The estimate agricultural market in the conditions of strategic development

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Abstract. The intensification of competition in industrial commodity markets necessitates the study of their condition with the identification of development trends and prospects. Crop production sectors are traditionally strategic in the Russian Federation, including in terms of expanding export supplies of agricultural raw materials and food. Steady growth in export supplies of grain crops and sunflower oil brought Russia to second place in the world. The development of crop industries involves the technical re-equipment of the industry. The analysis shows the negative dynamics of decline the level of technical equipment of the industry, which is explained by a number of reasons with the predominance of economic factors. In the Altai Territory, despite positive changes in the level of equipment with fixed assets, the problem of modernization and rearmament remains relevant.

1. Introduction
The development of crop industries involves the technical re-equipment of the industry. The analysis shows the negative dynamics of decline the level of technical equipment of the industry, which is explained by a number of reasons with the predominance of economic factors.

2. Materials and methods
The theoretical and methodological basis of the study amounted to works of domestic and foreign scientists on problems of agricultural production; development of land relations; research and recommendations of the Russian Academy of agricultural sciences of the Russian Federation. Methodological framework served as a systemic approach allowing ensuring comprehensiveness and focus. Also used were analytical, abstract-logical, settlement and constructive, economics and statistics, monographic research methods.

3. Results and discussion
In the Altai Territory, despite positive changes in the level of equipment with fixed assets, the problem of modernization and rearmament remains relevant. The environmental development impact of the industry is increasing: for example, emissions and discharges of pollutants into water and air basins have increased 1.7 times, which is ahead of the dynamics of gross grain and vegetable harvest. Waste generation increased 3.4 times. With an increase in the share of agriculture in gross water intake to 25%, it accounts for more than 60% of water losses during transportation (table 1) In the Altai Territory,
recent years there has been a development trend in the cultivation of industrial crops, one of which is rape. The intensification of competition in industrial commodity markets necessitates the study of their condition with the identification of development trends and prospects. Crop production sectors are traditionally strategic in the Russian Federation, including in terms of expanding export supplies of agricultural raw materials and food. Steady growth in export supplies of grain crops and sunflower oil brought Russia to second place in the world. The development of crop industries involves the technical re-equipment of the industry. The analysis shows the negative dynamics of decline.

**Table 1.** Gross harvest of industrial crops of the Altai Territory [7].

| Indicators         | 2015  | 2016  | 2017  | 2018  |
|--------------------|-------|-------|-------|-------|
| The name of the culture | thousand tons | %       | thousand tons | %       | thousand tons | %       | thousand tons | %       |
| flax - flaxseed     | 0.26  | 0.01  | 0.31  | 0.01  | 0.02  | 0.00  | 0.20  | 0.01  |
| flax - straws       | 17.35 | 0.94  | 18.20 | 0.70  | 13.44 | 0.48  | 12.00 | 0.39  |
| flax - in terms of fiber | 4.57  | 0.25  | 4.75  | 0.18  | 4.10  | 0.15  | 3.67  | 0.12  |
| sugar beet          | 819.63| 44.62 | 1131.13| 43.32 | 1084.61| 38.89 | 888.11| 28.67 |
| oilseeds - total    | 498.50| 27.14 | 729.59| 27.94 | 845.24| 30.30 | 1098.51| 35.46 |
| oilseeds - total    | 386.44| 21.04 | 568.98| 21.79 | 619.72| 22.22 | 676.41| 21.84 |
| flaxseed (oilseed)  | 41.20 | 2.24  | 53.12 | 2.03  | 44.96 | 1.61  | 78.72 | 2.54  |
| soybean             | 27.88 | 1.52  | 55.67 | 2.13  | 97.97 | 3.51  | 135.77| 4.38  |
| mustard             | 0.05  | 0.00  | 0.00  | 0.00  | 0.73  | 0.03  | 3.54  | 0.11  |
| spring rape - colza | 41.06 | 2.24  | 49.07 | 1.88  | 78.31 | 2.81  | 200.88| 6.48  |
| Total industrial crops | 1836.95| 100.00| 2610.82| 100.00| 2789.11| 100.00| 3097.80| 100.00|

Since this plant has a large green mass and nutritional composition of the stems, it was actively used as a pasture crop. Until now, many farmers grow rapeseed precisely for these purposes. Nevertheless, the main direction in the cultivation of rapeseed is to obtain oil. On a global scale, its production ranks third after palm and soy.

The cultivation of rapeseed in the Altai Territory is carried out by agricultural organizations and peasant (farmer) enterprises, individual entrepreneurs. In 2018, in the structure of gross rapeseed collection by organizations, there was an increase in rapeseed collection by peasant (farmer) enterprises and individual entrepreneurs by 2.6% compared to 2015. Thus, increased interest in the cultivation of spring rape by peasant (farmer) farms (table 2,3).

**Table 2.** Gross harvest of spring rape in the Altai Territory [7].

| Indicators              | 2015  | 2016  | 2017  | 2018  |
|------------------------|-------|-------|-------|-------|
| Farms of all categories | thousand tons | %       | thousand tons | %       | thousand tons | %       | thousand tons | %       |
| Agricultural organizations | 41.06 | 100   | 49.07 | 100   | 78.31 | 100,00 | 200.88 | 100.00 |
| Peasant (farm) enterprises and individual entrepreneurs | 32.18 | 78.37 | 35.69 | 72.73 | 59.93 | 76.53 | 152.2 | 75.77 |
|                         | 8.88  | 21.63 | 13.38 | 27.27 | 18.38 | 23.47 | 48.68 | 24.23 |
The market of rapeseed producers in the Altai Territory is represented by agricultural organizations. Households do not grow rapeseed. Over the analyzed period, a decrease in the share of rapeseed production by agricultural organizations by 2.6% was observed. This is due to an increase in the share of gross rapeseed in the total collection of peasant (farmer) enterprises and individual entrepreneurs.

**Table 3.** The balance of rapeseed in the Altai Territory, thousand tons [6,7].

| Indicators       | 2015 | 2016 | 2017 | 2018 |
|------------------|------|------|------|------|
| Production       | 36.5 | 43.4 | 71.4 | 184.3|
| Import           | 26.8 | 33.6 | 30.7 | 38.0 |
| Carrying Residues| 3.1  | 0.5  | 2.1  | 54.3 |
| Carrying Residues| 65.6 | 67.1 | 59.3 | 72.9 |
| Export           | 0.9  | 9.4  | 44.9 | 95.1 |
| including export | 0.9  | 9.4  | 44.9 | 95.1 |

Another popular crop is potatoes. In 2018, the Altai Territory entered the TOP-10 of the largest Russian potato producers. Together, the potato harvest in these ten regions amounted to 35.8% of the total Russian. Altai Krai in this ranking is located in sixth position, with a potato crop of 992.2 thousand tons. This indicator amounted to 3.13% of the potato crop in Russia. It should be noted that over the past ten years, potato production in the Altai Territory has grown by almost a third - by 28% [4,5].

The development of potato farming for agricultural enterprises is possible only through the widespread development of modern high-performance potato production technologies, which include the use of modern machine complexes, high-quality seed material, effective and environmentally friendly fertilizers and plant protection products. At the same time, it is necessary to take into account the global trend of growing potatoes in small businesses and personal households.

In the structure of cereal exports in value terms, 52.4% were shipments of wheat (Latvia, Azerbaijan, Kazakhstan, etc.), 18.6% were barley (Iran, Belarus and others); 16.8% - buckwheat (China, Japan and others). In the structure of exports of food and processing industry products, 30.4% were shipments of cereals (to Azerbaijan, Tajikistan, Belarus, Turkmenistan, etc.), 24.4% were assorted foods (to Latvia, Azerbaijan, Kazakhstan, etc.), 16.8% - flour (to China, Tajikistan, Belarus and others); 8.8% - assorted drinks (in Kazakhstan, Belarus), as well as other goods [2]. In the structure of exports of oil and fat products, 47.3% were shipments of rapeseed oil (to China, Tajikistan, Lithuania, etc.), 38.8% - sunflower oil (to Uzbekistan, China, Afghanistan, etc.), 8.2% - soybean oil (to Uzbekistan and Tajikistan); 4.6% - oilcake (to Kazakhstan, Latvia, etc.) [2]. In the structure of export of meat and dairy products, 38.3% were shipments of cheese (to Kazakhstan and Kyrgyzstan and others), 24.0% - poultry meat (to China and Kazakhstan), 20.2% - milk and cream condensed (to Kazakhstan and Armenia), ice cream - 14.8% (to China, Kazakhstan and Mongolia). In the structure of export of fish products, 86.5% were shipments of fish fillets (to Germany, the Netherlands, the USA and others), 13.3% - frozen fish (to Kazakhstan), 0.2% - dried fish (to Kazakhstan) [1, 2]. In the structure of export of other agricultural products, 19.4% were shipments of rapeseed (to China, Latvia and Belarus), 18.4% - flax seeds (to China, Latvia, Mongolia and others), 13.1% - legumes (in Iran, Czech Republic, Afghanistan, etc.), 12.3% - sunflower seeds (to China, Kazakhstan, Armenia) [3,8].

Thus, within the framework of implementing the national strategic course on export development, the region has powerful potential for further increasing production volumes and increasing food shipments to neighboring countries and beyond. However, the geographical remoteness of the Altai Territory from the main sales markets, the high cost of transportation significantly reduce the competitiveness of agricultural products and negatively affect the formation of prices for it, which are on average 20-25% lower than in other leading agricultural regions of Russia, which ultimately puts the target for 2024 is at risk.
Implementation of the Decree of the Government of the Russian Federation of September 15, 2017 No. 1104 “On the provision of subsidies from the federal budget to Russian organizations for the compensation of part of the costs of transporting agricultural and food products by land, including rail,” does not provide an optimal level of profitability for exporting enterprises since the amount of reimbursable funds is limited by the size of the railway tariff, which is not more than 30% of the total cost of transportation, about 70% is due to pay for services for using rolling stock. In the structure of regional production, the export of which was subsidized, 55.2% accounted for grain processing products [2,7].

In connection with the foregoing, it is advisable to adjust the regional export policy of the agro-industrial complex in terms of amending the resolutions of the Government of the Russian Federation on September 15, 2017. No. 1104 regarding the increase in the coefficient correcting the amount of actual transportation costs from 0.5 to 0.8, as well as the exclusion of restrictions on the amount of subsidies based on the cost of the railway tariff.

For regions geographically remote from sales markets and port infrastructure, to which Altai Krai belongs, there is an objective need to increase the coefficient that corrects the amount of actual transport costs from 0.5 to 0.8. It is also necessary to exclude the limitation of the size of the subsidy based on the cost of the railway tariff, since its size is not more than 30% of the total cost of transportation, where 70% falls on the payment of services for using rolling stock.

When entering international markets, food producers are faced with high duties and supply quotas. The markets of China and Mongolia are the most promising for the export of flour and cereal products. Russian companies are forced to ship wheat flour to China with an import duty of 65%. The regime of preferential quotas (for grain and products of its grinding), under which the customs duty is 5%, is used only by Chinese companies for the import of raw materials. Deliveries to Mongolia in excess of the established volumes are prohibited. In this regard, it is extremely important to consider the possibility of reducing import duties and increasing quotas for the import of wheat flour into China and Mongolia.

In addition, it is necessary to intensify work on the list of products allowed for import into the People's Republic of China, rye flour, pea groats, millet and semolina, as well as the expansion by the Chinese side of the list of authorized suppliers of oats and its processed products.

Settlement of railway tariffs, including transit ones, with the Republic of Kazakhstan has been achieved within the framework of the Treaty on the Eurasian Economic Union. The implementation of these measures will contribute to an increase in the export of agricultural raw materials and foodstuffs, and will help achieve the target indicators of the regional and federal projects “Export of agricultural products”.

Since 2013, the Altai Territory Center for the Coordination of Support of Export-oriented Small and Medium Enterprises (hereinafter referred to as the Export Center) has been operating in the region.

By contacting the Export Center, small and medium-sized exporting companies can take advantage of free services, which include promoting information on the company’s products (services), assisting in establishing contacts with partners in the constituent entities of the Russian Federation and abroad, searching for potential partners and investors in Russia and abroad, translation of documents into foreign languages for processing export transactions, providing advice on legal issues of foreign economic activity. With the assistance of the Export Center, Altai companies can take part in foreign exhibitions, business missions and training events.

In order to build a support system for national exports and receive qualified assistance and advice on issues of state support for exports, the agreement was signed on June 17, 2016 between the Government of the Altai Territory and JSC Russian Export Center. In the framework of the interaction, the Export Center has established an information exchange on the issue of congress and exhibition and educational events, fulfilled requests from foreign companies wishing to purchase Russian goods, and also assisted business entities in obtaining financial (insurance, credit and guarantee support) and non-financial support measures implemented at the federal level.
4. Conclusion
For the further development of export activities, by an order of the Territory Administration dated September 28, 2016, an action plan (“road map”) “Development of export and transit and logistics activities in the Altai Territory” was approved. The document includes priority measures aimed at solving the problems of export supplies of Altai products. Thus, the development of export activities in the region provides for state support, which will allow Altai producers to work more efficiently in international markets.

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