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FEATURES OF FOOD MARKET FUNCTIONING IN UKRAINE

Topicality. *Beekeeping in our country is an important and especially valuable branch of agriculture. It is based on the cultivation of honey bees, which exist bee families - unique biological units [4]. Features of beekeeping as a branch of agricultural production predetermine the specificity of determining its economic efficiency. Sources of honey harvest are agricultural crops, as well as natural honey fields - forests, plantations of gullies and beams, forest belts, meadows and pastures. However, in bee-keeping of pollination and pollination-honey directions, products obtained as a result of increasing the yield of dust-pollinated bees of agricultural crops, the profit of the industry is not counted. In this regard, all the costs of bee pollination, in addition to the cost of honey, wax, fruit moth, roes and other by-products, are attributed to crops and perennial cultures pollinated [3]. Production of honey in apiaries of the country's population when used different methods of keeping bees and selling products provides significant revenues and high profitability. [2]. Economic efficiency of the field of beekeeping is characterized by profits from the sale of products, which ultimately determines the level of beekeeping profitability.*

Aim and tasks. *The purpose of the article is to analyze the information on scientific sources and statistical data, as well as scientific and practical developments and knowledge related to the development of the beekeeping industry in the world and the peculiarities of honey exports, to substantiate practical recommendations for improving the organizational and economic principles of the functioning of the beekeeping market in terms of integration . The task was to summarize scientific publications and methodological materials on research topics.*

Research results. *The theoretical and methodological basis of the study was the works of the classics of economic science, the works of scientists M.Tokarev, V.Haidar, V.Pilipenko, A.Rustamov, A.Vakulin. The rational and efficient use of production facilities, forage and livestock provides an increase in the gross output of beekeeping and improvement of its quality [7].*

Conclusion. *The dynamics of world production of honey is estimated and it is established that Ukraine is among the five most honey producing countries in the world. The necessity of reorientation of export of honey as a finished product in the individual brand packaging is proved. The growth of the number of exporters of honey has been established*

Keywords: *beekeeping, honey, export, import, production, processing.*

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ОСОБЛИВОСТІ ФУНКЦІОНУВАННЯ РИНКУ МЕДУ В УКРАЇНІ

Актуальність. *Бджільництво в нашій країні є важливою і особливо цінною галуззю сільського господарства. Її основою є розведення медоносних бджіл, які існують бджолиними сім'ями – своєрідними біологічними одиницями [4]. Особливості бджільництва як галузі сільськогосподарського виробництва зумовлюють специфіку визначення його економічної ефективності. Джерелами медозбору є сільськогосподарські культури, а також природні медоносні угіддя – ліси, насадження ярів і балок, лісосмуги, луки і пасовища. Але, в бджільництві запилювального і запилювально-медового напрямів, продукція, одержана в результаті підвищення врожайності запилених бджолами сільськогосподарських культур, у прибуток галузі не зараховується. У зв'язку з цим всі витрати по бджільництву запилювального напрямку, крім вартості меду, воску, плідних маток, роїв та іншої побічної продукції, відносять на сільськогосподарські культури і багаторічні культури що запилювалися [3]. Виробництво меду на пасіках населення країни при використанні різних методів утримання бджіл та реалізації продукції забезпечує значні доходи і високу рентабельність [2]. Економічна ефективність галузі бджільництва характеризується прибутком від реалізації продукції, що в кінцевому результаті визначає рівень рентабельності галузі бджільництва.*

Мета та завдання. Метою статті є аналіз відомості з наукових джерел та статистичні дані, а також науково-практичні напрацювання і знання, що стосуються розвитку галузі бджільництва в Україні світі та особливості експорту меду, обґрунтувати практичні рекомендації щодо удосконалення організаційно-економічних засад функціонування ринку продукції бджільництва в умовах інтеграції. Завданням було узагальнити наукові публікації та методичні матеріали за дослідною тематикою.

Результати. Теоретичною і методичною основою дослідження стали праці класиків економічної науки, праці науковців М.Ф. Токарева, В.А. Гайдара, В.П. Пилипенка, А.К. Рустамова, А.А. Вакулина. Раціональне й ефективне використання засобів виробництва, кормової бази і кочівлі забезпечує збільшення валової продукції бджільництва і поліпшення її якості [7].

Висновки. Оцінено динаміку світового виробництва меду та встановлено, що Україна входить до переліку п'яти найбільш країн-виробників меду у світі. Доведено необхідність переорієнтації експорту меду як готового продукту в індивідуальній брендовій упаковці. Встановлено зростання чисельності експортерів меду

Ключові слова: бджільництво, мед, експорт, імпорт, виробництво, переробка .

Problem statement and its connection with important scientific and practical tasks. Today, Ukraine has become a prominent player on the world market for honey (Table 1 and Fig. 1). Our products are in demand in the EU, Canada, USA, Asia and the Arab countries.

Table 1

Production of honey in the world, ths. tons

Country	Years			Specific share in 2016
	2014	2015	2016	
Total	1632,1	1825,8	1787,0	
China	474,8	488,7	502,6	28,1
Turkey	103,5	107,7	105,5	5,9
Iran	77,8	79,0	80,6	4,5
USA	80,9	71,0	73,4	4,1
Russia	74,9	67,7	69,8	3,9
India	61,0	61,1	61,3	3,4
Ukraine	66,5	63,6	59,3	3,3
Mexico	60,6	61,9	55,4	3,1
Argentina	...*	58,2	51,4	2,9
Ethiopia	0,0	59,2	47,7	2,7
Brazil	38,5	37,9	39,6	2,2
Canada	40,8	39,5	39,0	2,2
Spain	32,2	33,4	34,0	1,9
Tanzania	31,0	30,2	30,3	1,7
Hungary	24,4	30,7	26,4	1,5
Kenya	29,7	34,8	25,6	1,4
Korea	23,9	24,4	23,8	1,3
Angola	23,4	23,5	23,4	1,3
Germany	20,2	23,4	21,6	1,2
Romania	18,0	27,9	21,2	1,2
A specific share of 20 leading countries	78,6	78,0	77,9	

...* data missing

Analysis of recent publications on the problem. Exports of Ukrainian honey in the first half of 2018 decreased by 43 % compared to the same period in 2017 and amounted to almost 17 thousand tons with a total value of 37 million dollars. Compared to the same period in 2016, an increase of 12 %. According to the Food and Agriculture Organization of the United Nations (FAO), the EU continues to be among the major buyers of Ukrainian honey, while the top 3 importing countries include Germany (32 %), Poland (17 %) and Belgium (12 %). Ukraine's competitors in the EU market are China, Argentina, Mexico, New Zealand.

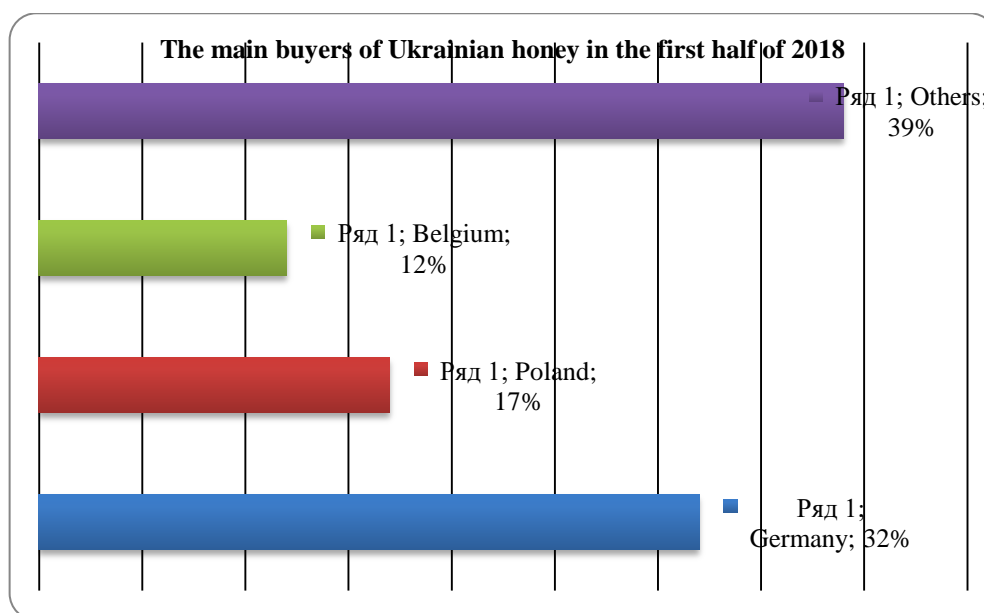


Fig. 1. Purchasers of Ukrainian honey in the first half of 2018

Allocation of previously unsolved parts of the general problem. The basic quota for duty-free delivery of Ukrainian honey to the European Union (5.4 thousand tons) was completed in the first 11 days of 2018, and from October 1, 2018, an additional quota (2.5 thousand tons) was opened. For a non-quota volume, a duty of 17.3 % is applicable.

Formulation of research objectives (problem statement). The average selling price for the 8 months of 2017 is \$ 1.8 per 1 kg, and the average selling price in 2018 is \$ 2.11 (Fig. 2).

An outline of the main results and their justification. Exports of honey in Ukraine are mostly family businesses. The largest exporter is Askaniya-Pak Company. The company belongs to Sergey and Valery Gorbanyam. GC "Commonwealth", located on the second stage of the rating, belongs to Viktor Popov. For the third largest company is - "Ukrainiarni Bi" - the production of honey is the main business.

According to the results of an expert survey, it was found that they positively influence the development of the market for beekeeping products, experts consider the following: qualifications of personnel; the quality of domestic products and the trust of its population; profitability of production; its diversification and geographical location of Ukraine, and negative ones are: solvency of the population; lack of scientific research in the field; lack of reliable statistical information; a high level of inflation and an inadequate degree of integrational formations in beekeeping.

In the Ukrainian honey market, the population's demand for Ukrainian honey is fully met by the "hidden" supply and imported honey. At the same time, exports of honey will increase annually until it is limited to the volume of its production in Ukraine.

A system of normative documents has been created, which makes it possible to assert a sufficient level of regulation of production and circulation of beekeeping products, but there are still problems.

Unfortunately, further declarations of the program of support for beekeeping from the Ministry of Agrarian Policy are not underway. "In the context of the current budget deficit to talk about subsidies - a futile thing. At least they did not interfere with the work, and the beekeepers themselves will do everything themselves ", - says the President of the Beekeepers' Union Volodymyr Stretovych. But the government is disturbing. For example, at the beginning of the year, without any discussion with the beekeepers of Ukraine, "natural honey" was added to the list of products subject to mandatory licensing. Such an order adds bureaucratic problems to beekeepers.

An important issue is the expansion of quotas for honey exports, since the volume of preferential supplies is currently scarce: our country exports ten times more beekeeping products to the EU than quotas provide.

In developed countries, a significant income for apiaries is the payment of farmers for pollination. In Ukraine, this practice is practically absent. The cooperation of farmers and beekeepers would have a positive

impact on the productivity of both plants and apiaries. In particular, increasing the yield of agricultural crops when pollinating flowers by bees is on average 60 % for melons, 65 % for fruit, and 75 % for red clover. And alfalfa seeds are practically impossible to obtain without proper pollination. The beekeepers should be united to protect interests and influence on public policy in the field of beekeeping. A state program of encouraging cooperation between farmers and owners of apiaries would be useful.

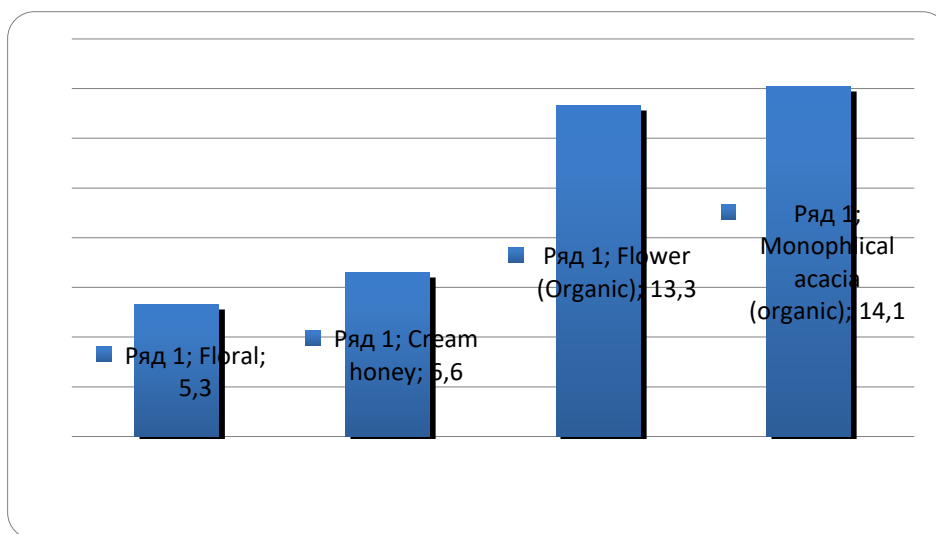


Fig. 2. European prices for honey (EUR/kg)

Today it is safe to say that beekeeping is a useful and healing industry. Fairs and exhibitions of honey are held, there are beekeeping shops. In restaurants, honey and other beekeeping products are used to prepare new dishes. Honey is used as a restorative, toning, restorative strength remedy.

Now in each region of Ukraine you can find honey of different varieties: lime, buckwheat, sunflower, coriander, heather and others. Therefore, buyers face an easy choice, they need not only to identify the necessary and delicious variety, but also to evaluate the quality of the product being purchased. Not even experts in this area, as a rule, can instruct their choices - depending on the color of honey, its smell, viscosity, consistency.

At the present stage of the development of restaurant and hotel business, the customer must be given the opportunity to choose a new product in the form of a name, form, price, taste, and feeling of touch. It is necessary for the client to be most pleased with the presentation and the benefits of the product.

Honey in the priest is always new recipes, delicious dishes, an aesthetic look at cooking, a useful snack that satisfies the physiological needs of man in the daily norm of micro and microelements, easy to use for athletes and travelers.

One of the most promising products is serving honey.

Portion honey is a simple natural honey product, which is packed in special containers 12, 50, 100 and more grams. It stores all the beneficial properties and vitamins. Similar products are for sale in grocery stores and are usually produced by large companies, which in turn buy raw materials from frequent entrepreneurs or farmers. Portion honey is a honey product that is processed by steam before packing in equal portions. The treatment is carried out by steam, as ordinary boiling can lead to loss of useful substances.

Main benefits of portion honey:

- Sealed packaging;
- High quality products;
- Presence of all vitamins and minerals;
- Versatility of use;
- Small capacity volumes.

Banks and other containers have a sealed metal cover with the signature of the manufacturer, batch number and delivery date. All products are certified fixed, so portion honey is less subject to fakes. The sizes of packed containers are 12.50 and up to 500 grams.

The economic (market) timetable in the field of beekeeping, as well as price trends (dynamics) in the most important markets that are directly related to beekeeping. Each indicator is responsible for a specific

market. The same market can be attributed to different groups depending on the specialization of the apiaries. Below are the main indicators of beekeeping

1. The exchange rate. The economy of the whole country depends on the exchange rate, and beekeeping, as an export-oriented industry, is a commodity. Given that the bulk of honey is exported to the EU for the euro, and imports are also coming from Europe, we are more interested in the hryvnia exchange rate than in the euro, and not in dollar terms. As an indicator, we will use the official rate according to the NBU.

2. Burning. Its price indirectly affects everything. For nomads it is a direct expense. As an indicator - the price per liter diesel (diesel fuel) at the gas station.

3. Wood. The main building material in beekeeping. Indicators: the price of wood for a "cube", the price of a multi-hive hive on the frame of the rut, the price of the workpiece for the frame is also routed. Indicator - standard root system, is intermediate for the price between a standard frame of 300 mm and a half frame (145 mm). In addition, in the conditions of the birth of industrial beekeeping, the root system is the most demanded.

4. Wax. The price of wax reflects the state of affairs in the entire wax market segment. Indicator - the price of kg of standard wax in "Kyivoblbzholoprom".

5. Sugar. An important cost component, especially for farms specialized in breeding. Indicator - the price of 1 kg in a small group.

6. Repair. As an indicator we take a cheap device (not a chimney or a chiselled stone), without which it is impossible to beeked - it is a medo. Indicator - the price of the popular budget medo-box from the online store "Uley-In".

7. Carrier services. They are actively used by most beekeepers, spending on the transportation of the same honey bee, hives, pike, a lot of money. Indicator - the cost of transportation of medicoons from "Rement" along the route "Kharkiv-Kiev" by "Intime" carrier.

8. Bees. Breeding is one of the largest segments of the bee market. Indicators - the price of bee and bee horses.

9. Honey The main end product of the industry. Indicators are the purchasing wholesale price (UAH/kg) of one of the leading players of the market and the retail price of honey from herbs (UAH / liter).

An important aspect for the domestic economy is the development of organic production, which provides the population with safe, environmentally friendly and high-quality agricultural products.

In addition, the experience of the EU countries shows that the issue of regional branding of local traditional products is becoming increasingly relevant. Branding not only benefits the manufacturer - it can become an indicator of regional development, which affects the socio-economic sphere of the region. The key issue is to establish links between regional brands, the local community and the region in support of its promotion and further development.

Certified local products can influence the development of local businesses and other products - increase their value, strengthen rural integration and increase the value of local resources.

Local origin products can play a role for the community at the local level - developing networks and relationships between local producers, non-agricultural enterprises, diversifying employment in the region, opening up new opportunities for migration, unemployed young people, rural pensioners and marginalized groups.

The Institute of Market Problems and Economic&Ecological Research of the National Academy of Sciences of Ukraine (hereinafter- IMPEER) is currently the beneficiary of the project eMS BSB 383 "Sustainable Agricultural Trade Network in Black Sea Basin - AgriTradeNet", which is being implemented within the framework of the Joint Operational Programme "Black Sea Basin 2014-2020" (hereinafter- Programme) (Picture 3). AgriTradeNet aims to increase opportunities. local producers, their opportunities for geographical certification / identification and establishing links between business organizations in the Black Sea countries that support the work of these producers locally. Therefore, AgriTradeNet fits in well with the priority 1.2 of Programme, which is «Increasing capacity of local producers and straightening cooperation between business, producers' organizations and local authorities for regional branding and transnational trading of agricultural products».

IMPEER chose honey as a local product that can get geo-certification / identification.

The results we expect to receive from this project:

- Expansion of cross-border links for trade and modernization in the agricultural and related sectors in the Black Sea basin;

- Development of opportunities for cross-border honey trade by obtaining geographic certification / identification and establishing links between business organizations of the Black Sea basin countries;
- Ensuring the safety of production of important agricultural products;
- Providing IT tools to increase the capacity of local producers, in particular, to review legislation at the local level on the safety of the release of traditional products, honey branding opportunities and the study of international trade references for this type of product;
- Developed market for local honey producers.



Fig. 3. The project eMS BSB 383
"Sustainable Agricultural Trade Network in Black Sea Basin -AgriTradeNet"

The incentive for the development of organic beekeeping is a higher price and a steady demand for its products. The quality of the products depends on how well-off the environment in the area of the apiary location, as well as how carefully the beekeepers meet the relevant requirements for the maintenance of bee families and the production of beekeeping products.

There are certain detailed rules for the production of organic products (raw materials) of beekeeping. These rules determine the peculiarities of production of organic products (raw materials) of beekeeping.

The basis for the production of organic products (raw materials) of beekeeping is the exclusion from the technological process of the application of chemical fertilizers and pesticides of synthetic origin, genetically modified organisms, derivatives of genetically modified organisms, products made by genetically modified organisms, preservatives, etc.

During the production of organic produce (raw materials) of beekeeping, the general rules for the production of organic produce (raw materials) of beekeeping are applied in accordance with part one of Article 22 of the Law of Ukraine "On the production and circulation of organic agricultural products and raw materials" and these Rules.

Beekeeping from prehistoric times attracts people to the healing properties of their products. The sub-branch of apiculture - apitherapy - is a rather specific area, since it is not just beekeeping, but is on the verge of beekeeping and medicine. Apitherapy can be considered as one of the directions of non-traditional medicine.

The modern development of science as a science proved that bee products are also effective means of treating many diseases - atherosclerosis, bronchitis, pneumonia, dysbiosis, myocardial dystrophy, otorhinolaryngology, tuberculosis. The advantage of these treatments is the absence of toxic effects on the body, ease of obtaining, general availability, ease of use. Therefore, it is advisable to use honey and other bee products in the diet, it not only gives food specificity, but also helps in the fight against diseases, strengthens immunity and increases the resistance of the body. However, for medical use, not only honey is used as the main component but also other beekeeping products: wax, propolis, pollen, royal jelly, bee poison.

Conclusions and perspectives of further research. The Ukrainian honey market is one of the most promising and is developing fastest today from all agro-industrial sectors of the country. In order to maintain Ukraine's leadership in the world market, a mechanism for the continuous registration of beekeepers and

their withdrawal from the "hidden" level to the official one is required. It is proved that the domestic demand for Ukrainian honey is satisfied mainly due to the "hidden" supply, and according to official statistics, it approaches practically zero.

There is a need for state regulation of activity in the market of beekeeping products at three levels, namely: levels of the territorial community; regional, which involves the combination of the efforts of several territorial communities; interregional, or state, indicating the functions of each level of government in the context of the transition to a territorial self-governing system of sustainable rural development.

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