

and creative working atmosphere, which is in line with their culture of encouraging innovation, communication and collaboration. Financial institutions may be more inclined to create a professional, stable, rigorous office environment. Their decoration style is simple and generous, office facilities placed in order to reflect their attention to risk control and professional services. Corporate logos (such as trademarks, brand logos, etc.) and propaganda slogans are the visual display of corporate material culture. For example, Nike's iconic "hook" trademark and "Just Do It" slogan, succinctly and effectively convey the cultural concept of Nike's courage to challenge and positive action, so that its brand image is deeply rooted in the hearts of the people, attracting many consumers around the world. Material culture, as the external expression of corporate culture, is the "window" for the outside world to understand the enterprise, which can enable customers, partners and the public to quickly form an initial impression on the cultural characteristics of the enterprise, and then affect their cognition and evaluation of the enterprise.

Conducted researches have allowed us to conclude that corporate culture is a unique spiritual and behavioral system that is bred by an enterprise in the process of growth and development based on its own history, industry characteristics, leader style, external environment and many other factors, including values, beliefs, codes of conduct and other aspects. It is the internal driving force for the survival and development of an enterprise. It has a profound and lasting influence on the operation and management of enterprises.

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AGRICULTURE IN GHANA: A PILLAR OF ECONOMIC DEVELOPMENT

Agriculture is a crucial sector in Ghana, forming the backbone of the economy and the livelihoods of a significant portion of the population. Approximately 40% of the country's GDP comes from agriculture, and nearly 60% of the workforce is engaged in agricultural activities.

The sector not only ensures food security but also plays a vital role in rural development and poverty reduction.

Ghana is endowed with a diverse range of agricultural products, cultivated across different ecological zones. The country's primary agricultural products include:

Cocoa. Ghana is the second-largest cocoa producer globally, known for its high-quality beans. Cocoa farming is essential for the country's economy, contributing significantly to export revenues and providing employment for millions of Ghanaians. The Ashanti, Western, and Brong Ahafo regions are the main cocoa-growing areas.

Cereal Crops. Staples like maize, rice, and millet are extensively cultivated. Maize is the most widely grown cereal, serving as a staple food for many households. The northern regions are particularly known for rice production, contributing to local food security.

Roots and Tubers. Crops such as cassava, yam, and sweet potatoes are essential for food security and nutrition. These crops thrive in Ghana's diverse climatic conditions, and their cultivation is prevalent in regions like the Central, Ashanti, and Western regions.

Fruits and Vegetables. Ghana produces various fruits, including pineapples, bananas, and citrus fruits. The country is also a significant exporter of fresh fruits, particularly pineapple, to international markets. Vegetables like tomatoes, garden eggs, and peppers are commonly grown for both domestic consumption and export.

Livestock. While livestock farming is less prominent compared to crop production, it plays an essential role in rural livelihoods. Cattle, goats, sheep, and poultry are common, providing meat, milk, and eggs for local markets. The Northern Region is well-known for its cattle rearing.

The key decisions include:

- Reduction of postharvest losses by 50% through increased investment in affordable on-farm storage, handling technologies, transportation and logistics systems.

- Increase investment in technologies for value addition, food waste management, (conversion of organic waste into products such fish feed, biobased products), and bioenergy by 20% by 2030.

- Implement Food based Dietary Guidelines to enhance to increase household dietary diversity scores by 30% and enhance nutritional value of meals for school feeding programs by 2030.

- At least 40% increase in access to affordable feed for the poultry and aquaculture industries by 2030.

- At least 20% increase in women empowerment in agriculture index by 2030.

- Increased the number of youth-managed enterprises engaged in nutrition sensitive agriculture and food processing by 30% by 2030.

The future of agriculture in Ghana holds significant promise, driven by the sector's potential for modernization, innovation, and sustainable practices. As the government and various stakeholders implement programs aimed at improving food security, enhancing productivity, and increasing farmers' incomes, the agricultural landscape is poised for transformation. Significant advancements in technology, such as precision farming, improved seed varieties, and climate-smart agricultural practices, are likely to play pivotal roles in overcoming existing challenges like climate change and resource limitations. Investment in research and development will enhance crop resilience and empower farmers to adapt to shifting environmental conditions.

To ensure that the agricultural sector thrives, it is essential that policies focus on the needs of smallholder farmers, who make up the majority of the agricultural workforce. Promoting access to credit, education, and infrastructure will cultivate an environment where farmers can innovate and expand their operations.

Lastly, engaging with youth and women will be crucial in revitalizing the sector. Their involvement can bring fresh ideas and energy, stimulating growth and ensuring that agriculture remains a viable career choice for future generations.

In summary, the future of agriculture in Ghana is bright, conditional on strategic investments, sustainable practices, and inclusivity. By addressing the challenges head-on and leveraging the opportunities that arise, Ghana can establish a resilient agricultural sector that supports both economic growth and food security for all its citizens.