

M. Volosatova, Master student
E. Yushkevich, PhD in Econ., As. Prof., research advisor
E. Kanchura, PhD in Phil., As. Prof., language advisor
Zhytomyr State Technological University

STATE AND TRENDS OF DEVELOPMENT OF MEAT PROCESSING INDUSTRY

The meat processing industry occupies an important place in the food industry of Ukraine. The meat processing enterprises provide the population with fresh meat, sausage products, various meat semis, which are the source of essential amino acids and valuable proteins. However, the current state of the meat processing industry is in the conditions of underproduction, technological imbalance between the raw material base and the processing of raw materials, falling demand for meat products. At the same time, the meat processing industry of Ukraine has significant potential and great prospects for development. Ensuring the development of the market for meat and meat products is of strategic importance, since consumption of these types of food is one of the most important indicators of the standard of living of the population, and thus, increase not only the economic level of industry, but also the social level of people's lives.

Works of such domestic scientists and practitioners as I. Vlasenko, V. Vlasenko, N. Shelest, V. Eagle and others are devoted to the study of the state and trends of the meat processing industry development. In their writings, scientists analyze various aspects of the state and trends of the meat processing industry. They also offer theoretical and practical recommendations aimed at improving the efficiency of meat processing enterprises. However, the development of the meat processing industry requires continuous monitoring of existing problems, taking into account changes in the political, financial, innovation and other areas. Therefore, there is a need for an additional analysis of the state and trends of the meat processing industry.

The functioning of the meat and meat products market is ensured by the developed infrastructure. It consists of such units as primary processing and industrial processing, wholesale and retail links, and directly consumer final products. The concept of "meat and meat products market" includes the functioning of its various counterparties (agricultural, harvesting, processing and trade organizations), between which successfully establish production links and economic relations [6, c.60].

The meat products market regulates the organizational and economic forms of relations between economic entities of various sectors of the livestock sector, ensuring the movement of products at all stages of the reproduction process – from growing and fattening animals (obtaining meat raw material) to the manufacture of finished products and the realization of their final the consumer [6, c.60]. The scheme of functioning of the meat and meat products market in Ukraine is presented in Fig. 1.

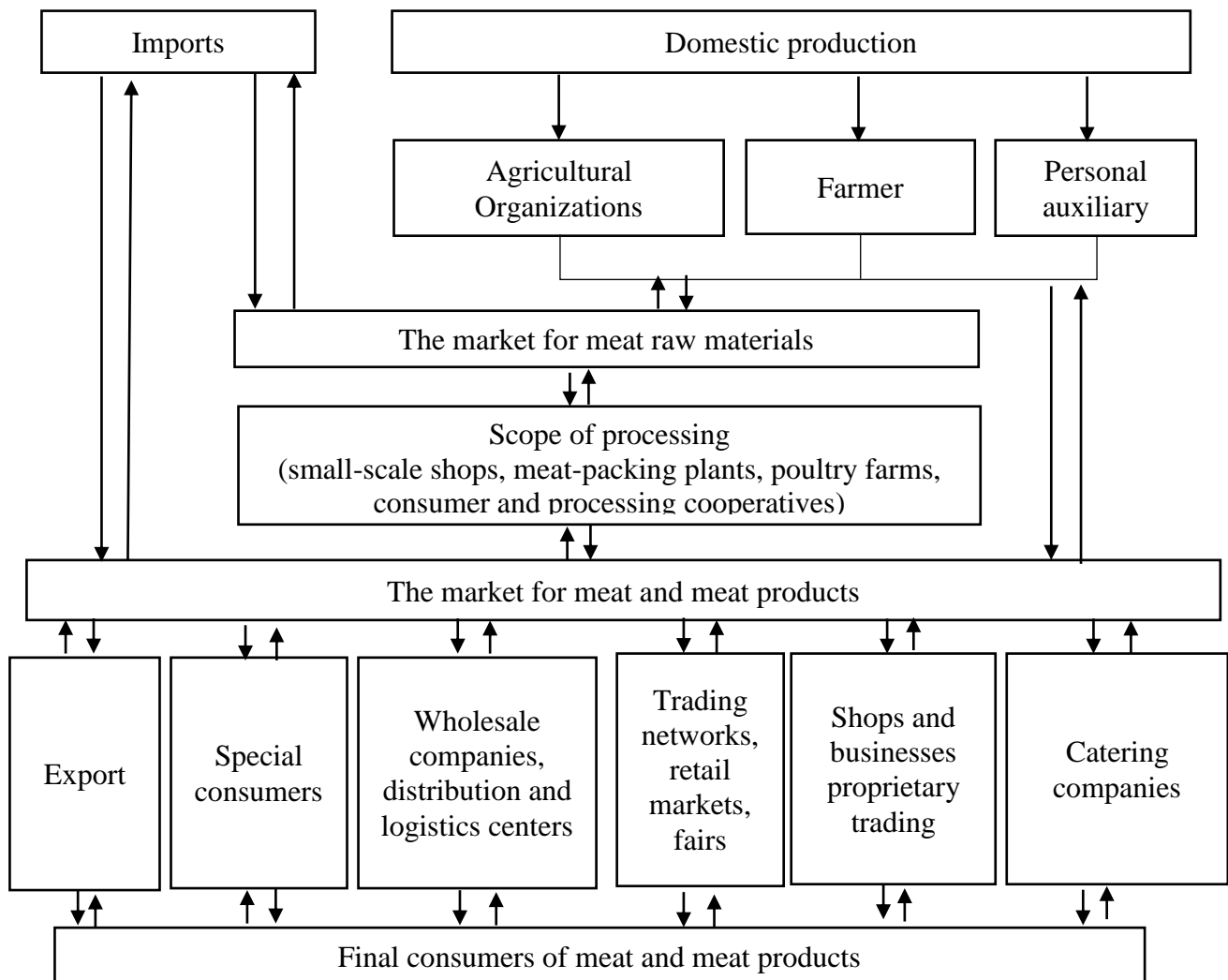


Fig. 1. The scheme of functioning of the meat and meat products market in Ukraine [7, c.72].

Table 1 shows the balance of consumption and production of meat and meat products in Ukraine for 2010-2017 formed on data from the State Statistics Service of Ukraine [8].

Table 1

Balance of consumption and production of meat and meat products in Ukraine for 2010-2017 years, ths. tons

Indexes	Years							
	2010	2011	2012	2013	2014	2015	2016	2017
Production	2059	2144	2210	2389	2360	2323	2324	2318
Change in stock at the end of the year	-3	-37	23	-20	-18	-1	-2	-5
Imports	378	244	423	332	201	158	182	233
Total resources	2440	2425	2610	2741	2579	2482	2508	2556
Export	48	79	125	182	218	245	303	351
Spent on non-food purposes (for feed, losses, etc.).	8	7	7	9	8	8	10	10
Consumption Fund	2384	2339	2478	2550	2325	2179	2195	2195

Source: State Statistics Service of Ukraine [8].

As it is clear from Table 1, the total quantity of resources for the analyzed years has not changed significantly (in 2017 there is an increase of 4.8%, or by 116 thousand tons

compared to 2010), since 2012 it was tend to their contraction. The positive dynamics is characterized by domestic production, which grows every year and significantly exceeds imports, which in the last years will be significantly reduced. Thus, in 2017, the share of production in the general structure was 90.7% and imports – 9.1%. This indicates the high potential of domestic producers in meeting the demand generated by the population.

Reducing the purchasing power of the population led to a decrease in the consumption fund, compared with 2013 by almost 14%, which amounted to 2195 thousand tons in 2017. The volume of exports is increasing each year (more than 6 times over the past 7 years). The volumes of meat and meat products for non-food purposes also grow, from 8 thousand tons in 2010 to 10 thousand tons in 2017.

In the general structure of domestic production of meat and meat products in 2017 dominated poultry (51.12%), pork (31.75%), beef and veal (15.7%) and the least frequent occupy other types of meat (only 1.42%).

The largest producers of meat and meat products in the segments according to the type of raw materials are:

- ❖ for the production of poultry – Mironivska and Vinnytsia poultry factories and "Agromars";

- ❖ for the production of beef – Kozyatinsky meat-packing plant, Konotopmyso, Meat-processing plant Yatran and Zhytomyr meat-packing plant;

- ❖ from the production of pork – "NPP Globynsky pig complex" (Poltava region), "Danyush" (Ivano-Frankivsk region) and "Agroprodservis" (Ternopil region), "AK Slobozhansky" (Kharkiv region) and Ukrainian-British company "Niva Pereyaslavschiny" (TM "Pyatachok") [5, c. 181-182].

The structure of consumption of meat and meat products by types of raw materials is almost the same as the structure of production. We see a similar structure in which the share of poultry meat dominates over pork, beef and veal, and the smallest share in the structure of consumption falls on other types of meat. The annual consumption of meat in Ukraine is shown in Table. 2.

Table 2

Meat consumption in Ukraine (per capita per year, in kg) for 2010-2017 years

Product type	Years							
	2010	2011	2012	2013	2014	2015	2016	2017
Meat and meat products	52	51,2	54,4	56,1	54,1	50,9	51,4	51,7
<i>In% to the rational consumption rate of the Ministry of Health of Ukraine (80 kg / person)</i>	65,0	64,0	68,0	70,1	67,6	63,6	64,3	64,6

Source: calculated on the basis of data from the State Statistics Service [1-4].

According to actual data, for the last 8 years, the consumption of meat in Ukraine per person is approximately at the same level of about 52 kg /person, which is significantly lower than the scientifically substantiated rate of consumption (80 kg / person). The actual indicator exceeds 30%. This fact shows negative consequences both for enterprises and for the population, which manifests itself in reducing the annual supply of energy-valued food products.

Consequently, the results of a detailed analysis of the current state of the meat processing industry in Ukraine showed that the main problems remain the high dependence on the purchasing power of the population, changes in the economic situation in the country and changes in demand trends for meat and meat products.

The conducted research has shown that at the present stage of development, the meat processing industry of Ukraine is in difficult conditions of management. A significant decline in demand for industry in recent years does not allow meat-processing companies to expand their activities. Therefore, it is expedient to direct meat processing enterprises to expand the range of poultry products, to improve the production process in accordance with international standards and to find new markets both within Ukraine and abroad. The focusing on the modern realities of the meat and meat products market will enable the meat processing industry to be a profitable and competitive business.

REFERENCES

1. Баланси та споживання основних продуктів харчування населенням України // Статистичний збірник. – К.: Державна служба статистики України, 2012. – 54 с.
2. Баланси та споживання основних продуктів харчування населенням України // Статистичний збірник. – К.: Державна служба статистики України, 2014. – 56 с.
3. Баланси та споживання основних продуктів харчування населенням України // Статистичний збірник. – К.: Державна служба статистики України, 2016. – 54 с.
4. Баланси та споживання основних продуктів харчування населенням України // Статистичний збірник. – К.: Державна служба статистики України, 2018. – 59 с.
5. Власенко В. Сучасний стан та проблеми виробництва і споживання м'яса населенням України/ В. Власенко, І. Левицька // Аграрна наука та харчові технології. / редкол. В.А.Мазур (гол. ред.) та ін. – Вінниця.: ВЦ ВНАУ, 2017. – Вип. 1 (95). – С. 178-186.
6. Маховський Д. В. Сучасні тенденції розвитку регіонального ринку м'яса в Україні / Д.В. Маховський // Вісник Приазовського державного технічного університету. Серія: Економічні науки: Зб. наук. праць. – Маріуполь: ДВНЗ «Приазовський державний технічний університет», Вип. 33. – 2017. – С. 58-64.
7. Орел В. М. Оцінка сучасного стану та перспективи розвитку регіонального ринку м'яса та м'ясної продукції [Текст] / В. М. Орел // Економічний аналіз: зб. наук. праць / Тернопільський національний економічний університет; редкол.: В. А. Дерій (голов. ред.) та ін. – Тернопіль: Видавничо-поліграфічний центр Тернопільського національного економічного університету “Економічна думка”, 2014. – Том 18. – № 3. – С. 70-74.
8. Офіційний сайт Державної служби статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>