

выпускаемой продукции и ценообразованию, по формированию спроса и стимулированию сбыта (реклама, обслуживание покупателей, коммерческое кредитование, скидки), заключению договоров продажи (поставки) товаров, товародвижению, транспортировке, по инкассации дебиторской задолженности, организационным, материально-техническим и прочим аспектам сбыта.

При формировании сбытовой политики следует учитывать, что на ее эффективность влияет большое количество различных факторов. Основными из них являются:

- особенности потребителей (их количество, концентрация, время и формы приобретения товаров, величина средней разовой покупки, уровень доходов, закономерности поведения при покупке, требования к качеству товаров и т. д.);

- производственные, сбытовые, финансовые и другие возможности самого предприятия-производителя (специализация деятельности, финансовое положение, масштабы производства, наличие кадров, ресурсов, направления маркетинговой стратегии, организационная структура и т. д.);

- характеристики товара (вид, специфика потребительских свойств, сезонность производства и спроса, сроки хранения, необходимость технического обслуживания и т. д.);

- отличительные черты рынка (емкость; пространственные характеристики – региональный, национальный, мировой; обычаи и торговая практика; плотность распределения потенциальных покупателей и т. д.);

- реализуемые товары, используемые сбытовые стратегии.

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LEGUMES ARE A STRATEGIC FACTOR IN REGULATING PROTEIN BALANCE

Recently, special attention has been paid to the production of legumes, which are of great importance for improving the food supply of the population.

Vegetable protein is the most important component of food and feed resources, the use of which significantly affects human health, well-being, life expectancy and standard of living. This is especially true today, when there is a significant increase in population of our planet, which leads in some countries to protein starvation.

At the end of the twentieth century, the share of vegetable protein was 70 %, and 30 % was accounted for by animal protein, in the overall balance of this product. Vegetable protein deficiency remains one of the most important problems today. In recent years, it has not lost its relevance. Most scientists are inclined to believe that the 21st century should be the age of legumes, which will solve the problem of increasing the production of vegetable protein for livestock and nutrition.

The agro-technical significance of legumes in the modern system of agriculture plays a significant economic role. The presence of appropriate volumes of these crops in crop rotation significantly increases soil fertility, enriches them with organic matter and biological nitrogen. Involvement in crop rotations of new varieties and lines of legumes (soybeans, peas) with increased ability to symbiosis, improved scheme of production of drugs based on symbiotrophic nitrogen fixers and the use of new strains of nitrogen-fixing microorganisms, allows to obtain a total economic effect of about UAH 1 billion per year

The development of agriculture in Ukraine can be ensured by new energy- and resource-saving cultivation technologies. Due to rising energy prices, there is an increasing demand for crop technologies that provide optimal use of the productivity potential of varieties and a rational nutrition system.

The lack of a scientifically sound concept of legume production is a disadvantage of modern agriculture. Despite the fact that the available means of production make it possible to move away from some classic positions in the structure of sown areas of these crops, nitrogen-fixing plants remain a powerful and indispensable factor in maintaining ecological balance in agricultural systems.

The cultivation and production of legumes, in particular soybeans, is an extremely important factor in the context of:

- creation of effective mechanisms to increase soil fertility based on the accumulation of atmospheric nitrogen and the accumulation of organic matter in order to enhance the processes of humification;
- providing a qualitatively new feed base to improve the conversion of high-protein feed into livestock products. It is obvious and clear that each individual task cannot be solved without a comprehensive solution to the problem.

Therefore, the main provisions of the scientific and methodological strategy for the production of high-protein crops and the implementation of the concept of ecological balance in agricultural systems should be based on such a set of solutions:

- creating a legal framework for the effective functioning of agricultural systems, which will increase their productivity and environmental integrity;
- formation of the latest ecological culture, mechanisms of control and renewal of resources in the field of agricultural activity;
- development of methods of regenerative agriculture with bringing the share of legumes in the structure of sown areas to 5-15%;
- expansion of the basic collection of the gene pool of legumes and creation of varieties and hybrids with a grain yield potential of up to 6.5 t/ha;
- development of ecologically safe technologies for growing legumes on the basis of efficient moisture use and energy saving;
- adaptation of legumes to the system of nutrient regulation and increasing soil fertility;
- development of technologies for the rational use of water on irrigated lands;

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КОНКУРЕНЦИЯ ЗЕРНОПЕРЕРАБАТЫВАЮЩИХ ОРГАНИЗАЦИЙ АПК

Проведен анализ конкурентной позиции ОАО «Барановичский комбинат хлебопродуктов» (ОАО «Барановичхлебопродукт») на рынке мукомольно-крупяной продукции.

ОАО «Барановичхлебопродукт» является одним из крупнейших предприятий Республики Беларусь по хранению и переработке зерна. Продукция, выпускаемая комбинатом, – это:

- мука (пшеничная, ржаная, зерно пшеницы цельносмольное);
- крупы (горох, гречка, манка, овсяная, рис, пшено);
- мучные полуфабрикаты (блинчики дрожжевые, дрожжевое тесто, манник, песочное тесто, пицца дрожжевая, пончики);