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THE STATE OF IMPLEMENTATION OF DIGITAL AGRICULTURE IN UKRAINE

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The competitiveness of agricultural products and the competitiveness of economic entities should be based on a certain level of innovative development, which will help strengthen their development. Ukraine, which has extremely favorable natural and climatic conditions for agricultural production, as a result of technological backwardness, today is not able to provide its population with food products that are affordable and sufficient according to standard standards. The shortcomings of the economic policy of the last decade affected the development of the entire agro-industrial complex, especially in the field of agriculture: the agricultural sector lagged behind other sectors of the national economy in key technical, economic and organizational parameters [1-4].

Agriculture fell into severe price disproportions, lost permanent sales channels for its products and the acquisition of material and technical resources. As a result, the violation of the turnover of the financial resources of the industry in all key parameters – in particular, the receipt of proceeds from the sale of products and the attraction of loans and investments, as well as the receipt of state financial support [5]. According to an expert assessment conducted by the State Statistics Service of Ukraine, the main factors hindering the development of innovative activities of domestic enterprises are: lack of own funds (80,1 % of the studied enterprises), high costs of innovation (55,5 %), insufficient financial support from the state (53,7 %), high economic risk (41 %), imperfection of the legislative framework (40,4 %), long payback period for innovations (38,7 %), lack of funds from customers (33,3 %), lack of qualified personnel (20 %), lack of opportunities for cooperation with other enterprises and scientific organizations (19,7 %), lack of information about sales markets (17,4 %), lack of information about new technologies (16,1 %). Given the above, in order to ensure a balanced development of the agrarian sector of the Ukrainian economy, it is necessary to develop our own model for enhancing innovation activity, taking into account the innovative capabilities of agricultural enterprises, increasing the motivation of all participants in the agrarian market, promoting the process of “diffusion of innovations”, and actively involving the state in the legislative and regulatory regulation of the studied area. It is advisable to focus on the implementation of innovative entrepreneurship aimed at creating innovative products, technologies and providing services, primarily on the basis of the adaptive ability of the enterprise to external influences, balanced organizational and managerial approaches, which will ensure guaranteed innovative development in the future. The Organization for Economic Cooperation and Development, concerning the strategy of innovative development, proposes a number of basic principles of state innovation policy, the first of which is to encourage people to innovate through the education and vocational training system, which should provide an opportunity to acquire a wide range of necessary knowledge and skills, opportunities for retraining or training; through encouraging consumers to actively participate in the innovation process; by promoting the development of an entrepreneurial culture, instilling appropriate [6,7].

The system of formation and implementation of state priorities in the field of agricultural science and technology needs to be improved. It should be based on the principles of compliance of the main directions of scientific and technological development of the branches of the agro-industrial complex with the main problems and prospects for the development of society, the demand for high-tech products in the domestic and world markets. An important role in ensuring the effective functioning of innovative entrepreneurship is played by the innovative infrastructure. In particular, its main elements such as technoparks, business incubators, technopolises, which contribute to the entry of innovations into the market.

To date, the innovation infrastructure of Ukraine is still very weak and characterized by incompleteness, and therefore requires comprehensive support from the state. In addition, it should be noted that investment and innovation is only half the battle, and the other half is the training of highly professional personnel, especially management. The proclaimed course of the country's leadership towards the innovative development of the economy requires professional specialists for its implementation in the field of managing innovative processes in the agro-industrial complex. The present experience shows that the development of the intended course is hindered by the lack of innovative thinking and innovative culture in society, as well as the lack of modern creative knowledge.

The most significant results of the rural reform were the catastrophic decline in agricultural production, the detechnologization and deindustrialization of the agricultural sector. The problem is that the level of demand for the results of agricultural science by agricultural production remains very low, which naturally also leads to a decrease in quality. The main reason is that large agricultural enterprises have not been formed in Ukraine and the market integration of farms has not taken place.

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UDC 330

POPULAR HIGH-TECH SOLUTIONS IN THE AGRICULTURAL SECTOR OF UKRAINE

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According to studies, the percentage of penetration of high technologies into the agricultural sector is still quite low – about 10–12 % compared with world leaders – Australia, the USA, Israel, the Netherlands, Canada, where IT solutions in agriculture are used quite widely. Thus, 80 % of US farmers use information technology in some way in their activities. In Japan and South Korea, greenhouse climate control systems and remote monitoring systems are used, allowing farmers to control temperature, moisture levels and other indicators from a distance. In Germany, the use of information technology in agriculture has increased the yield by 30 %. At the same time, the cost of mineral fertilizers decreased by 30 %, and the cost of inhibitors by 50 % [1,2].

Now in Ukraine, solutions such as the introduction of precision farming systems, aerial photography to control the quality of crops, field history to select the optimal crop, laboratory soil tests to obtain information on the biochemical composition are popular on the agricultural market. These technologies increase yields and reduce production costs by reducing the cost of fuel, seeds and fertilizers.