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79 Всеукраїнської науково-технічної конференції молодих вчених, магістрантів та студентів
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У збірнику представлені матеріали наукових досягнень з питань іноземних мов, філософії, соціології та історії українською, російською, англійською та німецькою мовами. Всі публікації редакції не підлягають та подані в авторському тексти, за зміст редакція відповідальности не несе.

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Excessive saturation of crop rotation in Ukraine with such high-energy crops as sunflower and rape has led to a significant reduction in soil organic matter content, which, in turn, negatively affects the water retention capacity of soils. The cheapest way to improve this situation can be the implementation of scientifically grounded crop rotation in agricultural production. The alternation of crops will help break certain chains of harmful microorganisms. In addition, if we talk about the organization of crop rotation, then it primarily concerns legumes.

Their main biological feature is that they are able to form active complexes with microorganisms in the soil, which bind great amounts of nitrogen from the air. This process takes place with the participation of tuber bacteria that penetrate the root germs of seedlings, intensively divide there and form tubers, where the process of nitrogen fixation runs out.

The urgent need for the restoration of natural ecosystems, the maintenance of their biological diversity at a level that guarantees the stability of the environment, sets new challenges for agricultural science to ensure urgent measures aimed at protecting nature from degradation and pollution. One of such priority measures is biologization of agroecosystems. In this regard, the development, production and implementation of new microbial preparations remains the strategic direction of fundamental-applied research. The use of microbial preparations for improving nutrition and plant protection is becoming increasingly widespread, and in a number of countries, their production is put on a commercial basis.

The use of biologics should be done taking into account environmental factors, species composition of the saprophytic and pathogenic micro-organisms, soil-climatic characteristics of the region, as well as the relationships that arise between aboriginal and introduced microorganisms. Underestimation of the ability of microorganisms to colonize the root zone of plants, to get used to it and to suppress the pathogenic microbiota leads to the absence of a positive effect from the use of biological agents. One of the ways of solving the problem is the use of bacterial preparations of polyfunctional effects, which have a number of advantages: improve the mineral nutrition of plants, accumulate biological nitrogen in the soil, lead to a decrease in the rate of decomposition of humus substances, improve the structurization of soil, reduce the evaporation of soil moisture and the extent of erosion. Bacterial preparations allow to produce environmentally friendly products, because they contain natural effective strains that can not cause human distant genetic effects like unnatural, chemically synthesized agents. One of the important consequences of the use of bacterial preparations of polyfunctional activity is also the reduction of the incidence of plants, which will reduce the use of pesticides and thus improve the ecological situation in agrophytocenoses.

Currently, Ukraine's agriculture needs efficient and at the same time inexpensive means to increase yields and improve the quality of cultivated products, that’s why this technology is of high demand.

HARMFULNESS OF ORIENTAL SEED WORM TO PEACH PLANTATIONS IN THE CONDITIONS OF THE SOUTHERN STEPPE OF UKRAINE

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Protecting fruit and berry crops from pests and diseases is one of the most important reserves for increasing yields, improving product quality, ensuring high viability of plants and stable productivity of plantings throughout the entire exploitation period.

According to various authors, in the gardens and berries of Ukraine there are about 400 species of registered pests. Most of them are distributed in the southern steppe zone and each year cause significant damage to gardening. It is estimated that the lack of products due to their activity is 25-30%, and often more.

Accumulation records by phytophagus were carried out according to generally accepted techniques of entomology and integrated plant protection in accordance with the phases of the host plant: pink bud, flowering, fetal formation and growth, and film rigidity. During the first registration, the number and condition of pest populations after the winter breeding season was specified. The following records were intended to establish the number and species composition of pest for vegetative and generative tree organs.

Oriental seed wormwas first discovered in Ukraine in 1966. It is now the most widespread in the Odessa, Kherson, Mykolayiv and Transcarpathian regions. In the south of the country 4 generationsdevelop. Sometimes there may be a fifth optional. They are superimposed on one and the same in nature at the same time all the stages of development of the pest occur. Their eggs are the usual and yellow trichogramma. The predators discovered the destruction of eggs and caterpillars by the larvae of golden eagles, and in places of wintering caterpillars in cocoons eaten their ants and larvae of beetles - malachos.

According to our data, the summer of the Imago of the eastern bracket (Grapholitha molesta Busck) began at the end of April or in early May, after the flowering of peach trees and lasted until September with an average number of individuals ranging from 24.7 to 48.5 specimens per trap that many times exceeded the economic threshold of harm.

It should be noted that the system of measures for protection against a complex of pests on peach plantations included the biological preparation Madec Twin, COP (granulovirus (ABC V22), titer - 3x1013 granules / l), which positively influenced the level of damage to shoots of trees by oriental seed worms. Spray of peach against caterpillars of phytophagus was carried out twice (May-June) at intervals of 15 days. Technical efficacy of the preparation from oriental seed worm was 80.1-91.0%.

In conclusion, it should be mentioned that during our research workthe peculiarities of the development of eastern prophylactics were specified and the beginning of the departure of the butterflies of the phytophagus of the resting generation began in the end of April and at the beginning of May. The use of the biopreparation reduced the damage of shoots by caterpillars of eastern seed worm from 1.5 to 7.0%.

CREATING A MARKETING PLAN

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It’s obvious that creating a marketing plan is very important for success of any organization and for marketers. Any organization that sells a product or service to customers needs a formal marketing plan.

A marketing plan is a document that is one part of the marketing planning process. A formal marketing planning process provides structure and rigor to decision-making. It culminates in a written plan that typically is prepared once a year or prior to a significant new marketing initiative that requires an investment of budget or internal resources.

Specifically, the marketing plan answers the following questions:

- What economic and business environment are you experiencing?
- What opportunities and problems are you facing?
- What business objectives do you expect to achieve?
- What exactly do you sell?• Who are your customers?
- How will you communicate your product or service to your customers?