

FORMATION AND DEVELOPMENT OF VEGETABLE-GROWING AREA IN CONDITIONS OF THE INCREASING DEMAND FOR PRODUCTION

Statement of problem. Formation of competitive production of vegetable-growing area is one of the major problems of the decision of food safety of the country. Increase of competitiveness of vegetables and products of their processing are a basis for maintenance of effective functioning vegetable-growing area in a home market and creation of conditions for its output on a foreign market.

The analysis of last researches and publications. The question of development and effective functioning of vegetable-growing area investigated N.O. Andrusjak [1], O.A. Vasilenko [2], G.P. Dmitriychuk [3], A.J. Mazurov [4], N.M. Perepelka [5], J.O. Sotnikov [6], O.V. Uljanchenko [7], I.I. Cherven [8] and other domestic scientists.

Concerning the questions connected to maintenance of development of manufacture of vegetables they require more detailed research. In particular, it concerns development and to improvement of the market of vegetable production, formation assortment of vegetables and products of their processing in view of supplies and demands of the market. Not to the full there are developed models of integration communications between manufacturers of vegetables and the processing enterprises, marketing strategy of the further development of vegetable-growing area.

Purpose of problem. The purpose of article is development of approaches concerning formation and developments of vegetable-growing area in conditions of an increasing demand for production.

Statement of the basic material of research. Competitiveness of production of vegetable-growing area provides the organizational - economic mechanism which represents group of economic - organizational, technological and social-ecological factors which form the highly effective circuit of the actions directed on increase of consumer qualities of vegetables and products of their processing at normative production costs and market prices behind all directions of realization which provides highly effective activity of vegetable growing in modern market conditions.

The market of vegetable production is defined as set of exchange operations which adjust commodity-money relations of commodity producers and consumers of vegetables and products of their processing, determine of level of competitiveness of these kinds of production in the market [1].

Results of manufacture of vegetable-canning production depend on influence of the whole complex of economic - organizational factors: agrotechnical, technological, the organizations of management, system of planning, marketing, reorganization and re-structuring of the enterprises, the mechanism of leasing and rent, pricing, financial-credit policy, system of stimulation of increase of competitiveness of manufacture, insurance of enterprise risk.

For competitiveness of vegetable-growing area it is necessary to concentrate attention on improvement of quality and safety of vegetable production, its expansion and maintenance of price parity.

The basic problems of vegetable-growing area is: the high cost price of production; low level of mechanization of productions; low degree of quality of production and selection work; insignificant quantity of the economy specialized on constant cultivation of these or those kinds of vegetable production; an outstripping rise in prices on seeds, fertilizers, power resources, transport services compared with the prices for end production; absence of necessary quantity of storehouses, the equipment and technologies of storage of vegetables; the undeveloped procuring and marketing infrastructure; a low level of profitability of vegetable growing; crisis of non-payments; low investment appeal of area; insufficient advisory that marketing maintenance; absence vertically - integrated systems of manufacture that distributions of production of area; absence of budgetary resources for maintenance that developments of area; absence of the mechanism state regulation of the market of vegetables [2].

As a result of the analysis of manufacture of vegetable production we offer the methodical approach concerning estimation of competitiveness of vegetable cultures which takes into account specificity of high-quality structure of vegetables, volume of use, the order of formation of the price.

At definition of the uniform approach to the estimation of competitiveness of vegetable cultures we used settlement, analytical, expert and registration methods of the estimation. The given approach takes into account complex of factors (economic, biological, technical, organizational) which are possible for estimating with the help of group of parameters (productivity, volumes of use, the price, quality, stability illnesses, transportability, ability to storage, etc.).

Taking into account that quality is the determining factor of competitiveness of vegetable cultures and a basis of formation of the price, we give attention to high-quality structure of vegetables. The general parameter of competitiveness of a grade of vegetable cultures is offered to be defined behind the formula:

$$K = Kov + Kat + Ky + Kc, (K > max) \quad (1)$$

where K - competitiveness of a grade; Kov, Kat, Ky, Kc - integrated value of competitiveness of a grade behind group of parameters which characterize accordingly volumes of use, characteristics, quality of vegetables, price parameters.

The resulted approach enables manufacturers to take measures concerning support and increases of competitiveness of vegetables and planning of the commodity policy for the following period.

Researches show, that cultivation of vegetables for present economic conditions is reduced to cultivation of the limited quantity of favorable commodity vegetable cultures for sale to the processing enterprises and traders that speaks capacities of the enterprises and their specialization which has historically developed in the given zones. In all areas the Crimea facilities of the population raise cabbage, cucumbers, tomatoes, beet, carrots, onions and other vegetables, i.e. those kinds which enter into daily set and use the greatest demand in the market.

Productivity of vegetable cultures in facilities public to sector the lowest, than in facilities of the population: in 2010 - on 19,4 %, in 2012 - on 8,2 %. For last 20 years at low productivity of vegetables (with significant fluctuations on years) made equal intensifications on the average 95,6 c/ra, that is three times lower than potential production potentialities of cultures.

For the researched period in the market of vegetables redistribution of realized production behind different trade channels has taken place. The share of realization of vegetables to the processing enterprises in 2012 compared with 2011 has decreased in 1,6 times. To agricultural commodity producers becomes more and more unprofitable to sell vegetables to the processing enterprises through imperfection of economic mutual relations.

One of the major factors of the analysis of manufacture of vegetable production is its price. The price level on a vegetable appreciably differs behind channels of realization: the highest prices - in the market, and the lowest - at realization of production to the processing enterprises. Regional differences of levels of retail prices on a vegetable, it is especial on such as cucumbers and tomatoes, are essential.

The market of vegetables in region, the prices for them are formed under influence of a supply and demand, and competitive actions have no essential influence on activity of subjects of managing. The major factor which influences competitiveness of vegetable production, is the duly control of its quality over all stages of life cycle.

Research of a degree of quality of vegetables on contents of nitrates testify, that in tomatoes contents of nitrates exceed maximum permissible norm on 8,9 %, in an onions aciform - on 10,0 %. Such situation speaks presence of a high level of demand on tomatoes and onions markets AR Crimea for which maintenance commodity producers aspire to increase volumes of manufacture of these products as much as possible. One of directions of maintenance of it is entering of a significant amount of fertilizers which results in excess of nitrates in vegetables.

One of directions of increase of competitiveness of production of vegetable-growing area is observance of the optimum sizes of the area of crop of vegetables. The researches lead by us testify to advantages of concentration in vegetable growing. The optimum size of crops of vegetable cultures counting upon one facilities is the area 200 ra (tab. 1).

Table 1

Influence of the size of an area under crops of vegetables on their efficiency in agricultural enterprises in the Crimea per 2012

Groups of facilities behind the area of vegetables, ha	Quantity of facilities	An area under crops of vegetables, ha	Productivity, c/ha	Direct costs of work on 1 c, hum.-year.	The profit on 1 ha, grn. is received	A level of result vegetables, %
I up to 20	32	6,4	93,5	8,1	-730,2	-17,6
II 20 - 100	18	51,4	97,4	5,5	252,1	7,4
III It is more 100	10	209,3	221,9	3,9	2752,6	36,3
On the average on the AP Crimea	60	53,7	178,0	4,3	1812,9	29,4

*made the author on the basis [7]

With increase in the area of crop of vegetables at one facilities with 6,4 ha on the first group up to 209,3 ra on the third group productivity has raised in 2,4 times, labor input 1 c has decreased in 2,1 times. If on the first group of facilities it is suffered damage on the third group on one hectare it is received 2752,6 grn. The profit,

and the level of a recoument of charges makes 36,3 %. Thus, with increase in the area of crops of vegetables at one facilities economic efficiency of manufacture of vegetables raises.

For increase of efficiency of activity of manufacturers of vegetable production it is necessary to optimize assortment of production which is issued. Taking into account results of groupings and experience of the specialized advanced facilities by us calculations from optimization of the area of crops of vegetables behind structure and the size are lead.

Offering the optimum size and structure of the area of vegetable cultures, we took into account not only a production efficiency of vegetables, but also about the positions proved by us. At planning structure of an area under crops of vegetables by us availability of resources, growth of sales, a gain of the new markets, increase in the profit is taken into account.

Among vegetable cultures for consumption and processing's use the highest demand such vegetables as cabbage, tomatoes, an onions. Therefore the share of these cultures in structure of crops borrows the greatest densities in the project. Cultivation a tomato basically for maintenance with raw material of the processing enterprises is planned. The increase in an area under crops of cabbage is caused by her ability to long storage.

For maintenance of needs of supermarkets it is necessary to plan cultivation of garlic, pepper sweet, eggplant. The optimum structure of crops of vegetables will enable not only to raise an intensification of vegetable growing, and it is rather essential to increase a level of economic efficiency of area.

Conditions of constant development in vegetable-growing area require the decision of some the following problems: industrial structures on principles of self-organizing, self-financing; change of internal construction of new organizational structures which provide realization of the economic rights, the economic responsibility, economic specifications, the economic control over functioning of parts of economic activities; creation of flexible economic structures which supplement the basic manufacturers of vegetable production; formation of a new ground policy which includes ground attitudes, forms of landed property, the form and methods of land tenure; formation policies of development of vegetable-growing area; creation of uniform economic space which provides functioning structural units in vegetable growing.

Does not cause objections that the new strategy, the new conceptual approach in system of vegetable-growing area is necessary. At present and the more so expected in the long term increase in deficiency of resources macrodynamics becomes more and more real factor of formation activity on equal manufacturers of vegetable production.

The situation generated to the present time in sphere of resources consumption in vegetable growing puts questions concerning search of additional sources, ways of amplification. With development of new forms the opportunity to operate with such fundamental economic category, as reproduced raw material which requires formation of new model of the organization of system in their unity can appear.

Only when will be precisely adjusted interaction, the control, planning and the economic analysis, effective manufacture of vegetable production will be provided. Complex realization of reserves of increase of economic efficiency of functioning of vegetable-growing area should be carried out on a uniform methodological basis which provides to system many competitive advantages among subjects of the market.

In system of reserves of functioning of vegetable-growing area organizational and economic reserves can borrow special place. Among them we allocate: decrease in the cost price of vegetable production; improvement of material stimulation of charges of alive work; decrease in administrative and managerial and serving charges and charges on the basic means of production.

Analyzing scientific bases of formation of reserves we have reached to conclusion which components of these transformations are laws of development, economic policy, an economic mechanism. Laws of development at their revealing, definition of the basic characteristics and economic calculations create preconditions not only for an estimation of situations, but also for social and economic forecasts which define finally economic - industrial potential of vegetable-growing area, and opportunities of its realization in economic practice.

Conclusions and the further researches. 1. It is established, that maintenance of competitiveness of production of vegetable-growing area is assisted with the organizational-economic mechanism which represents group of economic - organizational, technological and social - ecological factors which form the highly effective circuit of the actions directed on increase of consumer qualities of vegetables and products of their processing at normative production costs and market prices behind all directions of realization which provides highly effective activity of vegetable growing in modern market conditions.

2. The methodical approach concerning an estimation of competitiveness of vegetables which takes into account a complex of factors (economic, biological, technical, organizational) which it is possible be for estimating with the help of group of parameters (productivity, volumes of use, the price, quality, stability{resistance} illnesses, transportability, ability to storage, etc.) is offered.

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Hrybova D.V. FORMATION AND DEVELOPMENT OF VEGERABLE-GROWING AREA IN CONDITIONS OF THE INCREASING DEMAND FOR PRODUCTION

Purpose. The purpose of the article is development of approaches on formation and development of vegetable-growing branch in conditions of an increasing demand for production.

Methodology of research. Theoretical base of the article are the dialectic method, the complex system approach to studying economic processes and the phenomena in vegetable-growing branch, legislative and make statutory acts of the Ukraine on questions of development of manufacture of vegetable production; positions of the modern economic theory, and also scientific development and publications of scientists and experts on problems of increase of economic efficiency of functioning of vegetable-growing branch.

By development of actions on increase of economic efficiency of functioning of vegetable-growing branch general scientific methods were applied: economic - statistical, statistical groupings, settlement - constructive, extrapolations, normative and balance - for planning development of manufacture of vegetable production.

Findings. Increase of competitiveness of vegetables and products of its processing are basis for maintenance of effective functioning vegetable-growing branch in home market and creations of conditions for its output on the foreign market. It is established, that maintenance of competitiveness of production of vegetable-growing branch is assisted with the organizational - economic mechanism representing group of economic - organizational, technological and social - ecological factors which form the highly effective circuit of the actions directed on increase of consumer qualities of vegetables and products of their processing at normative industrial expenses and market prices on all directions of realization.

Originality. The author develops approaches on development of vegetable-growing branch and scientific-theoretical and practical aspects of the organizational - economic and technological mechanism of increase of competitiveness of vegetable production are systematized.

Practical value. The results of research stated on formation of mechanisms of increase of economic efficiency of functioning of vegetable-growing branch and can be used at drawing up of programs of development of manufacture of vegetable production are directed. The recommendations on formation of directions of development of vegetable-growing branch allow to generate the specific proposals directed on decrease of negative consequences in branch.

Key words: competitiveness, production, vegetable growing, branch, manufacture, efficiency.