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## **USE OF MODERN TECHNOLOGIES IN THE FOOD INDUSTRY BY THE EXAMPLE OF LLC «BERDYCHIV BEVERAGE PLANT»**

In the face of growing competition in consumer markets, with the constant rise in the cost of energy and the shortage of skilled labor, innovation is needed by enterprises as a growth factor and stronger positions in the market by acquiring significant competitive advantages.

At the same time, innovation is the only resource that is unique to any enterprise, which is very difficult to copy competitors. However, innovation can become not only a basic competitive advantage, but also a source of comprehensive development of the enterprise.

Economic growth requires the creation of a strong food industry in Ukraine that can meet the needs of the domestic market, provide food security of the state, and create sufficient export potential. The food industry is among the leading industries – it has the second place (after metallurgy and metalworking) in terms of sales.

The material and technical base of the industry, its technical and technological level are crucial for accelerated development, increase of production volumes, increase of its competitiveness. At the same time, fixed assets and technical equipment of the industry are characterized by high moral and physical wear and tear, the use of outdated technologies in production – the degree of depreciation of fixed assets in 2018 – 40.7% [1].

To date, modern machine-building for the food industry is moving forward with great speed. Compared to domestic machines, today most young enterprises are more likely to turn to innovative devices, machines, and aggregates, which in turn conquer the world market. They are not only easy to operate, but also in service (replacement of parts, units, individual worn parts), but also significantly improve the speed and quality of products.

The upgrade of the production unit should be carried out at a high technical and technological level, based on an innovative development model.

Problems of innovation and their implementation are devoted to the scientific works of national scientists A. Galchinsky, V. Geyets, S. Ilyashenko, V. Landyk, as well as foreign K. Prahalad, D. O'Neill, G. Thomas, H. Khemel, F. Jansen . Concerning the problems of innovations in the food industry, it is worth determining P. Antonyuk, K. Astapov, R. Mayro, M. Miliev, M. Pashuta, I. Sanda, M. Sychevsky, L. Tarasov, A. Shalatonov.

P. Antoniuk, O. Antoniuk analyze the state and ways of intensification of innovations in the food industry, which determine the conditions for overcoming the low technical and technological level of the industry [2, p.5].

Providing competitive advantages and stable development of an enterprise is impossible without constant updating of its material and technical base and introduction of new progressive technological processes. Most Ukrainian industrial enterprises are characterized by a high degree of deterioration of fixed assets, and the update rate remains rather low, as a result of which the quality of products is decreasing, and its

cost price is increasing. Therefore, domestic enterprises need to become on the path of technical and technological development.

Technological and technological development, on the one hand, allows us to maintain in good condition and improve the technical and technological basis of the industrial enterprise (modernization, technical re-equipment, reconstruction, expansion, new construction), and on the other hand, it is aimed at the use of new advanced technologies (technological innovations).

The reasons for the low level of technical and technological development of the enterprise are caused both external and internal factors. These include: imperfect state support for innovation, technical and technological backwardness, inefficient depreciation policy, instability of the tax system, insufficient level of investment, insufficiently skilled personnel, low innovation activity, imperfect legal framework, imperfect leasing mechanisms, etc. [3, p.165].

After studying the development history of LLC «Berdychiv Brewery Plant», we can call this enterprise progressive and innovative. It constantly develops and implements innovative projects that have a positive impact on the performance of its work, whose qualitative results are confirmed by numerous awards.

Among the innovative projects implemented by LLC «Berdychiv Brewery Plant» are the following: 1) reconstruction of the refrigeration unit and installation of the water treatment plant; 2) reconstruction of steel fermentation department; 3) the reconstruction of the shop of winery using German equipment, which not only helps to improve the quality of products, but also allows to increase the volume of beer production. (While the work is done manually, factory workers have mastered the new equipment, but in the future their work will replace the computer, the process will be fully automated); 4) reconstruction of the steam boiler; 5) installation of automated compressors; 6) introduction of equipment for compensation of reactive power; 7) conducting of adjustment and adjustment works on steam boilers; 8) isolation of steam lines.

Thus, LLC «Berdychiv Brewery Plant» is an enterprise which carries out one of the greatest innovations in the direction of modernization and expansion of production, pays attention to the development of new products, the introduction of advanced technologies, modern equipment.

## REFERENCES

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