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FEATURES AND PROSPECTS FOR ANIMAL PRODUCTION EXPORT IN UKRAINE

The effectiveness of using the marketing system in livestock farming depends on many factors, which causes some fundamental differences from similar systems in other fields of national economy. We distinguish the main: a large proportion of primary processing of products (cooling, removal of impurities, pasteurization, etc.); the need to create a subsystem of preserving and storage; inelasticity of demand and everyday necessity in the diet of a person.

In the view of marketing functions, the Ukrainian livestock market should be controlled and predicted by the means of collecting and processing large amounts of information on the livestock production; selecting the most profitable sales markets for placement, taking into account the soil-climatic zones (Polissya, Forest-steppe, Steppe); realization of forecasts (short, medium and long-term) for the market development of livestock products; development and improvement of main characteristics of products related to its quality; definition of commodity, price, communicative and logistic policy in the industry.

However, in order to develop the concept of marketing in livestock, it is necessary to overcome plenty of difficulties. Problems that impede the formation and full realization of marketing potential in livestock, can be separated into two groups: main and secondary. As the main we need to mention the lack of funding for the formation of marketing resources and marketing efforts and the lack of skilled human resources. Permanent lack of funding for the implementation of effective livestock marketing is one of the main problems.

On the other hand, Ukrainian enterprises have very low level of employees marketing competences and skills. Therefore there is an urgent need to increase the professional level and qualifications of marketing staff.

The livestock sector is one of the primal directions in the development of the domestic agro-industrial complex. In the structure of gross agricultural products, share of livestock is about 22%. Livestock breeding in Ukraine has several main goals. First, it is production of meat. We bred cattle, pigs, and poultry for it. Especially poultry is in great demand. Secondly, other livestock products are produced there - milk, eggs, wool, etc. Cattle breeding in Ukraine is based on cattle, pigs and poultry.

On December 1, 2016, the stock of cattle in Ukraine counted 3.9 million heads, the number of pigs - 7.1 million heads, and the number of poultry - 213.2 million heads [1].

Livestock breeding is an integral part of the country's agro-industrial complex, which constitutes more than 70% of food market and consumer goods produced from agricultural raw materials.

For the effective development of animal husbandry we utilise procurement, distributional and industrial types of logistic, as well as indispensable availability of informational logistics (accompanying the movement of material and physical flows), together with transport and warehouse logistics. All these three types of logistics constitute the basis of the production and commercial logistics.

It is typical for the livestock industry that the main mean of production is considered to be the land. Connections with land largely determines material and other flows. The main feature of these flow processes in livestock farming is that it is associated with the biological life cycle of animal growth. Another important feature of logistic in livestock production is that the final products are quickly spoiled and therefore need to be urgently realized, re-worked, or require special conditions for long-term storage, which consequently leads to significant additional work and costs.

These features of material flows in livestock production indicate the presence of special biological material flows or their links both in logistics systems and in logistics chains. An important feature of the biological stream is that it is locked. This is a consequence of the fact that all products manufactured at the plant are partly or absolutely returned to the production process in order to start a new cycle of biological production.

Internal market state influences the development of foreign economic activity in the livestock sector.

During 2013-2015 domestic livestock production increased its presence on foreign markets. Ukraine substantially expanded its markets of meat products, in particular poultry products coming from Ukraine to EU in 2017 [3].

According to the government statistics, which was provided by the Association of Ukrainian Livestock, export of livestock products for 9 months of 2017 amounted to \$ 791,685,000. This is 46.5% more than for the same period last year [4].

According to the results of 2017, the Netherlands headed the top of importers of Ukrainian meat. Thus, the Netherlands bought meat products in Ukraine of \$ 80.5 million, which is 2.4 times more than in 2016. The share of Netherlands in exports of Ukrainian meat products amounted to 15.1%. In total, the export of meat products in 2017 increased by 37% compared to the previous year - to 531.3 million dollars. Egypt increased its import of meat by 73% to \$ 69.4 million and became second with a share of 13.1%.

Iraq purchased meat products for a total of \$ 51.2 million, representing 9.6% of total exports, and Belarus for \$ 49.6 million. Azerbaijan increased exports of meat by 2.7 times compared to 2016 - up to 37.8 million dollars. Hong Kong has strengthened its position and exceeded its performance in 2016 by 2.4 times, purchasing Ukrainian meat for almost \$ 30 million.

Also, the top ten leaders are Georgia - 22.9 million dollars, Germany - 21.7 million dollars, Kazakhstan - 20.8 million dollars, and the United Arab Emirates - 19.2 million dollars. Thus, OAU has almost tripled the import of meat from Ukraine in comparison with 2016 [7].

In January 2018, Ukraine surpassed exports of meat in January 2016 by 76% to \$ 38.7 million. In 2017, the State Consumer Protection Service continued active work with the competent authorities of other world countries to work out, coordinate and reconcile the forms of international veterinary certificates for the supply of products. In particular, there are congruent certificates for export of cattle to Jordany, poultry - to Montenegro, Iraq and Saudi Arabia, predatory animals to the Czech Republic, as well as milk, fish products, eggs and cat-tle embryos - to Iraq. 11 Ukrainian agro enterprises are able now to export livestock products to Moldova, including cheese factories, poultry farms, cold storage plants.

287 Ukrainian enterprises have the right to export to European Union countries, including 107 food producers, in particular, poultry producers, fish, honey, eggs, milk and dairy products. Also, 180 enterprises producing non-food products of animal origin, such as pulp, raw materials, non-productive animal feeds, non-food offal, breeding material, and other non-food animal products can now export to the European Union [2].

It should be noted that today the state does little to help manufacturers in such directions as animal husbandry - the most complex and labor-intensive activity comparing to other fields of agrarian complex. Therefore, if we want to increase volume of agrarian export even, we need to pay more attention to animal husbandry. Must be remembered that particularly in the field of livestock farming there are great opportunities of export growth: our bulls are very popular in the Muslim countries of Asia, and pork is in high demand in the neighboring countries of the former CIS.

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