CONCEPTUAL FRAMEWORK FOR SUSTAINABLE DEVELOPMENT OF FOOD MARKET

INTRODUCTION

Problem formulation

The sustainable development of the food market is one of the most important tasks of the national economy, which strongly influences the provision of food security and the standard of living of the population. The current global trends and the need to develop a system of import substitution require an increase in the growth rate of domestic agricultural production. The importance of solving this problem based on systematic modernization of agriculture is a national priority of Russia and is implemented by various tools, including the use of the program-target method in implementing the State Program on Agribusiness Development and Regulation of Farm Produce, Raw Materials, and Foodstuffs Markets.

It should be noted that the significant differentiation of Russian regions increases the uneven development of food markets in the country. Besides, the definition of sustainable development of the food market has not yet been established in the scientific community. According to this, a need arises to develop a conceptual framework for the sustainable development of the food market in Russian conditions, formulate the concept of a sustainable food market, and define the factor system that determines its development.

Exploring the importance of the problem

It is known that the sustainable development of food supply is one of the components of the sustainable development of the territory in general. This is primarily because food production is directly related to economic and environmental aspects. In this regard, it is necessary to apply a systematic approach to ensuring the sustainable development of the food market.

LITERATURE REVIEW

The general theoretical and methodological aspects of the market economy functioning, and the relationship between production and consumption are studied in the works of foreign scientists, such as J. Keynes (2009), A. Marshall (1993), F. Kotler (2015), etc. Scientific coverage of this problem was expressed in several theories and concepts that were becoming more complex as economic and social relations developed. At the same time, each of them interprets the essence of the market, the laws of its functioning, and the factors that determine its development in a different way.

Food security issues in Russia are studied in the works of A.I. Altukhov (2019), V.V. Miloserdov (2005), A.A. Shutkov (2018), I.G. Ushachev (2009), and V.A. Klyukach (2004). The content of individual structural elements of food market research is considered in the works of A.S. Novoselov, R.I. Shniper (1993), T.V. Uskova (2012), and S.S. Firsenko (2011). Despite the significant contribution of foreign and domestic scientists to the evolution of the market development theory and methodology, the presented works do not fully consider the specifics of the food system sustainability problems. The lack of methodological support for organizational and economic relations in food markets determines the need to develop a conceptual framework for the development of this market according to the requirements of sustainable development of socio-economic systems.

MATERIALS AND METHODS

The theoretical basis of the research involves the concepts and theories based on fundamental and applied works, which formulate the key provisions of the market economy development. The methodological basis of the research is a synergetic paradigm that combines and synthesizes systemic and institutional approaches. In the course of study, general scientific
methods of theoretical and empirical knowledge were used, such as the method of scientific abstraction, analysis, and synthesis, method of analogies, and systematic method. The materials for the working hypothesis include information from the sites of the Federal State Statistics Service (ROSSTAT). The research logic is subordinated to the achievement of the objective of the study; the content is presented according to the problematic principle, which makes it possible to identify key trends in the development of the Russian food market.

RESULTS

It should be emphasized that the food market differs significantly from other markets in the totality of goods produced and sold, which have certain interchangeability and connection between each other carried out through the effective demand of the population for food. This market is a complex system of economic relations that arise in the food system in the course of production, processing, transportation, storage, sale, consumption, and utilization of food under the influence of external and internal factors. The study of different approaches to the concepts of the food market and sustainable development has allowed defining sustainable development of the food market as a long-term concerted interaction among elements of the natural environment, human potential, social and productive infrastructure in rural areas, economic entities of agribusiness, forming a holistic ecological and socio-economic system, whose effective functioning ensures food security and population’s living standards. According to the authors, the main factors of sustainable development of the food market are (AKIMOVA, KOVALENKO, 2016):

- industrializing agriculture, which is provided through the growth of technical equipment with high-performance means of production, and expansion of leasing operations;
- improving agricultural technologies, including employing organic farming methods to increase the production of environmentally friendly products and safe food;
- developing market infrastructure through the creation of an effective model for the procurement and sale of food products through the formation of specialized wholesale market networks, as well as developing financial and marketing systems;
- ensuring national competitive advantages of the agri-food sector through the system of state regulation of the food market and stimulating sustainable development of both corporate structures of the agro-industrial complex and small businesses;
- creating conditions for sustainable development of rural areas, increasing the social comfort of the rural population serving the basis to form human capital.

The institutional environment of the market consists of three blocks, of which the first is a set of basic legal, political, economic, and social rules and regulations governing the relations of food production, exchange, and consumption. The second block is represented by institutional agreements that define the web of relations between economic entities, forms, and methods of interaction between them. The third block includes a set of the food market actors (food producers and consumers, economic entities of production, market, information infrastructure, scientific environment, training system, and agribusiness management bodies).

The concept of sustainable development of the food market aims at ensuring food security for present and future generations and achieving a high quality of life for them by providing a full diet. Forming a balanced and sustainable food market requires constant monitoring of the supply and demand balance in terms of food and spatial aspects to identify critical deviations, economic and social risks, and measures to minimize them. It is important to create an adequate mechanism for state regulation and support for the sustainable development of the food market at the national, regional, and local levels. Market sustainability should be ensured in three areas: supplying food mainly due to sufficient volumes of domestic production, generating demand for food, and maintaining market balance due to the creation of modern market infrastructure. The methods of regulation for each of the noted areas need to be detailed.
The state regulation system of supply in the food market aims at stimulating domestic food production and establishing equal competitive conditions for Russian producers and importers. It should be noted that measures of agrarian, financial-credit, and tax policies, as well as the active use of the program-target method, are aimed at increasing food production in the country. Moreover, state, regional, and departmental target programs are developed and implemented to provide support for different categories of producers based on co-financing from the federal, regional, and local budgets. Besides, the used mechanism of commodity and purchasing interventions, which consists of the withdrawal of goods in case of excess supply over demand, or release in case of insufficient supply of goods, creates a certain buffer fund for operational regulation of the supply and demand balance.

Tariff regulation measures are used to impose restrictions on food products imports, which allow eliminating basic imbalances between economic conditions in different countries and ensuring revenues to the state budget. Customs duties are used to regulate prices, as well as to smooth seasonal fluctuations in the markets of certain groups of products by limiting imports during the production of domestic products. Besides, incentives for food exports or imports can be applied depending on the situation in the food market, which can be implemented by subsidizing exports or concluding interstate agreements on the supply of certain goods.

Domestic food production can be stimulated through preferential taxation mechanisms that can support, for example, low-income agricultural sectors. Thus, it is advisable to exempt from taxation the profits of agricultural enterprises, which is used for capital investments, reconstruction and technical re-equipment of production, as well as the development of the social sector. Effective demand in the food market is determined by the prices of food products and the income of the population. The purpose of stimulating effective demand is to maintain a certain level of food consumption necessary to preserve the health of the population (vegetables, fruits, meat), and to expand the market for social products (bread products, dairy products, sugar). In general, in the food sector, pricing can be used to regulate demand by setting a marginal mark-up to the purchase (wholesale) price, or a marginal level of profitability, limiting retail prices.

It is necessary to use measures to stimulate effective demand through the provision of food aid to low-income segments of the population (subsidizing consumers of certain types of food) and to organize social nutrition (in schools, hospitals, and other social institutions). This measure of demand promotion meets the principles of a social market economy since it has a clearly expressed social orientation and is addressed mainly to those who cannot provide themselves with the necessary level of consumption and a decent standard of living. A particular area of state regulation of the food market is state control over the quality of products, the use of appropriate product names by manufacturers, informing consumers about standards and quality guarantees, and promoting the consumption of healthy products. Sustainable development of the food market depends on the development of market infrastructure, whose main functions include:

- ensuring free access of the buyer to the produced food products;
- enabling food producers to sell their products;
- ensuring supply and demand balance for food exports and imports (including interregional);
- ensuring the safety of the product and its consumer qualities;
- minimizing handling costs;
- providing information support of the market actors;
- providing financial support for the activities of economic agent

The basic structural elements of the food market are suggested to include the infrastructure of trade, public catering, transport, refrigeration, packaging, procurement, as well as retail intermediaries. It is recommended to consider information, financial, and regulatory support as functional subsystems.
The main areas of improving the infrastructure of the food market in almost all regions of the country are the following: increasing the storage capacity of products, including those with freezing and refrigerating equipment designed for storing perishable foodstuff; upgrading the warehouse facilities of transport infrastructure; expanding the fleet of specialized and refrigerated transport to ensure the preservation of the consumer quality of food products during their transportation; creating logistics centers to allow minimizing the cost of transportation and storage of food products; developing the production of modern packaging materials and containers for transportation and storage of food products; modernizing marketplaces that sell food products, etc.

An important area of state regulation is the licensing of wholesale and retail trade, which is necessary to protect both the producer and the consumer since the position of the producer depends to a large extent on the fair performance of contractual obligations, while consumer’s quality of life and health depends on the quality of food products. Licensing of enterprises selling food both wholesale and retail does not mean restricting competition, but guarantees to a certain extent that the seller meets all the requirements of the state for this product and its sale conditions. Thus, the sustainable development of the food market should include economic regulators ensuring a combination of the interests of the state, producers, and consumers, as well as creating equivalent relations among them.

**DISCUSSION**

As noted above, the food market differs significantly from other markets in the totality of goods produced and sold, which have certain interchangeability and connection between each other carried out through the effective demand of the population for food. This market is a complex system of economic relations that arise in the food system in the course of production, processing, transportation, storage, sale, consumption, and utilization of food under the influence of external and internal factors.

It is impossible to determine the conditions and factors of sustainable development of the food market without assessing the trends in supply, which is crucially dependent on the level of development of agricultural production. The analysis has shown that in Russia, during the years of reforms, the food market has experienced a significant decline. The crisis manifestations affected the production of all types of agricultural products without exception, and the volume of output was seriously reduced during the 1990s.

The State Program on Agribusiness Development and Regulation of Farm Produce, Raw Materials and Foodstuffs Markets, which has been adopted and implemented for several years, is the most significant for the development of the agri-food sector in Russia. According to the annual national report on the implementation of the above-mentioned program, the planned values for 2018 were reached and exceeded for most indicators, except for the following ones:

- gross value added produced in agriculture (89%);
- crop production index in all categories of farms (in comparable prices) (98%);
- the profitability of agricultural enterprises (including subsidies) (83.3%);
- labor productivity index for the previous year (97%).

Their decline is largely due to the difficult macroeconomic situation and weather conditions prevailing in some regions of the country. The main indicators of agricultural production output in Russia at the present stage are presented in Table 1. These data show that in general, agricultural production in the period from 2000 to 2019 tended to increase in both crop production and livestock farming sectors. Crop production remains the main source of growth in agricultural production, whose outputs have increased eight times compared to 2000. The most significant growth in crop and livestock production (more than 30 times) is observed in peasant farm economies.
From the data presented in Table 2, it is seen that the largest increase over the study period is provided in the production of sugar beet and sunflower (by 3 and 3.3 times, respectively). The decrease is observed in the production of potato (24%) and milk. The largest share in the production of most products falls on agricultural organizations. Here, the exception is potatoes and vegetables, which are produced mainly in households of the population. At that, there is a significant downward trend in production volumes of households for all types of products, except for grain, where the increase over the study period is 82%. Agricultural production, in general, has increased many-fold for all types of products in agricultural organizations and peasant farm economies.
Table 2. Production dynamics of main types of agricultural products by category of farms, thousand tons

| Indicator | 2000 | 2005 | 2010 | 2012 | 2014 | 2016 | 2017 | 2018 |
|-----------|------|------|------|------|------|------|------|------|
| **Agricultural organizations** |      |      |      |      |      |      |      |      |
| Grain (weight after processing) | 59,418 | 62,727 | 46,985 | 54,435 | 77,636 | 86,179 | 94,969 | 79,540 |
| Sugar beet | 13,271 | 18,813 | 19,735 | 39,476 | 29,879 | 45,250 | 45,791 | 37,503 |
| Sunflower seed | 3,303 | 4,688 | 3,900 | 5,789 | 6,350 | 7,566 | 7,132 | 8,466 |
| Potato | 2,222 | 2,354 | 2,213 | 3,855 | 3,810 | 4,210 | 4,233 | 4,317 |
| Vegetables | 2,475 | 2,119 | 2,069 | 2,502 | 2,554 | 3,076 | 3,480 | 3,581 |
| Livestock and poultry for slaughter (slaughter weight) | 1,787 | 2,305 | 4,342 | 5,415 | 6,569 | 7,516 | 8,040 | 8,396 |
| Milk | 15,271 | 14,001 | 14,313 | 14,753 | 14,365 | 15,061 | 15,674 | 16,245 |
| Eggs, million pcs. | 24,143 | 27,359 | 31,316 | 32,768 | 32,563 | 34,517 | 35,924 | 36,161 |
| **Households of the population** |      |      |      |      |      |      |      |      |
| Grain (weight after processing) | 489 | 804 | 636 | 734 | 1,079 | 1,023 | 1,071 | 891 |
| Sugar beet | 90 | 231 | 102 | 158 | 181 | 79 | 91 | 64 |
| Sunflower seed | 49 | 30 | 32 | 38 | 43 | 46 | 45 | 48 |
| Potato | 26,868 | 24,960 | 17,753 | 23,305 | 25,327 | 15,594 | 14,963 | 15,237 |
| Vegetables | 8,084 | 8,448 | 8,668 | 10,111 | 10,803 | 7,724 | 7,546 | 7,545 |
| Livestock and poultry for slaughter (slaughter weight) | 2,579 | 2,565 | 2,615 | 2,444 | 2,239 | 2,045 | 1,974 | 1,912 |
| Milk | 16,420 | 16,088 | 16,050 | 15,284 | 15,408 | 12,552 | 12,135 | 11,855 |
| Eggs, million pcs. | 9,801 | 9,521 | 8,980 | 8,932 | 8,976 | 8,545 | 8,439 | 8,274 |
| **Peasant farm economies** |      |      |      |      |      |      |      |      |
| Grain (weight after processing) | 5,513 | 14,272 | 13,339 | 15,740 | 26,600 | 33,474 | 39,499 | 32,824 |
| Sugar beet | 690 | 2,232 | 2,419 | 5,423 | 3,454 | 5,997 | 6,032 | 4,499 |
| Sunflower seed | 567 | 1,772 | 1,413 | 2,166 | 2,641 | 3,403 | 3,303 | 4,242 |
| Potato | 375 | 802 | 1,175 | 2,372 | 2,365 | 2,660 | 2,511 | 2,841 |
| Vegetables | 263 | 781 | 1,388 | 2,013 | 2,101 | 2,381 | 25,660 | 2,559 |
| Livestock and poultry for slaughter (slaughter weight) | 80 | 120 | 210 | 231 | 263 | 292 | 305 | 322 |
| Milk | 568 | 981 | 1,484 | 1,719 | 1,918 | 2,174 | 2,376 | 2,511 |
| Eggs, million pcs. | 141 | 260 | 3,030 | 333 | 321 | 452 | 466 | 466 |

Source: Search data.

Not only the supply but also the demand for food is an important element of the market structure. In this aspect, the availability of basic food concerning the recommended rational consumption standards, is of great importance, since reflects the physical availability of food. New dietary intake levels were approved in 2016 by order of the Ministry of Health of the Russian Federation (PRIKAZ MINISTERSTVA ZDRAVOOKHRANENIYA RF, 2016). Their correlation with the average actual per capita consumption of basic foodstuff is shown in Table 3.
Table 3. Average per capita consumption of basic foodstuffs in the Russian Federation, kg/person per year

| Foodstuffs                                          | 2010 | 2015 | 2016 | 2017 | 2018 | Dietary intake level |
|-----------------------------------------------------|------|------|------|------|------|----------------------|
| Meat and meat products on meat basis                | 69   | 85   | 88   | 88   | 89   | 73                   |
| Milk and dairy products on milk basis               | 247  | 266  | 273  | 266  | 266  | 325                  |
| Eggs and egg products, pcs.                        | 269  | 218  | 229  | 230  | 231  | 260                  |
| Sugar                                               | 39   | 31   | 32   | 31   | 31   | 24                   |
| Potato                                              | 104  | 58   | 60   | 59   | 59   | 90                   |
| Vegetables and cucurbits                            | 101  | 99   | 105  | 102  | 104  | 140                  |
| Fruits and berries                                  | 58   | 71   | 73   | 73   | 74   | 100                  |
| Bread products (bread and pasta on flour basis, as well as flour, cereals, and legumes) | 120  | 95   | 99   | 97   | 96   | 96                   |

Source: Search data.

Data presented in Table 3 show that consumption of meat and meat products (29%), milk and dairy products (7.7%), vegetables (3%), fruits and berries (27.6%) has increased in recent years. At the same time, a decrease is noted in the consumption of sugar, bread products, and eggs. The consumption of potato has reduced almost twice (43.3%). In 2018, consumption standards were met only for meat and meat products, sugar, and bread products. According to expert estimates, only 10-20% of the country’s population are able to eat according to rational standards. In recent years, the cost of a minimum set of foodstuffs per person per month has increased almost five times. At that, the largest share in its structure belongs to relatively expensive meat products and cheap bread products, cereals, and pasta. At that, the share of food expenses in Russian households reaches 50-60%. According to statistics, in 2019, food products accounted for 40.7% of the structure of total consumer spending. This is lower than in 2000 when this figure was almost 50% but is much higher than in economically developed countries. For example, in the United States, the proportion of food and non-alcoholic beverages is 6.4%, in France – 11.6%, in Germany – 9.7% of the total actual final consumption of households.

Most research related to the study of food sector development and sustainability focus on achieving food security or preventing food losses, while little attention is paid to how organizations working in the agri-food supply chains use new approaches and innovations to improve distribution sustainability (NIKOLAOU et al., 2018; PIETERS et al., 2017). In this regard, market system infrastructure development plays a significant role in the formation of its balanced state. It is considered as a set of objects and institutional structures that ensure the implementation of material, financial, and information links among the food market actors. The market infrastructure combines the production, circulation, and consumption sectors into a single chain, thus ensuring the continuity of the reproduction process. However, despite the fulfillment of the "Comprehensive Program on Development of the Commodity Market Infrastructure in the Russian Federation for 1998-2005", the situation in this sector, especially in the food segment, remains quite a predicament (ZINCHUK, 2006).

The analysis of the proportions between the available capacities of the market infrastructure and the level of foodstuff production has shown that most of the regions of Russia are characterized by insufficient capacities of warehouse facilities, specialized transport, container stock, retail space of food stores, and underdeveloped economic and information infrastructure. Although infrastructure facilities themselves do not directly contribute to GNP, they do contribute to the acceleration of trade turnover, and therefore, state and regional authorities need to develop market infrastructure to create normal economic conditions in the food market and the territory in general. According to the authors, special attention should be paid to various types of agribusinesses, as well as to consideration of the importance of social responsibility of business, which affects the environmental practices of farmers and the consequences of socio-environmental integration for creating more sustainable food systems (RUSSELL; HEDBERG; ZIMMERER, 2020).
KEY TAKEAWAYS
In real practice, both at the national, and regional, local levels, the food market is usually unbalanced and weakly sustainable with a large number of imperfect economic links and socio-economic relations among agricultural producers, processing industry enterprises, infrastructure entities, the state, and the population as the end-consumer of foodstuff. The aggravation of the international situation and the economic crisis exacerbate existing problems, which are manifested in the following:

- deterioration of the business climate in the country due to contraction and increased cost of credit, reducing financial resources for the investment of agribusiness organizations, increasing budget deficit, and decreasing state support for agriculture and food market;
- increase in consumer prices for foodstuff and decrease in food consumption by significant groups of the population, primarily the poor, whose share increases due to a decrease in real income;
- the high dependence of individual agribusiness enterprises on imported supplies of materials, technologies, and technological equipment, and the inability to establish production in the country in a relatively short time (MUKHAMEDGALIEV et al., 2019);
- the underdeveloped infrastructure of the food market (especially wholesale and logistics centers) and the complexity of the access to it for most small forms of agribusiness;
- the threatening rates of decline in rural population, and the inability to stop this process shortly, which is accompanied by a growing shortage of trained manpower.

Obviously, the food market and the economic structures that form it can function on the following basic principles of sustainable development (LAMINE; DARNHOFER; MARSDEN, 2019):

1) the current development stage should be carried out ensuring equal opportunities for future generations;
2) improving the economic efficiency of food production should be accompanied by the preservation of natural resources, increasing responsibility for activities that damage the environment;
3) the functioning of the food market should provide the basic need of people for high-quality and safe food, ensuring social justice and environmental safety.

CONCLUSION
At present, it is important to create an adequate mechanism for state regulation and support for the sustainable development of the food market at the national, regional, and local levels. Market sustainability should be ensured in three areas: supplying food based mainly on sufficient volumes of domestic production, generating demand for food, and reaching market balance by creating contemporary market infrastructure. Obviously, the sustainable development of the food market should include a system of economic regulators that would ensure the combination of the interests of the state, producers, and consumers, as well as forming equivalent relations among them.

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Resumo
A presente pesquisa trata de comprovar a necessidade de desenvolver um quadro conceitual para o desenvolvimento sustentável do mercado alimentar e garantir a segurança alimentar do país por meio da produção nacional de alimentos de qualidade. Atualmente, o desenvolvimento sustentável dos sistemas econômicos é um problema relevante e, portanto, o desenvolvimento sustentável do mercado alimentício também está se tornando agudo. Este problema não é suficientemente desenvolvido em aspectos teóricos e práticos. Seu estudo permitiu identificar fatores que afetam a sustentabilidade do mercado de alimentos. Esses fatores incluem a industrialização da agricultura, a melhoria das tecnologias agrícolas, o desenvolvimento de infraestrutura de mercado, a garantia de vantagens competitivas nacionais do setor agroalimentar, etc. O artigo analisa as principais tendências no desenvolvimento do mercado alimentar russo, o que permitiu concluir que garantir seu desenvolvimento sustentável deve incluir reguladores econômicos que garantam a combinação de interesses do Estado, produtores e consumidores, bem como formar relações equivalentes entre eles. O estudo apresenta as principais disposições do conceito de desenvolvimento sustentável do mercado alimentício.

Palavras-chave: Mercado de alimentos. Regulação estatal. Desenvolvimento sustentável. Agricultura.

Abstract
The present research deals with substantiating the need to develop a conceptual framework for the sustainable development of the food market and ensuring the country’s food security through domestic production of quality food. At present, the sustainable development of economic systems is a relevant problem, and therefore the sustainable development of the food market is also becoming acute. This problem is not sufficiently developed in both theoretical and practical aspects. Its study allowed identifying factors that affect the sustainability of the food market. These factors include industrializing agriculture, improving agricultural technologies, developing market infrastructure, ensuring national competitive advantages of the agrifood sector, etc. The article analyzes the key trends in the development of the Russian food market, which allowed concluding that ensuring its sustainable development should include economic regulators that would ensure the combination of interests of the state, producers, and consumers, as well as forming equivalent relations among them. The study presents the main provisions of the sustainable development concept of the food market.

Keywords: Food market. State regulation. Sustainable development. Agriculture.

Resumen
La presente investigación trata de fundamentar la necesidad de desarrollar un marco conceptual para el desarrollo sostenible del mercado alimentario y garantizar la seguridad alimentaria del país a través de la producción nacional de alimentos de calidad. En la actualidad, el desarrollo sostenible de los sistemas económicos es un problema relevante y, por lo tanto, el desarrollo sostenible del mercado alimentario también se está agudizando. Este problema no está suficientemente desarrollado tanto en aspectos teóricos como prácticos. Su estudio permitió identificar factores que afectan la sostenibilidad del mercado alimentario. Estos factores incluyen la industrialización de la agricultura, la mejora de las tecnologías agrícolas, el desarrollo de la infraestructura de mercado, la garantía de ventajas competitivas nacionales del sector agroalimentario, etc. El artículo analiza las tendencias clave en el desarrollo del mercado alimentario ruso, lo que permitió concluir que asegurar su desarrollo sostenible debería incluir reguladores económicos que aseguraran la combinación de intereses del Estado, productores y consumidores, así como la formación de relaciones equivalentes entre ellos. El estudio presenta las principales disposiciones del concepto de desarrollo sostenible del mercado alimentario.

Palabras-clave: Mercado de alimentos. Regulación estatal. Desarrollo sostenible. Agricultura.