

## THE CURRENT STATE OF PRODUCTION AND SALE OF APPLES IN UKRAINE

Dudarieva A.V., *an.dudarieva@gmail.com*

*Dmytro Motorny Tavriya State Agrotechnological University*

Apple is considered a valuable crop not only in Ukraine but also in the world, and its fruits are indispensable in the diet of every person. To meet the needs of the population in these products, the efficiency of functioning and development of the domestic apple market is important. Because of this, it is quite important to study the situation, the prices, the establishment of positive and negative factors influencing the formation of this market.

The purpose of the research is to substantiate the use of various marketing tools in selling of apples. The subject of the research is the theoretical and practical aspects of apple marketing in the apple market. The object of the research is the process of formation of the innovative apple market in Ukraine.

*Tab. 1*

**Dynamics of apple production in Ukraine, 2014-2018**

Indicator	Year				
	2014	2015	2016	2017	2018
Collected area, ha	100200	97300	91600	91200	91800
Production volumes, t	1085350	1179570	1099240	1076180	1462360
Yield, c / ha	108,3	121,2	120,0	118,0	159,3
Growth rate of production,%	x	97,1	94,1	99,5	100,6
Growth rate of production,%	x	-2,89	-5,85	-0,43	0,65

According to the table “Dynamics of apple production in Ukraine” it can be seen that the harvested area of apples for a period of 5 years decreased from 100,200 to 91,800, namely by 8.4%, which is 8,400 hectares. Apple yield, which increased by 50 quintals per hectare over a period of 5 years, entails an increase in production by 34.7%.

The large volume of production and yield entails a lot of problems concerning the sale of apples. Agricultural enterprises sell apples through the following distribution channels: processing enterprises - 25%, on the market, through shops, tents - 10% and through other channels (commercial structures) - 70%.

Apple production in Ukraine is increasing every year due to the efficient work of gardeners. The productivity of apple orchards has doubled in recent years. Some markets remain closed to Ukraine, so new markets need to be developed. Today, Ukraine's exports to the EU have grown significantly, and the first attempts have been made to export apples to the United Kingdom and the Scandinavian countries. In the domestic market there is no effective marketing management, which is a serious obstacle in the search for new sales channels.

In conclusion, there is a need to use the services of intermediaries due to existing problems with storage, sorting and packaging hampers the effective promotion of products. Different interests of market participants over the price create unfavorable conditions for the functioning of the domestic market of apples.

### References

1. Salo I. A. Peculiarities of the apples market development in Ukraine and worldwide. Economics and management of the national economy. 2017. №15. P. 63–67.
2. Данные в области продовольствия и сельского хозяйства: website. URL: <http://www.fao.org/faostat/ru/#home> (Last accessed: 11.11.2020).

*VIII Всеукраїнська науково-технічна конференція магістрантів і студентів ТДАТУ. Навчально-науковий інститут загальноуніверситетської підготовки: матеріали VIII Всеукр. наук.-техн. конф., 1-18 листопада 2020 р. Мелітополь: ТДАТУ, 2020.*

**Language adviser:** *Suprun O.M., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*