way of vertical integration, i.e. combining their efforts to advance in adjacent areas to agricultural production in order to ensure control over the home-grown products and getting respective profit from this activity [10, p. 13].

Provided the proper implementation of modern agricultural technologies, the further development of the internal market in Ukraine in the medium-term perspective will contribute to the growth of competitiveness of organic products with the help of the following ways: the gradual increase in the natural productivity of organic hops production; the significant reduction in production costs, the refusal of the use of expensive chemicals and reduced energy intensity, timely minimizing of the need for fuel. [9]

To improve the situation in the hopgrowing industry and in order to withdraw it from the crisis in Ukraine there must be taken a number of measures in the following areas: economy, state, science and technology. Particularly in the economic sphere there should be taken the following steps:

- Create economic conditions for hopgrowing development;
- Set zero rates for public loans;
- Improve the relationship between the producer and the consumer;
- Increase the level of hops production intensity in order to get competitive products, increase the production of pellets and hops extract;
- Provide grants for grown products;
- Justify and extend effective forms of hops production organization which would be equivalent to the market conditions;
- Use modern marketing techniques; form market infrastructure and strengthen integration pro-

cesses within the industry [5, p. 55].

It is important to create the legal framework in line with European quality standards and production conditions. The state should develop and implement a targeted program for a long-term hopgrowing industry development.

Technical and technological modernization of the industry should be based on:

- Development and implementation of energy-efficient technology of hops cultivation, harvesting and processing;
- Production of new domestic machinery to be used in the hopgrowing industry;
- Development and improvement of machines for complex mechanization of hopgrowing industry.

Improving the methods of hopgrowing will enable us to obtain high quality raw materials for the brewing industry, and ensure its competitiveness in meeting the demand of the breweries. It will as well create employment in hopgrowing regions by increasing the crop area and developing the social infrastructure.

Conclusions. Ukraine has favorable conditions for growing varieties of brewing hops, but since independence the industry significantly curtailed its production, and the effectiveness has decreased substantially resulting in many internal and external factors, among which the main ones are economic and political.

We believe that the crisis of the hopgrowing industry is the result of the state's negligent regulation of the economic processes and state programs for the industry. The main directions of improvement of the hopgrowing industry situation in Ukrainian relate to the improvement of the public support for the development of the industry, mainly in the spheres of its mechanization, increasing the production of pellets and hops extract, restoration and expansion of the industrial crop areas, and development of national selection and standardization in hopgrowing industry.

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Дубневич Ю.В. РОЗВИТОК ХМЕЛЯРСТВА ТА ОСНОВНІ ШЛЯХИ ЙОГО ВДОСКОНАЛЕННЯ В УКРАЇНІ

Представлено результати дослідження ситуації галузі хмелярства в Україні. Особливу увагу приділено напрямкам розвитку галузі. Вивченню економічної стабілізації яка базується на ефективному державному регулюванні функціонування розвитку хмільної галузі. Виявлено чинники, що впливають на розвиток галузі, а також обґрунтовано основні шляхи подальшого її розвитку та підвищення ефективності і конкурентоспроможності.

Розроблено ряд заходів в сфері державного управління, а саме умови створення законодавчої бази, яка буде відповідати європейським стандартам. Удосконалено техніко-технологічну модернізацію виробництва продукції хмелярства. Посилення інтеграційних зв'язків та групова активізація серед хмелевиробників пов'язані з необхідністю формування замкнутого циклу виробництва та переробки. Подано основні шляхи вдосконалення галузі хмелярства та виведення її з кризового стану.

Ключові слова: хміль, пиво, хмелярство, держава, розвиток, вдосконалення, переробка.

Дубневич Ю.В. РАЗВИТИЕ ХМЕЛЕВОДСТВА И ОСНОВНЫЕ ПУТИ ЕГО СОВЕРШЕНСТВОВАНИЯ В УКРАИНЕ.

Представлены результаты исследования ситуации отрасли хмелеводства в Украине. Особое внимание уделено направлениям развития отрасли. Изучению экономической стабилизации основанная на эффективном государственном регулировании функционирования развития хмельной области. Выявлены факторы, влияющие на развитие отрасли, а также обоснованы основные пути дальнейшего ее развития и повышения эффективности и конкурентоспособности.

Разработан ряд мероприятий в сфере государственного управления, а именно условия создания законодательной базы, которая будет соответствовать европейским стандартам. Усовершенствована технико-технологическая модернизация производства продукции хмелеводства. Усиление интеграционных связей и групповая активизация среди хмелевиробников связанные с необходимостью формирования замкнутого цикла производства и переработки. Представлены основные пути совершенствования отрасли хмелеводства и вывода ее из кризисного состояния.

Ключевые слова: хмель, пиво, хмелеводство, государство, развитие, совершенствование, переработка.

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КОНЦЕПТУАЛЬНІ ПІДХОДИ ДО ФОРМУВАННЯ ЛОГІСТИЧНИХ СИСТЕМ НА РИНКУ М'ЯСА ТА М'ЯСОПРОДУКЦІЇ

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Набули подальшого розвитку концептуальні підходи щодо визначення сутності категорій "логістична система" та "агрологістична система", вперше запропоновано визначення категорії "логістична система на ринку м'яса та м'ясопродукції (м'ясопродуктова логістична система)". Розглянуто етапи розвитку логістики як науки в історичній ретроспективі, виявлено передумови формування логістичних систем на ринку м'яса та м'ясопродукції. Доведено необхідність поділу логістичних систем на ринку м'яса та м'ясопродукції на логістичну систему вертикально інтегрованих структур, кооперативну та незалежну логістичні системи.

Ключові слова: логістична система, агрологістична система, м'ясопродуктова логістична система, форми логістичних систем на ринку м'яса та м'ясопродукції.

Постановка проблеми. Розвиток ринку м'яса та м'ясопродукції перебуває під дією сукупності низки чинників, які прямо чи опосередковано визначають стратегічний вектор господарювання суб'єктів. Функціонування ринкового механізму передбачає поєднання різних взаємо-

пов'язаних елементів, які утворюють функціональні економічні системи. До таких систем ринкового механізму належать виробнича, маркетингова, фінансова, інноваційно-інвестиційна. Усі ці системи мають спільні точки пересікання, оскільки функції ринкових суб'єктів, які об'єднані дани-