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THE CURRENT STATE OF PRODUCTION AND SALE OF APPLES IN UKRAINE

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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

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INVESTIGATION OF SOME PECULIARITIES IN INTERNET ADVERTISING

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Nowadays, more and more people use the Internet as the first source of obtaining the necessary information. Accordingly, the number of advertisements is also growing. But regardless of what kind of advertising is, for example, contextual advertising, frame advertising, pop-up banners, trick banners, contextual Internet advertising in search engines (SEA), product placement in Internet games or direct advertising, there is a main requirement for it - not to violate the law. Otherwise, if you go against these rules, the antimonopoly service can fine the company for a fairly large amount, and advertising will be banned from showing. It is also necessary to take into account the fact that officials learn about “prohibited” advertising mainly from competitors.

Therefore, in order to avoid any problems, you should carefully study all the necessary requirements that advertising must follow.

Firstly, you need clearly understand what Internet advertising is. So, Internet advertising is a form of non-personal presentation on the Internet of information about various services or, most often, goods. So what kind of advertising is prohibited?

Firstly, it is unfair competition. It is not allowed to indicate such words as: «very», «first», «number one» and other synonyms in the advertising text. An excellent or comparative degree in advertising is an indicator of unfair competition. However, if you really want to indicate that this product or service is number one, you need to provide confirmation of this fact.

Secondly, it is advertising of contests or promotions. In that case, if you want to advertise this one, you need clearly indicate the conditions, terms of participation and also other points. Therefore, you cannot just write “Buy chips and win a bike”.

Thirdly, using of swear words and offensive images is prohibited. So it is better to remove obscene language from ads, as well as vulgar hints and important historical symbols.

Fourth, advertising of goods and services that do not have the required license or certificate.

Fifth, it is prohibited by the law to advertise abortion medical services. This list also includes such services as: hair removal, peeling or massage, and others. It is better to look for it in the “Nomenclature of Medical Services” before advertising this service.

Sixth, advertising of alcohol and tobacco products is not permitted. Even the expressions: “sparkling”, “foamy”, “intoxicating” are prohibited in advertising. Moreover, online advertising does not even allow soft drinks. Also, no cigarettes, and other newfangled electronic cigarettes.