AGRARIAN POLICY OF UKRAINE IN THE CONDITIONS OF GLOBALIZATION PROCESSES AND FINANCIAL AND ECONOMIC CHALLENGES

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The intensification of global globalization and integration processes actualizes the issue of choosing the place and role of Ukraine's agro-food sector in the world economic system. The agricultural sector of Ukraine provides 12% of gross domestic product, 22% of employment and 38% of export value. Sustainable development of the agrarian sector of the Ukrainian economy largely depends on the effectiveness of agrarian policy and the proper participation of the state in its formation and implementation [1, p.3]. Under the current conditions, only the national economy that makes the most of the opportunities of globalization can be competitive. The agrarian sector, like other sectors of the economy, is influenced by globalization, international capital flows and investments, multinational corporations.

The term «globalization» comes from the French «global», which means planetary, inclusive and means a comprehensive process of transformation of the world community into an open holistic system of information-technological, financial-economic, socio-political, socio-cultural interconnections and interdependencies [2, p.126]. Global competitiveness should be pursued by Ukraine through awareness and formation of a national economic multilevel model. Its higher level should include a way to integrate a country into transnational cycles of globalization-accelerated formation. The other level is the mechanisms for integrating the country...
into the system of regional relations in EU standards. The third level is bilateral relations with countries that are adequate to Ukraine in terms of their industrial, technical and technological level. Domestic agroindustrial complex can make a breakthrough on the world market because its potential, unlike traditional participants (USA, EU and Canada), is not yet exhausted - only one third of the productive forces of nature and society are involved. However, one cannot agree that only the Ministry of Agrarian Policy of Ukraine should be responsible for ensuring the proper level of management of agricultural and innovative resources, which will create opportunities for realizing Ukraine's foreign economic agro-food potential. The problem solved can only be solved by a systematic integrated approach that covers all agricultural entities and entities without exception.

The prevention and avoidance of the destructive effects of globalization in the agro-food sector requires a systematic approach in the formulation of national agricultural policy, the priorities of which in this context are the development of internal competition and the creation of long-term export advantages in the international food market. The formation and development of the fundamentals of a market economy in Ukraine, its integration into the world economic space have led to an increase in the role of foreign trade in the reproduction process, an increase in the influence of the world market conditions on the parameters of the state's economic development. The situation in the global food market is now rapidly being replaced by new driving forces. Climate change, high energy prices, globalization and urbanization are transforming production, consumption and markets. The impact of the private sector in the global food system, and the particular impact of food retailers is also growing rapidly. Changes in nutritional value, rising commodity prices, and new links between consumers and producers are critical for poor and food vulnerable people. Assessment and interpretation of current trends and new challenges in the global food market are important to ensure that agricultural policy makers have relevant information, mobilize adequate resources at local, regional and national levels [3].

Climate change risks will have a negative impact on food production and stimulate increased demand for them. Food imports in developing countries will increase. Land use in the world due to climate change will increase by no more than 1%. As a result of global warming, global agricultural gross domestic product will decline by 16% by 2020. At the same time, production cuts in developing countries will be 20%, in industrial countries - 6%. Even due to technological change, it will not be possible to counteract the negative effects of climate change, which will directly affect the prices of agricultural products, the growth rate of which can be up to 40% due to this factor. The implementation of the strategy of expanding Ukraine’s presence in the world food market must be accompanied by adequate measures to ensure the sustainability of agricultural production in the country. In this regard, in particular, it is necessary to join the «new green» revolution, which is a form of agriculture known as soil conservation technologies, which provides for the restoration of land structure and the stimulation of biological processes in soils and, as a consequence, the increase of yields of crops. The purpose of this agrarian system is sustainable production of food using methods that promote the development of soil ecosystems and reduce the scale of unjustified damage to soils [4].

**Conclusions.** As the economy of most agrarian-oriented regions of Ukraine is depressed, their broader involvement in export activities will help solve a number of
key problems, including reducing unemployment, increasing investment, improving the agri-food industry's competitiveness, and improving the quality of life. In this context, there is a need to develop mechanisms for developing the agricultural agro-food potential of the regions, which is seen as the ability of the relevant territorial entity to produce and market competitive products in certain external markets. It should be formed and implemented using a variety of marketing tools that will enhance the international competitiveness of the regions and, accordingly, the state.

The realization of export agrarian potential requires not only significant investment, but also a change of policy in the specified sphere, which should be based on the organized efforts of the operators of the relevant market and government structures. Investing in infrastructure and product processing will help increase the profitability of agricultural enterprises, as their underdevelopment currently contributes significantly to the fact that most of the products, especially cereals, are sold immediately after the harvest, overflowing the market and causing significant seasonal fluctuations profit. Attempts by the state to regulate these processes in previous years, which were usually carried out by administrative methods, were unsuccessful.

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ENSURING BUSINESS SUCCESS AS A PRIORITY FOR UKRAINIAN AGRICULTURAL ENTERPRISES

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The key tendencies of the domestic agro-sector innovative development have been investigated, indicating positive and negative aspects of the enterprises functioning in this sector. Analysis of scientific sources confirmed the relevance of