

## THE CURRENT DEVELOPMENT OF THE CHEESE MARKET IN UKRAINE

**Volkova I.D.** *rein.feur.07@gmail.com*

*Dmytro Motornyj Tavsia State Agrotechnological University*

Agriculture is the backbone of Ukraine's economy, so it is necessary to regularly support and improve agricultural enterprises, enabling them to develop steadily and be globally competitive.

It is known that the problem of the dairy market in Ukraine is the decrease in the number of cows in Ukraine, which leads to a decrease in the volume of raw materials for the production of finished dairy products. The decrease in the number of cows is caused, first of all, by the reduction in the number of private farms, in principle, which is in turn caused by the active urbanization of the population.

This year on January 1<sup>st</sup>, there were 1967.6 thousand cows in Ukraine, which is 50.2 thousand less than at this date in 2018. Over 76% of heads, or 1,499.7 thousand, are concentrated in households, which is 51.5 thousand less than in January 2018. Instead, in organized agriculture, according to statistics, the decline of the dairy herd has stopped. As of January 1, 467.9 thousand cows were kept in this sector, which is 1.3 thousand more than last year. Despite the positive changes in the number of livestock on farms, according to statistics, 10,099 million tons of milk were produced last year, which is 1.8% less than in 2017. In particular, 7.339 million tons were milked in the individual sector, which is minus 2.3% (176 thousand tons) [1].

According to the State Statistics for the first half of the current year in Ukraine produced 1 million tons of dairy products, and in June - 186.6 thousand tons. This was reported by milkua.info [4].

By volume of production, milk and cream of different types and fat content (1<sup>st</sup> step), groups of lactic acid products - yoghurts, kefir, sour cream and other (2<sup>nd</sup> step) ice cream and cheeses divided the third step. Thus, the production of cheeses with their share of 9.5% showed a fall to 96.4 thousand tons (-3.9%), compared to last year - 100.3 thousand tons. 6%, up to 43.4 thousand tons compared to last year - 47.5 thousand tons [2].

It is the cheese market that can be called one of the most dynamic segments of consumption with ever-increasing volume of production, consumption and conquest of international markets. Of course, there is a large number of competitors in the cheese market, which is growing many times due to imports. In the dairy industry, Ukraine is almost completely satisfied with its needs, so it has the opportunity to export cheese. This is an indicator of how important it is for Ukraine to enter international markets.

Exports of cheese from Ukraine in January-July 2019 decreased by 19.5% compared to the same period last year - to 3.7 thousand tons with a total value of \$ 13 million. This is stated in the customs statistics of the State Fiscal Service (UKRINFORM), which previously reported on the receipt of local budgets.

Imports of cheeses to the country in kind in seven months increased by 55% - up to 10.4 thousand tons, the total cost was \$ 47.8 million. In the first three months of 2019, Ukraine delivered 1.6 thousand tons of cheese to foreign markets, with imports of these products to the country exceeding 4 thousand tons [3].

### References

1. Голос України: website. URL: <http://www.golos.com.ua> (Last accessed 09.10.2019)
2. Agronews: website. URL: <http://agronews.ua> (Last accessed 09.10.2019)
3. Ukrinform: website. URL: <https://www.ukrinform.net> (Last accessed 09.10.2019)
4. Uniform-agri: website. URL: <http://www.uniform-agri.com.ua> (Last accessed 09.10.2019)

**Language adviser: Kryvonos I.A., Senior Teacher of the Department of Foreign languages**