Model of Decision Support on Regulation of the Vegetable Market

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Abstract. Now in Russia there is no population requirements satisfaction in vegetable food which consumption honor one half less necessary regulations. Are basic reasons the low production rate vegetables and a consumer capability of the population that is in turn connected with the low level of development of market infrastructure. It attracts the imperative need of enhancement tools of agrofood policy for the market of vegetable products, transformation of models of organizational and economic development of the food market of vegetables. In work evaluation methods of market concentration of Gerfindalya-Girshman, the index Linda, an analysis technique of market potential, economic-mathematical methods of extrapolation trends and optimization of production were used. The research is executed according to agricultural producers of vegetable products Republic of Mordovia (RM). In work features and the existing problems of effective functioning vegetable subcomplex are shown, major factors of market development vegetable products are generalized, the technique is created and the analysis and assessment of a condition competitive environment in the market of vegetables in the Republic Mordovia are carried out on it, models on optimization of the structure of sown areas vegetables in agricultural enterprises, according to the market capacity of the vegetable-growing entities, on an organizational structure of the wholesale food market are developed. Results of a research will be useful to authorities to forming of food policy in the market vegetable products as they allow to determine the perspective directions and line items in the sphere of sale vegetable products stimulating their further production.

1. Introduction

Now considerably activity of the state on agriculture which becomes a priority national problem of agrarian policy of Russia in recent years amplifies. Functioning of agrarian sector is inseparably linked with development of the food market having significant effect on security of the population with food and strengthening of food independence of the country.

Subprogramme of development of subsector of crop production which purpose is ensuring performance of indicators of the Doctrine of food security of the Russian Federation in the sphere of crop production, including vegetables is distinguished from the most important directions of strategic development of agriculture to 2020. The market of vegetable production is intended to provide reliable supply of the population with vegetables, way of creation of necessary conditions for stable development of subjects of managing, their adaptation to market conditions, steady growth of the income of...
producers. The market of vegetable production has social and economic value as through him such problems as the year-round and balanced providing the population with vegetables in enough, the range and quality, processing industry are solved by raw materials. The market of vegetable production is meant as set of the social and economic relations between suppliers (producers) and buyers (consumers) arising concerning exchange, distribution and consumption of the vital products for satisfaction of the growing needs of the population and strengthening of his health with use of a commodity-money form.

2. Topicality, scientific meaningfulness of the topic with brief overview of literature
Among the limiting factors essential if not the main role is played by insufficient development of the market of vegetable production at the level of almost all his links, beginning from production and finishing with final realization of vegetable production [11]. All this is one of the main reasons of rise in price of domestic vegetable production, decrease in her competitiveness and the remaining high dependence on import, first of all in megalopolises and large industrial centers [10]. In the course of formation and functioning of the vegetable market there were disproportions which have found the reflection in lack of year-round receipt in sale of vegetables, because of underproduction and backwardness of his infrastructure [9].

Formation in the country of the vegetable market is connected with introduction of contractual prices of vegetable production and a possibility of realization of a part of the made production in the market [3]. However, estimating transition of vegetable economy to qualitatively new state, it is necessary to recognize that use of separate market tools in the absence of necessary conditions and without implementation of a complex of legal, economic and organizational measures won't lead to formation of effectively functioning market [5].

At the same time in the field of formation and development of subjects of the vegetable market as in the theory, and in practice, methodologies, constantly changing forms and methods are insufficiently investigated. Specifications of concepts and provisions on the market potential and bases of his functioning are required [14]. The pressing need in developments from positions of an integrated approach and orientation to practice has ripened. It demands also the law "About Strategic Planning in the Russian Federation" which is designed to coordinate the public strategic administration in the course of a goal-setting, forecasting, planning and programming of development of branches and spheres of economy.

3. Task setting
Development of this subcomplex restrained a number of the economic reasons until recently. Among them there is a destruction of system of material support of branch, a de-escalation of disparity of the prices, domination in the market of monopolism and lack of the healthy competition between various producers, and also lack of the state impact on pricing processes. Structure of needs of the population has been insufficiently coordinated to structure of production of vegetable growing, the level of market researches of these requirements and preferences, and also forms of sale of finished goods was low [17].

The food embargo entered by Russia substantially has influenced functioning and development of the market of vegetable production. Business had to adapt at the accelerated rates under essentially new social and economic conditions. In 2015 import of fresh vegetables has made 2,18 million tons. Falling of import of vegetables in 2015 in comparison with 2013 in kind is at the level of 25%. Introduction of food embargo by Russia is the reason of such sharp decrease in an annual indicator. In August, 2015 import of vegetables has decreased by 44%, in September for 51,5%, October for 50,6%, November for 41% in comparison with the same periods of 2013.

According to the report of the Union of the Mediterranean exporters of fresh vegetables and fruit, in January, 2016 export of fresh vegetables and fruit to Russia was reduced by 88% in comparison with January of last year. As for only export of fresh vegetables to Russia, falling has exceeded 90% [12].
Russia plans to eliminate deficiency of vegetables in the market by increase in import from China, Israel, Argentina, Iran, Uzbekistan, Tajikistan, Kyrgyzstan. According to experts, it will lead to deterioration of production.

Very high importozavisimost is observed in vegetable growing of the protected soil. Consumption of hothouse vegetables in Russia in 2015 has made 1,8 million tons, from them only 600 thousand tons were local production. Thus, about 67% are the share of import, and these are fresh vegetables which Russians consume from November to July.

Today in Russia 1,8 thousand hectares of greenhouses, while in Poland 6,5 thousand hectares, Holland – 11 thousand hectares, Turkey – 35 thousand hectares. For increase in ensuring the market up to 70% hothouse vegetables it is necessary to increase the areas of the closed soil in Russia to 4 thousand hectares.

In recent years the level of the actual consumption of vegetables doesn't answer evidence-based norms. One resident of Russia a year consumes 100 kg of vegetables of domestic production, and on medical norms 140-160 kg are necessary. Consumption of hothouse vegetables on one resident of Russia a year makes 4,4 kg, and on norm 12-15 kg are necessary. Thus, the country not fully provides internal requirements due to own production.

The purpose of an issloyedovaniye is forming essentially of other models of a podderkzha of adoption of strategic decisions on state regulation of the food market of vegetables.

4. Theoretical part
Development of the market depends on variety of its structure by types of vegetable production where specialized sales (cabbage are allocated, to carrots, cucumbers, tomatoes, onions turnip, dining room beets, etc.) which continuously is replenished in process of growth of needs of the population, and also exists at set of their sales in the central markets [1]. Taking into account multicriteria approach to the vegetable market on the scale of functioning allocate the world, national, regional and local markets; on extent of restriction of the competition - the perfect competition, the monopolistic competition, an oligopoly and monopoly; on the organization of market exchange - wholesale and retail [6].

Year-round providing the population with high-quality, environmentally friendly, various vegetable production of – is the most important task of branch of vegetable growing. And though in the Russian Federation the tenth share of vegetable production from the types cultivated in the world, however is cultivated all she makes a considerable share in a population food allowance [7].

Therefore development of the market of vegetable growing remains the major strategic problem as in Russia in general, and is concrete in RM.

The analysis of group of regions of RM on gross collecting main types of vegetables in the open ground has shown that the largest output of vegetables is concentrated in the territory of Oktyabrsky district of RM where large producers of vegetable production in this connection this area is chosen as the main object of a research have concentrated the activity.

Thus, barter in vegetable production goes in several directions: through former state custom distributive system; on direct connections with consumers. However in structure of realization the new, including shadow, market structures which are buying up production at the agricultural enterprises and delivering her on the market at unreasonably inflated prices are allocated [8]. The variety of channels of realization involves the price competition that predetermines transformation of sale of vegetable production. Sale of production through the consumer market is much more favorable therefore this channel of realization continues to extend [15].

For more detailed representation of the state which has developed in the market of vegetables in RM on the following main stages the analysis and assessment of a condition of their competitive environment are carried out: 1) delimitation of the commodity market; 2) definition of geographical boundaries of the commodity market; 3) analysis of subjects of the commodity market (quantity and structure): sellers and buyers; 4) assessment of volume of a commodity resource of the market; 5) assessment of a share of this economic entity in the market; 6) definition of quantitative indices of structure.
of the commodity market (entrance barriers); 7) determination of market capacity of economic entities of different forms of ownership and organizational legal educations.

The fourth and fifth stages are of special value for a research.

Stage 4. The quantitative characteristic of volume of commodity resources of the market is the total amount of sale of goods determined as the sum of sale of goods in this market by all sellers.

The share of economic entity of i-go of the seller in the considered commodity market (Di) is defined as the relation of the products sold by him in the market to the total amount of realization (delivery) of goods.

For the purpose of clarification of essence of the market of vegetable production extent of his monopolization is revealed. At the same time preliminary estimate of extent of monopolization of the market, uniformity or unevenness of presence on him both areas, and economic entities in the most concentrated area is carried out, the share of the market occupied by each subject is defined and concentration indicators to which the coefficient of market concentration (CR) and an index of market concentration of Gerfindalya-Girshman (HHI) belong are calculated [13].

Except coefficient of market concentration and Gerfindalya-Girshman's coefficient for the characteristic of the studied market we will calculate an index Linda (L) which allows to define inequality degree between the sellers of goods leading in the market.

Stage 5. At this stage assessment of market potential which is understood as a possibility of economic entity to exert decisive impact on the general conditions of the address of goods in the corresponding market is carried out.

The main indicator of market potential is the index of competitiveness of the enterprise (or groups of companies) (Ip), it is defined by different ways, some scientists [4] define him as the work of an index of competitiveness of the commodity weight delivered by the enterprise (group of companies) on the market (Im) and an index of production efficiency (Ie).

We have carried out preliminary model calculations for the existing technique, however it should be noted that calculations for her are approximate and have the low accuracy of assessment because of use of small quantity of the factors reflecting both level of quality of production and the enterprise, and their competitiveness in general that doesn't allow to realize the market potential of the enterprise in full degree [16]. For example, when calculating an index of competitiveness of commodity weight the index of competitiveness i-go of goods pays off very simply, besides, the production efficiency index doesn't reveal at all (he is calculated by only one indicator, though important which besides is replaced with presumable calculations). The index of efficiency of marketing activity doesn't pay off.

In this regard it is necessary to improve this technique for the purpose of increase in reliability of assessment of market potential for what the author has developed and offered the technique of his assessment differing from existing and found reflection in model on optimization of production of vegetable production taking into account the relation between supply and demand which has developed in the market [18].

For providing the wholesale vegetable enterprises with commodity perishable production and year-round supply of the population of Saransk with vegetables, we have developed model of optimization of the structure of sown areas of vegetables in the agricultural enterprises of Oktyabrsky district.

Considering this situation, statement of an economic-mathematical task can be formulated as follows: proceeding from existence of production resources to define such structure of sown areas of vegetable cultures in the agricultural enterprises of Oktyabrsky district which will provide the maximum effect at a minimum of expenses.

As criterion of an optimality the criterion of a maximum of profit on realization of vegetable production at the agricultural enterprises is accepted at a rational combination of her production in the discovered and closed soil taking into account year-round providing the population.

Based on above stated, in a research the task to define structure and the sizes of acreage under vegetable cultures of the agricultural organizations is set, gross collecting and a maximum have arrived at the developed structure of production proceeding from needs of the population of Saransk. At the solution of a task we considered average norm of consumption on main types of the grown-up vegetables
on one resident of Saransk. Calculation was made taking into account the developed most effective sales channels of vegetable production. The task has been solved by means of economic-mathematical model which structure is reflected below.

Criterion function - a maximum of profit on realization of vegetables at an optimum combination of their production in the discovered and closed soil:

\[ f(x) = \left[ \sum_{i=1}^{n} V_i X_i \Pi_i - \sum_{j=1}^{n} C_j \right] \rightarrow \text{max} \]

where \( i, j \) - indexes of the variable designating a type of vegetable culture on squares of the discovered and closed soil; \( n \) - a set of numbers of the variables designating vegetable cultures; \( Y_i \) - productivity of \( i \)-go of a type of vegetable production on the areas of the open ground, c/hectare; \( X_j \) - the area of \( i \)-y of vegetable culture in the open ground, hectare; \( T_{si} \) - the specific strike price of \( i \)-go of a type of vegetable production from the areas of the open ground, one thousand rubles; \( C_{ij} \) - cost of production \( i \)-go of a type of vegetable production from the areas of the open ground, one thousand rubles; \( U_j \) - productivity of \( j \)-go of a type of vegetable production on the areas of the closed soil, c/hectare; \( X_j \) - the area of \( j \)-y of vegetable culture in the closed soil, hectare; \( T_{sj} \) - the strike price of \( j \)-go of a type of vegetable production from the areas of the open ground, one thousand rubles; \( C_j \) - cost of production \( j \)-go of a type of vegetable production from the areas of the open ground, one thousand rubles.

Market capacity of the enterprise is offered to be estimated, having improved methodical approach of definition of an index of competitiveness [2].

First of all, the index of competitiveness of the enterprise needs to be added with an index of potential competitiveness of activity of the enterprise (Im), and to divide an index of production efficiency into an index of efficiency of production activity (Iepd) and an index of efficiency of marketing activity (Iesd).

Calculation of an index of quality of activity of the vegetable-growing enterprises is carried out on a number of averages (arithmetic, harmonious and cubic). Results on average cubic and average arithmetic have coincided completely, and average arithmetic and average harmonious partially haven’t coincided, however this discrepancy doesn’t play rather essential role.

5. Practical importance, suggestions and results of implementation of experimental research

At assessment of volume of a commodity resource of the market through an index of market concentration of Gerfindalya-Girshman on regions of RM, it has been revealed that the greatest share (85.5%) in the market of production of vegetable production of RM is occupied by Oktyabrsky district which is the main supplier of vegetable production for Saransk (Table 1).

| The name of the district    | Sales, t | Market share, % | Squared part |
|----------------------------|----------|-----------------|--------------|
| Ardatovsky                 | 45,2     | 0,26            | 0,0676       |
| Bol’shebereznikovsky       | 41,1     | 0,24            | 0,0576       |
| Krasnaia Sloboda           | 109,6    | 0,6             | 0,36         |
| Lyambirsky                 | 164,4    | 0,9             | 0,81         |
| Romodanovsky               | 1947     | 11,3            | 127,69       |
| Ruzayevsky                 | 207,7    | 1,2             | 1,44         |
| Oktyabr’sky                | 14 639,9 | 85,5            | 7 310,25     |
| TOTAL                      | 17 113,8 | 100             | 7 440,67     |

Using data of activity of the explored regions, we will calculate coefficient of market concentration (CR).

The market of vegetable production ranged on areas of the Republic of Mordovia belongs to high-concentrated.
In Oktyabrsky district three economic entities and personal subsidiary farms are engaged in production of vegetables. Taking into account that 85.5% of all production of vegetables of the open ground and 100% closed - for Saransk are the share of this area, the index Linda needs to be calculated for these enterprises (Table 2).

**Table 2.** Settlement indicators of an index Linda of the largest subjects on Oktyabrsky district of RM.

| Business name                  | Implementation,t | Market share,% |
|-------------------------------|-----------------|---------------|
| 1. SUE RM «Teplichny»         | 10 752,6        | 62,79         |
| 2. SUE RM «Luhovskoe»         | 1 703,3         | 9,94          |
| 3. LLC «Ovoshchprom»          | 1 184           | 6,91          |
| 4. PSP                        | 1 000           | 5,86          |

At assessment of a share of economic entity in the market of realization of Saransk it is revealed that more than 62% of the market are occupied by SUE RM «Teplichny» therefore he is of special interest for this research.

Therefore, the oligopoly is formed the two first economic entity. From the theory of an oligopoly it is known that in case 2/3 firms dominate in the market - it is a "rigid" oligopoly. In the market two leading subjects - SUE RM Teplichnoye and SUE RM «Lukhovskoye» are revealed.

Realization of the model (1) offered by the author has allowed to receive the following optimum values of production of vegetables in the agricultural organizations of Oktyabrsky district of Saransk of RM for year-round sale of vegetables in the markets (Table 3).

**Table 3.** Optimum amount of production of vegetables of Oktyabrsky district of RM.

| Indicators                                      | Cultivated area, hectare (for the open ground) and sq.m (for the closed soil) | Productivity, c/hectare | Gross collecting, c (for the open ground) and kg (for the closed soil) |
|------------------------------------------------|---------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------|
| Total vegetables on the open ground, including  |                                                                                 |                         |                                                                     |
| cabbage                                        | 77                                                                              | 737,3                   | 56772,1                                                             |
| carrots                                        | 42                                                                              | 640                     | 27880                                                              |
| beet table                                     | 45                                                                              | 446,7                   | 21791,5                                                             |
| onions turnip                                  | 35                                                                              | 192                     | 7720                                                               |
| vegetable marrows                              | 22                                                                              | 310,5                   | 8828                                                               |
| cucumbers                                      | 36                                                                              | 153                     | 5508                                                               |
| Total vegetables on the closed soil, including  |                                                                                 |                         |                                                                     |
| cucumbers spring                               | 75818,8                                                                        | 27                      | 2047107,6                                                          |
| cucumbers of the prolonged turn                | 9993,2                                                                          | 44,4                    | 443700                                                             |
| cucumbers autumn                               | 33316,9                                                                        | 22,4                    | 746300                                                             |
| film cucumbers                                 | 5015                                                                            | 20                      | 100300                                                             |
| tomatoes of the prolonged turn                 | 59924,1                                                                        | 38,2                    | 2289200                                                            |
| tomatoes 2 turns                               | 32502,5                                                                        | 20,1                    | 653300                                                             |
| green onions                                   | 809,5                                                                           | 73,5                    | 59500                                                              |
| pepper                                         | 1805                                                                            | 15,9                    | 28700                                                              |
| eggplants                                      | 1000                                                                            | 20,2                    | 20200                                                              |

These tables demonstrate that proceeding from the existing costs of production, monetary proceeds from sales of production and needs of the population of the republic for different types of
vegetable cultures, according to the optimal solution, in the open ground only cultivated area under cabbage will practically not change. Demand of buyers by this type of culture is almost completely satisfied at the expense of the agricultural organizations. The structure of sown areas under other types of vegetable cultures will significantly extend. So, for example, under onions it has to increase almost by 96 times, under tomatoes by 118 times, under beet by 1.4 times, carrots by 3 times. But even according to the optimal solution, at the developed structure of production consumer demand by these types of vegetable cultures won't be satisfied completely at the expense of the agricultural organizations.

On beet, carrots, onions, greens demand in Mordovia in general is satisfied generally at the expense of personal subsidiary farms whereas by other types of vegetables, during the autumn and winter period for the account SUE RM «Teplichnoye», and in the rest of the time mainly due to import from other regions. Important the direction of increase in production efficiency of vegetable cultures are optimization of the structure of sown areas, introduction of rational crop rotations, use of the zoned cultures. The results received during the solution of an objective show that according to the optimum plan it is offered to increase crops of vegetables in the agricultural enterprises of Oktyabrsky district by 4.7%, including crops of vegetables of the open ground for 6% and to reduce crops of vegetables of the protected soil by 4.3%.

Change of acreage in agricultural enterprises will result from increase in the areas occupied with the most competitive vegetable cultures and reduction of the acreage occupied with less competitive cultures. According to the optimum plan, the agricultural enterprises it is offered to increase crops of those vegetable cultures which bring in the greatest income. These are cucumbers, cabbage, beet table the open ground.

The consolidated revenues of agricultural enterprises from realization of vegetable production by our calculations will increase by 17.8%, settlement prime cost of the sold vegetables will decrease by 11.9%. Such decrease in prime cost will happen as a result agricultural enterprises will reduce the areas under the vegetable cultures having high cost of production.

Calculations with use of the developed tools of the analysis of market potential are shown in Table 4.

Table 4. The indicators characterizing the market capacity of the vegetable-growing enterprises of Oktyabrsky district of RM.

| Business name         | Ip  | Ipk | Im  | Ipdp | Iesd |
|-----------------------|-----|-----|-----|------|------|
| SUE RM «Teplichny»    | 4.19| 1.58| 1.15| 1.11 | 1.27 |
| SUE RM «Luhovskoe»    | 3.76| 1.69| 1.01| 1.04 | 1.04 |
| LLC «Ovoshchprom»     | 2.57| 0.60| 0.96| 1.00 | 1.00 |

The carried-out combined assessment gives the chance more precisely, than existing, to determine the level of competitiveness of the vegetable-growing enterprises as in her the bigger quantity of the factors influencing her level is used. Thus, it has been revealed that among the vegetable-growing enterprises of Oktyabrsky district SUE RM «Teplichnoye» has the largest potential. It is connected, in our opinion, with the fact that this enterprise has a favorable ratio of the areas of the closed and open ground, rather high quality of production due to application of effective innovative and personnel strategy.

Realization of model on optimization of production and increase in competitiveness of the hothouse enterprises allows to develop and systematize the directions of development of the market of vegetable production including formation of the wholesale market and development of his infrastructure.

The model of organizational structure of the wholesale food market of Saransk is offered (Fig. 1).
6. Conclusion
As have shown the conducted researches on year-round providing the population with vegetable production through the commodity markets, creation of the following conditions for effective functioning of the market of vegetable production will be required:
- comparison of the achieved results of production to the existing need of the market for vegetable production according to the offer her in the market and the accounting of growth of the income of the population;
- formation of structural and organized system of distribution of the made production of vegetables in a complex with creation of the corresponding infrastructure of the commodity market (specialized bases, vegetable storehouses, transport, arrangement of territories for placement of the markets with the corresponding equipment of trade places for representatives of both the legal, and natural persons (LPH, peasant farm) who are carrying out wholesale and retail trade);
- creation of material prerequisites in the form of the commodity distribution networks allowing to advance quickly a product from the producer to the consumer with the smallest losses of quality and quantity of production;
- the information support of participants of the market of vegetable production including questions of creation of computer network with a databank about the regional market of vegetables, collecting and processing of the arriving information, distribution of data on existence of the vegetables flowing and the predicted prices, the organization of training of participants in bases of agrobusiness, marketing, exchange trade;
- the state regulation of the market of vegetable production consisting in creation of target programs of development of agrarian and industrial complex in relation to this branch. Regulation assumes interaction of a complex of administrative and organizational, legal and economic mechanisms. Effectiveness of this interaction is defined by an optimality of a combination of economic interests of three groups: consumers, producers and state. Priorities have to be given to consumers buyers of agricultural production, including vegetable;
- studying of the market of vegetable production has to be based on results of the complex market researches assuming the analysis of efficiency of vegetable production as a source of trade resources for the regional market by types of cultures and their appointment when ensuring year-round steady supply of the population with production of vegetable growing.

Figure 1. The schematic model of organizational framework of the food market of the city Saransk of the Republic of Mordovia.
Thus, the conducted research of features of functioning and development of the market of vegetable production of RM has demanded to develop a special technique of efficiency of functioning of the vegetable-growing enterprises, allowing to draw a number of conclusions and offers.

The vegetable growing role in system of expanded reproduction of agriculture consisting in year-round providing the population with vegetable production through system of marketing is revealed and determination of economic essence of the market different from existing the fact that it is defined as set of the social and economic relations between suppliers (producers) and buyers (consumers) of production arising concerning exchange, distribution and consumption with use of a commodity-money form of the vital products for satisfaction of the growing needs of the population and strengthening of his health is concretized.

On the basis of synthesis of the available methodical approaches to market ways of managing and economic concepts the main features and factors exerting impact on formation and development of the market of production of vegetable growing in food supply of the population are defined.

The multi-stage technique of the marketing analysis of the regional market including assessment of a tactical situation in the regional market, the analysis of a condition of the competitive environment of the market and market potential through competitiveness of goods of the enterprises functioning in this market is applied and improved.

For granting to the wholesale vegetable enterprises commodity perishable production and ensuring year-round supply of the population of the city of Saransk with vegetables we have developed the model of optimization of production of vegetable production considering a rational combination of the areas of the closed and open ground of the agricultural enterprises of Oktyabrsky district of RM.

Taking into account this situation the economic-mathematical task is formulated: proceeding from existence of production resources (the earth, work, the capital) such structure of sown areas of vegetable cultures in the agricultural enterprises of Oktyabrsky district which provides the maximum economic effect is defined.

As criterion of an optimality the criterion of a maximum of profit on realization of vegetable production in the agricultural enterprises is accepted (without LPH).

Taking into account the analysis of features of assessment of market capacity of the suburban vegetable-growing enterprises of Oktyabrsky district of RM the author has proved and applied the most modern methods of his assessment: the expert method of assessment of quality, a method of potential and real (market) competitiveness (market potential) differing in simplicity of calculations, availability of necessary information, a reality and accuracy of assessment of quality of goods due to increase in number of significant factors including safety of their use.

The directions of development of the market of vegetable production in RM consisting in formation of the wholesale food market of Saransk and development of his infrastructure with active support of the state are offered and systematized.

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