FORMATION AND DEVELOPMENT OF INNOVATION ACTIVITY AREAS AT THE INDUSTRIAL ENTERPRISE

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ABSTRACT

It is established that resolving nearly all key problems of the agro-industrial complex functioning as well as searching for opportunities to raise the population's standard of living are aimed at providing the nation with food. It is proved that food security is of special significance in the life support of society, since availability of food is fundamental for human life. The characteristic features of food security in the current conditions are revealed. The principles for the national food security system are determined. It is substantiated that the principles of self-sufficiency, independence, accessibility and quality are paramount in the process of shaping the state policy of food security. The figures show that the population of the world is growing rapidly, and consequently, the amount of food consumed is only increasing. Since Ukraine is a country with a developed agricultural sector, one of the leaders in this industry's development globally, it should be among the countries responsible for solving foodstuff issues. It is noted that throughout the history of statehood, the problem of stable food supply to the population has been among the most important ones as it affects national security. It is shown that there are different ways of combating food security problems by states. The article examines the regulatory and legal support for sustainable economic development, given the provision of food security based on self-sufficiency. The authors put forward the suggestions with regard to formation of the main directions for achieving food security on the basis of the principles of sustainable economic development.

Keywords

Food security, economic security, national security, food security index, agro-industrial complex, food industry, security system.

Classification JEL: Q 18, H 56

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STATEMENT OF THE PROBLEM

People are malnourished everywhere, the ratio of hungry and hungry in different countries is different. Every night one in seven people on the planet goes to bed hungry. There is concern that this is not the limit: demand for food is expected to increase by 70% by 2050. All the horror of the situation is that 80% of the world's hungry are directly involved in food production.

Along with other problems of economic development in the current context, the problem of food security is becoming more acute and of increasing importance in the structure of economic security. It is in providing the country with food intertwined and concentrated in a complex knot virtually all modern numerous problems and pain points of functioning of the agro-industrial complex and its basis - agriculture.

As noted above, providing the population with sufficient food is one of humanity's most important problems. Today, about 40 million people die of starvation and the effects of hunger, including 13 million children every year. More than 40% of the population suffer from micronutrient deficiencies, which can be called "hidden hunger". Therefore, the problem of food security and food security for countries is as urgent as ever.

The urgent issue of food security is also to ensure that the agricultural sector is in a good condition. Unconditional is the fact that the level of food security directly depends on the level of food security of Ukraine. Nowadays, agro-industrial complex provides 95% of food resources, more than 2/3 of the consumer goods fund is being formed at its expense; the value of fixed assets is 30% of their total value in the national economy. Almost all agricultural products are designed for the consumer, manufactured for the market. At the same time, it is an extremely voluminous market for other areas of material production.

ANALYSIS OF RECENT STUDIES AND PUBLICATIONS

Well-known scientists have been involved in the study of food security, including A. Marshall (1892), D. Ricardo (2025), A. Smith (1776), and others. Issues of state regulation of food security were given attention by Ukrainian and foreign scientists. Significant contribution to the theory and practice of ensuring food security of Ukraine has been made by such specialists as V.G. Andriychuk (2002), . Borschevsky P.G. (2000) , V. G. Geets (1996), O.I. Goychuk (2019), S.O.Grigoriev (2016) , T.G.Dudar (2009), Dudar (2009), V.K. Zbarsky (2009), M.A. Misevich (2009), S. M. Kvasha (2016), O. S. Reznikova (2010), P. T. Sabluk (2011) and others.

Kazakh scientists pay a lot of attention to the main threats to food security of the regions and prospects for their further development in the Republic of Kazakhstan. Kazakh scientists, in particular Bekenov S.S. (2003), Eszhanova Zh. Zh. (2004), Zhanbekova Z.H. (2008) exploring the problem of maintaining an acceptable level of food security, rightly point out that at the center of the problem of food security is a man - a citizen of the country and the consumer.

OBJECTIVES OF THE ARTICLE

The purpose of the article is to analyze the current stage of food security in Ukraine and the countries of the world and to develop directions for achieving food security in accordance with European food quality standards.

RESEARCH METHODS

In the process of the study, the method of absolute and comparative advantages is used, which allows to characterize the features and problems of stable food security of the population, on which national security depends. The use of economic methods of optimization

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and determination of equilibrium allows to reveal the feasibility of attracting investments in agriculture in our country, which is directly related to global problems of ensuring food security. The use of scientific abstraction made it possible to form the problems of global hunger and take into account the position of the World Bank on the implementation of the program of investment in the agricultural sector of Ukraine. The use of general economic and specific scientific methods made it possible to develop vectors for achieving food security in accordance with European food quality standards.

THE MAIN MATERIAL OF THE RESEARCH

The legislation of Ukraine gives the following interpretation to the concept of "food security": Food security is the protection of the vital interests of man, which is expressed in guaranteeing the state of unimpeded economic access to food for the purpose of maintaining its normal life activity.

Food security is characterized by the following features (Bekenov, 2003):

1) ensuring that the population has the necessary food at a scientifically sound medical level;
2) creation of the necessary food reserves in the state, in case of unforeseen circumstances (natural disasters, crop failures, floods), in the amount of six-monthly, and even annual stocks;
3) provide opportunities to enter the global market with competitive products to address global and regional food and energy issues, as well as financial problems of economic agents.

Throughout the history of statehood, the problem of stable food security for the population has been one of the most important, as national security depends on it. So, different countries have come up with ways to combat malnutrition.

For example, Brazilian theory: starving is possible if you support local farmers. By investing in the food industry (small business) and agriculture, Brazil has reduced the number of people affected by poverty by 20 million from 2003 to 2009. The state purchased food from small farms, providing socio-economic development in rural areas.

Example of France: In May 2018, the French Parliament approved a law banning large food supermarkets from throwing away unsold but edible food. Now they are obliged to donate such goods to charities that give it to the poor. It is worth paying tribute to the French - an effective way out of a critical situation.

The national food security system is based on the principles of self-reliance, independence, accessibility and quality. These, in the first place, should be taken into account in the formulation of state food security policy. The following must also be ensured: the effective development of the food industry, foreign economic activity in the food industry, the generation of household income, the guarantee of balanced and quality consumption.

The importance and necessity of guaranteeing Ukraine's food security requires maintaining an adequate level of food security. This, in turn, involves using state support for domestic food companies and taking measures to control imports to support domestic producers. The security of food security is both sufficient food self-sufficiency and the availability of funds for their import in the necessary volumes in the conditions of minimal potential vulnerability of food security of the population in case of complications with food imports (lack of currency, rising prices, embargo etc) (Eszhanova, 2004).

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The main components of the state policy formation in the field of food security are shown in Figure 1.

In order to achieve food security at the level of the self-sufficient state, Ukraine must be based on its own production. Food self-sufficiency means that most of the food needs are met through domestic production. Therefore, the food-processing industry is the center of food security. For this purpose it is necessary to establish control over such subsystems as planning, marketing and distribution; food reserves and consumption; personnel, information, advisory, financial, scientific and logistical support, etc (Zhanbekova, 2008; Lyko, Babienko, Buzovsky, Ishchenko, 2005).

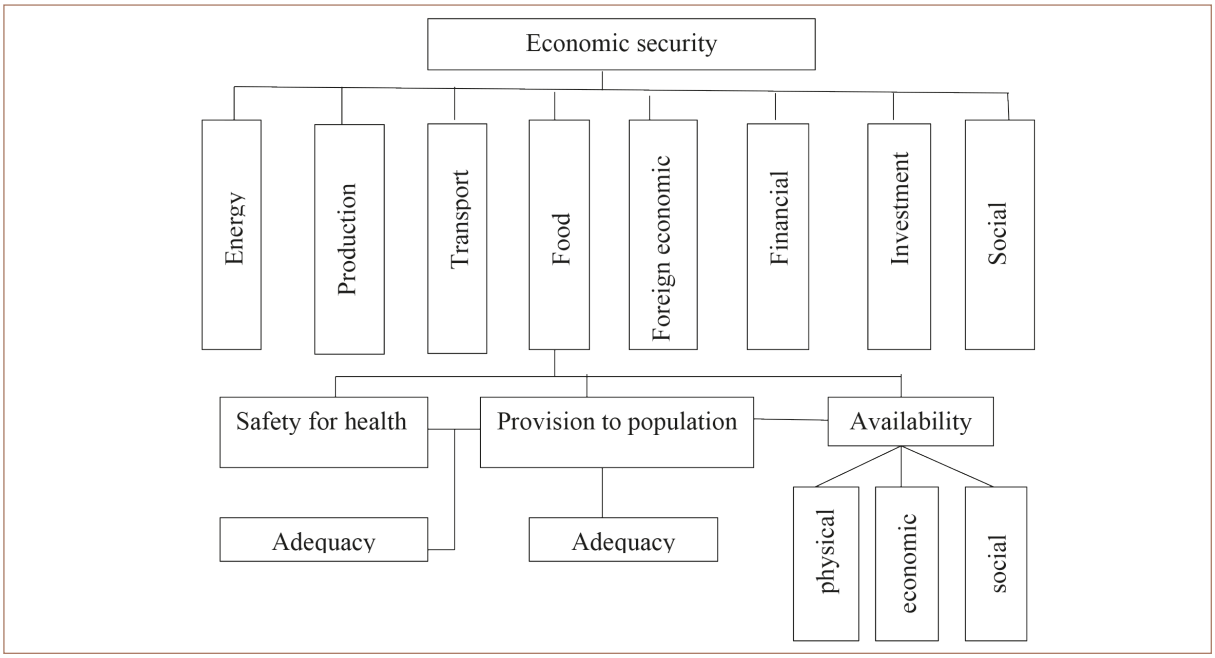

Fig. 1. The main components of the state policy formation in the field of food security

Source: Zhanbekova, 2008; Lyko, Babienko, Buzovsky, Ishchenko, 2005

On October 17, 2014, Yatsenyuk published an article with a rather interesting title on the site "Economic Truth": "Food security of the world depends on Ukraine". Some of the former Prime Minister's quotes and opinions are as follows.

"The world's food security depends on Ukraine - we are one of the key players. The government's plans to seize leadership in the food market together with other countries in the world (USA, Canada, several EU countries),"- Yatsenyuk stressed.

Food security for entire regions of the world depends on Ukraine. Ukraine is a bronze medalist in grain exports.

As noted above, the demand for food will increase by 70% by 2050. This means that around 1 billion tonnes of cereals will need to be produced in excess of existing volume. And this challenge is not addressed to anyone, but to Ukraine, because last year our country was ranked third in the world in their export. And given that the EU is a union of 28 individual countries, and the United States surpasses us by nearly 16 times, Ukraine is the most productive country in this respect (fig. 2).

Despite the general crisis in the country, things are going well enough in the agricultural sector: the industry is growing its share in the economy even in this difficult time. Some

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regions of the world, especially the Middle East, are directly dependent on supplies from Ukraine. This makes investing in our country's agriculture a global food security issue. Therefore, the World Bank is working on a program to invest in the agricultural sector of Ukraine. Paradoxically, Ukraine plays a key role in solving the problem of global hunger.

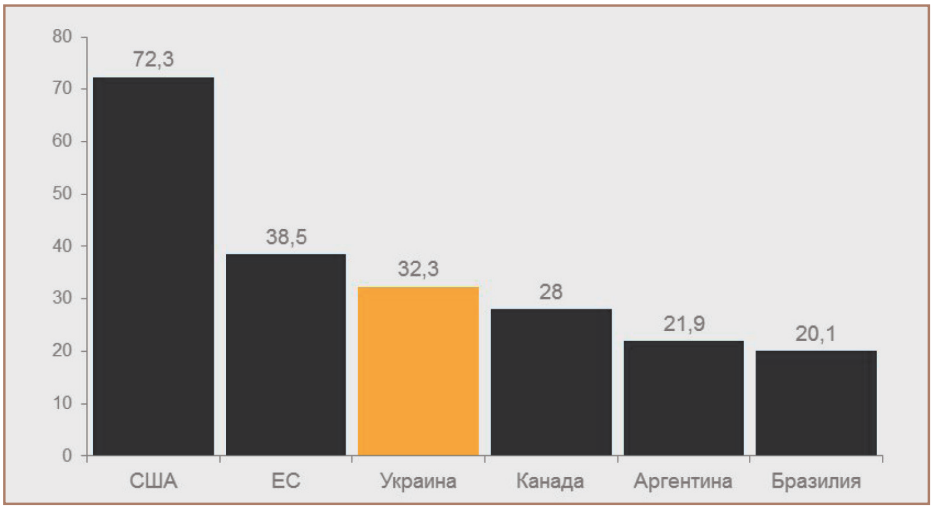

Fig. 2. Grain export leaders in the world.

Source: Agricultural Market Information System

And we can do more. There is considerable potential for increasing grain production in Ukraine. The 2018 harvest figures suggest that our exports will increase.

A reprint from the Ex - Minister of Agrarian Policy Oleksiy Pavlenko: "Ukraine is self-sufficient in all types of food products. Ukraine produces several times more than it consumes domestically, enabling it to occupy a leading position in the world of agricultural exports without compromising its food security".

The share of spending on food in Ukraine is 4.5 times higher than in the EU-28, where it averages 12.2%: from 8.2% in the UK to 27.8% in Romania.

However, according to the official report of the 2017 report, Ukraine still dropped to 16 positions in the Global Food Security Index – from 47th to 63rd rankings. Poverty has become a major feature of domestic life.

The structure of consumer spending in some post-Soviet countries (Kazakhstan) is more comparable to Ukraine.

In all countries, the highest share of household consumption expenditures is on food expenditures.

Households in the post-Soviet space, in contrast to the EU, are characterized by a low share of spending on culture and recreation, restaurants and hotels.

It should be noted that the share of expenditures on housing and communal services and energy resources in Ukraine is the highest among the post-Soviet countries. The smallest part of consumer spending on this item is directed by Belarusians (7.1%), and the highest – Kazakhs (12.7%).

The share of consumer spending on transport differs significantly, amounting to only 3.9% in Ukraine and between 8% and 14% in other post-Soviet countries.

It should be noted that President Volodymyr Zelensky endorsed Ukraine's 2030 sustainable development goals. The relevant decree No. 722/2019 was signed by the President on 30 September (Website of the State Statistics Committee of Ukraine 2019; Khorunzhiy, 2003).

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The document, in particular, provides for ensuring that Ukraine's sustainable development goals are met by 2030. Among them, the first places were the following goals:

1) overcoming poverty;
2) overcoming hunger, achieving food security, improving nutrition and promoting sustainable agriculture;
3) ensuring a healthy lifestyle and promoting well-being for all at any age.

We hope that the goals of Ukraine's sustainable development have not only been approved but will be realized. Addressing the food security of countries, including Ukraine, is possible under the proper financial regulation, through lending, innovations, regulation of import-export activities in the agricultural sector and investment in agriculture, etc.

CONCLUSIONS

So, given the research and the Ukrainian realities, food security is a level of food security for the population that guarantees socio-political stability in society, survival and development of the nation, individuals, families, sustainable economic development of the state.

There are two main areas of food security in Ukraine. First, it is necessary to ensure the supply of food in such quantities that could provide a healthy and complete nutrition for the population. Secondly, exports must be emphasized. Ukraine's agrarian success awaits the whole world. Our mission is to increase production volumes and bring our products in line with European quality standards that can serve as a benchmark for us during this historic period.

If Ukraine can be of some use to the world community, then it is in food security.

The food problem belongs to the category of global. To solve the food problem, the efforts of a single state are not enough, and a well-established cooperation of all countries, regardless of their social order, is required.

After all, effectively addressing food security is the key to future generations prosperity.

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Visualization: Nosov Anton.
Writing – original draft: Alla Cherep.
Writing – review & editing: Alla Cherep.

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