безпечність та якість харчових продуктів», постійний попит на молочну продукцію, наявність нових технологій виробництва та переробки молока. Основними заходам реалізації можливостей та мінімізації загроз макросередовища є: здійснення фінансової підтримки підприємств через механізм кредитування з мінімальними процентними ставками, лізингових операцій для реконструкції та модернізації виробництва, пошук шляхів зниження податків, зниження собівартості продукції та представлення ринку продукції по доступним цінам відповідної якості, збільшувати обсяг виробництва молока на вітчизняних підприємствах, розширення асортименту продукції, підвищення її якості, вихід на нові ринки збуту, розвиток рекламної кампанії переробних підприємств.

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COMPETITIVE POSITIONS OF EASTERN EUROPE AND CENTRAL ASIA COUNTRIES AT THE WORLD WHEAT MARKET

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Summary. *The authors revealed the actual problems of whet trading in the global market. This article evaluates the trends of wheat trading in countries of Eastern Europe and Central Asia for period of 15 years. According to international competition indexes examined by authors, the competitive power has such countries as Russian Federation, Ukraine, Kazakhstan, Poland Romania and Uzbekistan.*

Keywords. *Wheat market, market share, product balance, Ukraine, Kazakhstan, Uzbekistan, RTA, RXA, RMP.*

State of the problem. Globalization of wheat market influences development of wheat production in every country. The world leaders of wheat exporters such as China, Argentina and Canada play a vital role and dictate the supply volume at the world market. The current wheat world prices and their forecast ground farther internal policy of any government. It makes a government to develop various support programs in order to comply of requirements of various International trade unions. According to Uzbek Cabinet Decree "About measures of wide implement of market mechanisms into agriculture", the government provides a guaranty in credits for material resources purchasing [1]. Due to the "The state program of Agro industrial complex support in Kazakhstan for 2017-2021", state investments direct to funding of raw materials purchasing and leasing [2]. In Ukraine the annual state budget, regulating the government support, offsets 25% value of agricultural machineries [3].Quite recently, considerable attention has been paid to technological and natural factors which limit the export value of countries from Eastern Europe and Central Asia. Anyway, a market position of a country should be established for further actual forecasting of wheat trade balance.

Current research on competitiveness in Agriculture is focused on the questions of poor material and technical provision, low level of storage and transportation infrastructure, and low productivity [4, 5, 6]. However, to the authors' knowledge, a few publications have been found are discussed the issues of export-import. Wheat value and volume are supposed to be the main power of domestic price formation.

Results of the research. The main aim of the research is examination of competitive positions of countries, which are situated in Eastern Europe and Central Asia. The paper presents an evaluation of a trend of wheat productivity, examination of a grain harvest volume, evaluation of a wheat segment in a total grain harvested area, analysis of export potential and competitive indexes of countries.

We started by investigating wheat production quantity in 2016. We examined that both countries of Central Asia and Eastern Europe produce 165 billion tons of wheat that is 22% of the world production. Moreover, countries of Eastern Europe produce 140.6 billion tons but half of this harvest is gathered in Russian Federation. We calculated that countries of Central Asia harvest 24.2 billion tons and the most valued production is gathered in Kazakhstan. In order to analyze competitiveness of the most influenced countries in these regions we selected two countries from the regions with biggest quantity of production. The main limitation of analysis is elimination of Russian Federation because this country covers two geographical regions (both Europe and Asia). Researching of the country as a prototype we would get incorrect results and it is still challenged to add the country to only one geographical Region. So, we select Ukraine and Poland from Eastern Europe (15.85% and 6.7% of total production in two regions) and Kazakhstan and Uzbekistan from Central Asia (9.1% and 4.2% of total production in two regions).

Figure 1 illustrates that production of wheat in Ukraine and Kazakhstan as unstable as in Poland. Moreover, results shows comparatively unchanged production in Uzbekistan which makes financial results more stable and forecasting. This trend shows that production of wheat Uzbekistan is more competitive by stability to compare with other three countries. From the side of volume Ukraine has a better position among others.

The main reason of unstable production is changing yield. For example, during research period (2002-2016) wheat average yield has been fluctuating from 23.4 to 42.0 hwt per ha in Ukraine and yield delta has been 18.6 hwt per ha. Fluctuation of wheat yield in Kazakhstan is from 7.3 to 16.6 hwt per ha with delta 9.3 hwt per ha.

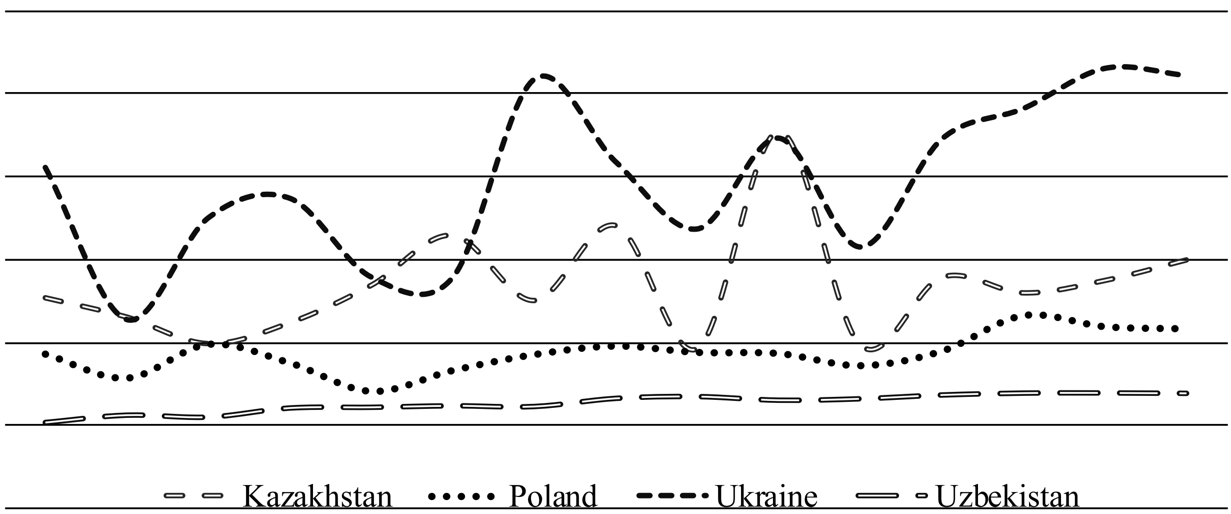

Fig 1. Trends of wheat production quantity, 2002-2016

In this research we explore the role of wheat in grain production of each country. We can conclude that Asian countries prefer to grow wheat to other grain products. It has been found that in 2016 wheat is 73.4% from total grain production in Kazakhstan and 87.8 in Uzbekistan, it can be concluded that wheat has strategic position in the countries. The results demonstrate that European countries pay attention not only wheat production which make its share comparatively small. For example in Ukraine wheat share is 36% and in Poland is 40%.

In order to ground the validity of the research we examined supply potential of countries in 2013. The results confirm the reason of mono production in Asian countries. In Uzbekistan wheat production was 6.8 billion tons while supply potential in wheat and products was 8.7 billons tons. In Ukraine level of production was higher in twice of supply potential which allowed farmers to export and differentiate the usage of lands. Moreover, Kazakhstan exported the half of harvest while Uzbekistan imported 2 billon tons. To sum it up, various supply of countries conduces the size of cultivated area, grain product structure and export volume.

Conclusions and discussions. In this paper we examine competitive positions of wheat production using such indicators as area of land, quantity of production per hectare, product share and export-import volume. The paper presents several solution to demonstrate competitive positions of various countries in agricultural production. Particular attention is paid to typical countries from both regions: Kazakhstan, Uzbekistan, Ukraine and Poland. The results obtained are broadly consistent with the major trends of wheat production and distribution. From the research that has been carried it is possibly conclude that Eastern European countries has better position to compare with Asian countries.

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МАРКЕТИНГОВИЙ СУПРОВІД ОБІГУ ВЕТЕРИНАРНИХ ПРЕПАРАТІВ НА РИНКУ ПРОДУКЦІЇ ДЛЯ ВЕТЕРИНАРНОЇ МЕДИЦИНИ

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Summary: *The main condition to ensure economic efficiency of live stock sector - is, first of all, a healthy and reproductive live stock animals with high productive qualities that should ensure efficient and high quality veterinary products.*
Keywords: *cluster system, competitiveness,market of veterinary preparations.*

Постановка проблеми. Світовий ринок ветеринарної фармації, активно розвивається, що спонукає до необхідності пошуку шляхів для підвищення якості, безпечності та конкурентоспроможності ветеринарних препаратів вітчизняних виробників, дотримуючись законодавства України та директив Європейського Союзу. Дієвим механізмом, для розвитку вітчизняної галузі в умовах світової глобалізації та реструктуризації економіки, є гнучкі об'єднання підприємств-виробників, і як засвідчив світовий досвід, найбільш ефективним є об'єднання в кластер.