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ECONOMIC POTENTIAL OF CROPS ON THE FOREIGN MARKET

Abstract. The article substantiates the need to improve the competitiveness of products, which is achieved assuming the use of existing competitive advantages, high quality products that will ensure customer requirements and maintaining economically grounded pricing policy. The indicators characterizing level of competitiveness of products are investigated, the focus is on economic indicators, indicating the level of competitiveness of production. The export and import of grain crops are analyzed, that indicates a steady increase in grain exports, and the rapid decline of its imports. The factors influenced the change of level of competitiveness of the grain are investigated, in particular, the focus is on economic factors. The main group of factors of competitiveness of cereals, namely feasibility, commercial and legal is determined. To assess the competitiveness of domestic grain the indices of relative trade advantages for certain types of grain are calculated. The leaders among the products of plant origin in the structure of foreign trade are determined. It was established that products that are sold in the market and its price is lower than the minimum price of competitors, and provides a profit, have higher price competitiveness. As crops are standardized products, and the market is characterized by a large number of sellers and buyers, the grain market can be defined as the market of pure competition, because competition is quite intense as supply exceeds demand and sellers compete for the buyer's choice of their products. The focus is on the consideration of ecological and economic component of the competitiveness of crop production through the development of a long-term strategy of agricultural development. The main ways of increasing the competitiveness of products, industries and enterprises in a market environment and the European vector of economic development are formed.

Keywords: economic potential, competitiveness, exports, imports, crops, foreign market.

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ЕКОНОМІЧНИЙ ПОТЕНЦІАЛ ЗЕРНОВИХ НА ЗОВНІШНЬОМУ РИНКУ

Анотація. Обґрунтовано необхідність підвищення рівня конкурентоспроможності продукції, яке досягається за умови використання наявних конкурентних переваг, виробництва високоякісної продукції, що забезпечить вимоги споживача і ведення економічно обґрунтованої цінової політики. Досліджено показники, що характеризують рівень конкурентоспроможності продукції, основну увагу зосереджено на економічних показниках, що вказують на рівень конкурентоспроможності продукції. Проведено аналіз експорту та імпорту зернових культур, який свідчить про постійне зростання експорту зерна і стрімке скорочення його імпорту. Досліджено фактори, що впливали на зміну рівня конкурентоспроможності зерна, зокрема зосереджена увага на економічних факторах. Визначено основну групу факторів конкурентоспроможності зернових культур, а саме техніко-економічні, комерційні та нормативно-правові. Для оцінки конкурентоспроможності вітчизняних зернових розраховано індекси відносних торгівельних переваг для окремих видів зернових. Визначені лідери серед продуктів рослинного походження у структурі зовнішньої торгівлі. Установлено, що вищу цінову конкурентоспроможність має продукція, яку продають на ринку і за своєю ціною вона є нижчою, ніж мінімальна ціна конкурентів, і забезпечує одержання прибутку при цьому. Оскільки зернові культури є стандартизованою продукцією, а ринок характеризується великою кількістю продавців і покупців, то ринок зерна можна визначити як ринок чистої конкуренції, оскільки конкуренція є досить інтенсивною, бо пропозиція перевищує попит і продавці змагаються за вибір покупця їхньої продукції. Наголошено на врахуванні еколого-економічної складової конкурентоспроможності продукції рослинництва з огляду на формування довгострокової стратегії агропродовольчого розвитку. Сформовано основні шляхи зростання конкурентоспроможності видів продукції, галузей і підприємств в умовах ринкового середовища та європейський вектор розвитку економіки.

Ключові слова: економічний потенціал, конкурентоспроможність, експорт, імпорт, зернові культури, зовнішній ринок.

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ЭКОНОМИЧЕСКИЙ ПОТЕНЦИАЛ ЗЕРНОВЫХ НА ВНЕШНЕМ РЫНКЕ

Аннотация. Обоснована необходимость повышения уровня конкурентоспособности, которая достигается при использовании имеющихся конкурентных преимуществ, производства высококачественной продукции, которая обеспечит требования потребителя и ведения экономически обоснованной ценовой политики. Исследованы показатели, характеризующие уровень конкурентоспособности, основное внимание сосредоточено на экономических показателях, указывающие на уровень конкурентоспособности продукции. Проведенный анализ экспорта и импорта зерновой культур, который свидетельствует о

постоянном росте экспорта зерна и стремительное сокращение его импорта. Исследованы факторы, влиявшие на изменение уровня конкурентоспособности зерна, в частности сосредоточено внимание на экономических факторах. Определена основная группа факторов конкурентоспособности зерновых культур, а именно технико-экономические, коммерческие и нормативно-правовые. Для оценки конкурентоспособности отечественных зерновых рассчитаны индексы относительных торговых преимуществ для отдельных видов зерновых. Определены лидеры среди продуктов растительного происхождения в структуре внешней торговли. Установлено, что высокую ценовую конкурентоспособность имеет продукция, которая продается на рынке и по своей цене ниже, чем минимальная цена конкурентов, и обеспечивает получения прибыли при этом. Так как зерновые культуры являются стандартизированной продукцией, а рынок характеризуется большим количеством продавцов и покупателей, то рынок зерна можно определить как рынок чистой конкуренции, поскольку конкуренция достаточно интенсивная, так как предложение превышает спрос и продавцы соревнуются за выбор покупателя их продукции. Подчеркивается необходимость учитывать эколого-экономическую составляющую конкурентоспособности продукции растениеводства с учетом формирования долгосрочной стратегии агропродовольственного развития. Сформированы основные пути роста конкурентоспособности видов продукции, отраслей и предприятий в условиях рыночной среды и европейского вектора развития экономики.

Ключевые слова: экономический потенциал, конкурентоспособность, экспорт, импорт, зерновые культуры, внешний рынок.

Формул: 0; рис.: 2; табл.: 1; библи.: 14.

Introduction. The agricultural sector of Ukraine is one of the most important elements of the economic systems of most countries with market economy. It develops in conditions of high energy availability, the use of a wide range of agricultural methods, ecolodization through the use of modern energy efficiency techniques, methods and ways of land reclamation and chemicalization. However, there remains the problem of improving the competitiveness of domestic agricultural producers, because today, without a developed agricultural sector the European and Euro-Atlantic integration of Ukraine will not be possible. It should also be noted that in the conditions of realization of the state program of import substitution, the importance of the development of agriculture is undoubted, because at the present stage the export potential of the sector is quite powerful, so the expansion prospects of this sector development is one of priority tasks of state policy [1, с. 83]. Special attention should be paid to the definition of competitiveness of a grain subcomplex, which in conditions of market transformation has become extremely relevant because of the need of sales of products of domestic manufacturers. In this regard, there is a need to assess the competitiveness of a grain subcomplex of the whole country and individual regions.

Product quality is a priority in ensuring the competitiveness of domestic cereal production on the domestic and foreign markets. Ukraine is one of the most active participants on the world stage of crops, but international traders have concluded the low quality of even feed wheat and corn. In recent years, the share of milling wheat in many regions of Ukraine does not exceed 30%, so the government has to import the wheat for the improvement of bakery products, and government regulations even allowed for the use of fodder wheat of the 5th and 6th classes for the production of flour. The main factors of the failure of the high quality grain production at the micro level are non-conforming to the European standards level of seed quality, the lack of elevators, the failure of technologies of cultivation, harvesting, drying and storage of grain.

Literature revue. The problem of the development of the problem of the competitiveness of products and in particular grain subcomplex is the object of research of many domestic and foreign scholars. However, not all problems in the study of production of competitive products of grain products subcomplex in terms of the market environment are significantly explored. It is therefore necessary to summarize the indicators that prove the competitiveness of products on foreign market.

To explore the development of the grain industry and trends in the competitiveness of grain crops to foreign markets.

Between the categories "competitiveness of products" and "competitiveness of enterprise" there is an interrelationship and interdependence. Competitiveness of enterprise is a complex comparative characteristic of it which reflects the extent to which the benefits of aggregate performance indicators of activity of the enterprise, that determine its success in a given market over a given time interval with respect to the aggregate performance of the competing companies. Competitiveness of products is the basis of robust competitive position of any manufacturer. Competitiveness of products is a comparative characteristic which defines the difference of the analyzed products from the competitor's product and contains a comprehensive evaluation of its properties due to market demands or properties of another product [2]. Competitiveness, i. e. the export quality, is the totality of properties of the provided product during its development, production, sales, providing contrast to the analogues according to the degree of satisfaction of consumer needs, in terms of the cost of acquisition and use, awareness, accessibility, convenience for the buyer, which contributes to its dynamic sales in the foreign market in a certain period of time [3, 4]. The competitiveness of export products is characterized by the indicators of demand, and the economic effect is expressed by the amount of the profit from sales on the foreign market. In addition, the level of competitiveness of the products is indicated by economic factors such as [5, c. 249]:

- dynamics of exports in price and volume playback (excess growth of cost of production taking into account inflationary price increases above the growth of its physical volume indicates an increase in demand);
- the ratio of profit from sales on the foreign market to its exports (increase in this figure indicates the increase of competitiveness of products);
- the ratio of the volume of exports to the price of inventories (decrease of this index indicates a slowdown in inventory turnover due to the decrease in demand for products or increase in inventory);
- the ratio of volumes of export to unsold export products (decrease of this index indicates a decline in demand or oversupply of export products);
- the ratio of volumes of export sales to receivables, which reflects the volume of commercial loans to foreign buyers (the higher the demand for export products, the lower the loan size, the less receivables);
- "the portfolio" of foreign orders, the amount of which characterizes the level of demand for products of domestic enterprises;
- workload of production capacity with manufacturing products in exports (a decrease in demand causes a decrease of this indicator);
- volumes and directions of capital investments (figure reproduces the degree of direction of capital investment for the production of advanced and competitive types of production).

To assess the competitiveness foreign scientists most commonly use the index of relative export competitiveness (Relative Export Advantage hdeJT — RXA), the index of relative dependence on imports (Relative Import Penetration Index RMP) and the index of relative trade advantages (Relative Trade Advantage Index-RTA).

The main indicators which characterize the level of competitiveness of the product are its qualitative characteristics, cost, selling price. The qualitative indicators of the products as components of its competitiveness provide producers with the competitive advantage and are the main criterion for the buyer. It is particularly important due to the expansion of introducing new energy-saving technologies in agricultural production, the quality of which in Ukraine, as evidenced by the results of studies, is becoming much worse [6, c. 130].

Qualitative indicators of competitiveness characterize the properties of the product due to which it satisfies a specific need. Quality indicators are divided into the classification and performance indicators, which in turn are also divided into separate subspecies.

Classification — these are the indicators that characterize the products belonging to a particular group and define the purpose, scope and conditions of use, for example, small class cars, middle class, athletic, prestigious cars. Evaluation indicators are the ones that quantitatively characterize the properties of the quality of goods, comparisons with similar products, and the like.

Economic competitiveness indicators characterize the overall costs for buyers and consumers to meet their needs with the product or service. These costs consist of purchase costs and expenses associated with the cost of installation, operation in terms of its use (repair, supervision, technical, repairing maintenance, spare parts procurement, energy consumption, etc.). All of these costs constitute the price of consumption. It is an integral part of the competitiveness of goods and services.

The objectives of the study. The purpose of this article is to define the level of competitiveness of crops in foreign markets, the determination of the main indicators to measure the level of competitiveness of grain crops, a identification of trends in export and import levels, the analysis of key factors influencing the competitiveness of products and the formation of directions of increase of competitiveness of this group of crops.

The results of the research. The agricultural sector of Ukraine is a strategic sector of the state economy, that determines the volumes of supply and cost of basic foodstuffs, particularly grain products, forms a significant share of incomes of agricultural producers, determines the status and trends of development of rural areas, generates foreign exchange earnings of the state through exports. The effective development of grain market and its infrastructure in real time is a prerequisite for the solution of various financial and operational issues critical for economic growth on a large scale [7, c. 38].

The competitiveness of agricultural enterprises will ensure the development of other sectors of the economy that will contribute to the overall improvement of economic development of the entire national complex. The main thing is to choose the organizational and legal forms of management, which would give an opportunity to effectively use the resource potential of the enterprise on the basis of intensification of scientific and technological progress and innovation, best practices and practical experience of the best agricultural enterprises. Therefore, for the agricultural crop companies it is particularly important to increase the level of competitiveness of products, which is possible only under condition of more effective use of existing competitive advantages, making such properties for the production that will best meet the customer requirements and the selling by affordable prices. This is what the success and profitability of the firm depends on [8, c. 157].

Analysis of the factors influencing the formation of product competitiveness, and through it the economic and financial activities in various types of business groups (business companies, cooperative societies, private enterprises, farmers) suggests that it is achieved primarily by the development of activities inside them according to the scheme: production — processing — storage — trade. Thus, the basis of effective management in conditions of market relations is not the type of enterprise, but its organizational structure, activities and nature of labor relations of internal economy, which is available to any type of businesses [9, c. 72]. The main factors of competitiveness of crops, which determine the amount of its placing on the market, include: technical and economic (quality, sale price and operating costs); commercial (market, service, advertising, company image); regulatory (technical, environmental and patent law requirements). The grain industry is the basis and source of constant development of most sectors of agriculture and the basis of agricultural exports. The volume of annual grain export exceeds 100 million tons and increased compared to the previous period by 2.2 times. Most market participants agree that the high rate of world output in 2016 contributed to the reduction of prices on the world market up to 10-15 annual lows, with the result that competition in world markets increased, and the demand of importers has decreased significantly. Along with this, Ukrainian exporters in the first months of the current season quite actively shipped wheat and barley. Only last August it was exported 2.7 million tons of the latter, which is an absolute record for this month. This situation is explained by the fact that due to devaluation of the currency traders can reverse the situation on the world market and

offer grain at competitive prices to external platform. At the same time, many representatives of the Ukrainian export companies point out that in the conditions of unstable currency exchange rate it is difficult to predict the development of the price situation and accordingly to enter into forward contracts.

To assess the competitiveness of domestic grain there have been calculated indices of relative trade advantages for certain types of grain, which are the main export specialization of the state. The chosen period allows us to trace the dynamics of changes in the competitiveness of individual crops in time. The most competitive grain crop of Ukraine during last year's is barley. The ratio of this culture in the structure of Ukrainian export of grain is the biggest. The index of relative trade advantages ranged from 6.3 to 61.72, but during the whole study period was positive. This is due to the high export competitiveness of Ukrainian barley and almost no import of this culture in Ukraine. The index of relative trade advantage of Ukrainian wheat and rye in the period under study were also positive, with the exception of lean years, in which it was imported, a significant number of these crops in Ukraine, and the index of relative dependence on imports significantly exceeded the index of relative export competitiveness. During the analyzed years, the competitiveness of domestic rye was low but positive [10, c. 72]. Regarding wheat, there is a fluctuation of volume of export of this culture and its imports to Ukraine, causing the indexes of the relative competitive advantages of wheat are constantly changing. During the analyzed period competitiveness of domestic wheat was low, but positive.

Marketing component of competitiveness is characterized by the absence of long-term marketing strategy for many grain exporters and it limits their opportunities regarding the effective promotion and marketing of products on external markets, balanced pricing policy, formation of the concept of the international product [11, c. 112]. The largest share in exported crops is wheat and corn for grain (fig. 1).

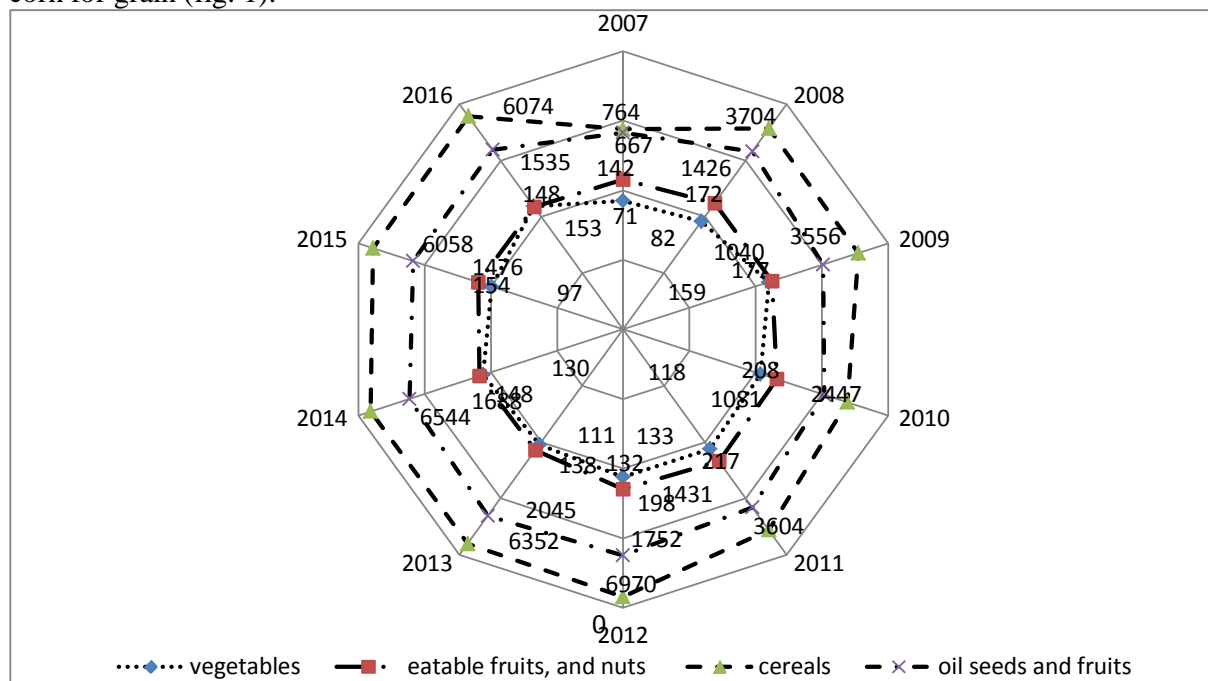


Fig. 1. Dynamics of export of basic crops in Ukraine, 2007-2016., million USD *)

*) Note: calculated by the author according to the State statistics service of Ukraine [12]

Due to gross collection 2015-2016. (60.1 million tons of grain and leguminous crops) and carry-over funds Ukraine managed to increase volumes of export deliveries to 38.5 million tons, to strengthen its position in the global market. So, in 2015. on foreign markets there was delivered 16.9 million tons of wheat, 16.7 million tons of corn and 4.4 million tons of barley, thus, Ukraine took 5th place (on wheat) and 3rd place (respectively for corn and barley) in the ranking of world exporters. The value of the exported grain crops in 2016 is 6073.9 million USD, which in

comparison with 2007 is almost 8 times more. It was found that over the last ten years, the average annual decrease in the total volume of export of grain crops reached 68.0 million USD. Starting with 2012 grain exports increased sharply by almost two times, which proves favorable weather conditions that contributed to crop growth and increase in exports.

With regard to the import of grain, there is decrease in 2016 compared to the previous period by 3.8%, the cost of imported grain crops in comparison with 2007 grew by 71.9%. The average annual decrease in the total import volume of grain crops amounted to 65.5 million USD (fig. 2).

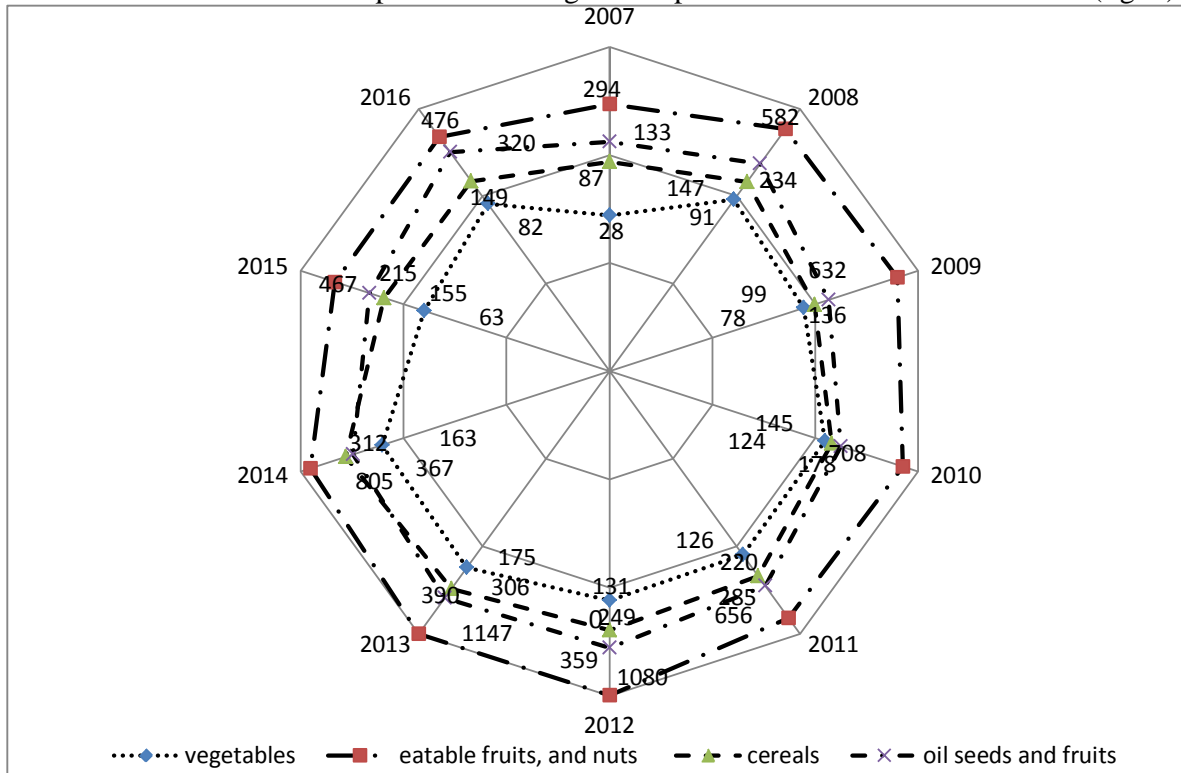


Fig. 2. Dynamics of import of basic crops in Ukraine 2007-2016, million USD *)

*) Note: calculated by the author according to the State statistics service of Ukraine [12]

As shown by our studies, most scholars assess the competitiveness of products in terms of profitability. The mass of profit per 1 ha of agricultural lands per 1 ha of sowing is regarded as additional indicators. Contradictions between these indicators and the level of profitability when compared in space and time, are resolved in favor of profit per unit of land area, which takes into account the specificity of agriculture and the capabilities of enterprises relative to the expanded reproduction of the production. Crops dominate in the structure of export products of plant origin, during the study period their share was at the level of 44.2-75.9 percent, which indicates a sustainable position in the external market. Besides they lead in production of sunflower seed and sunflower oil exports (tab. 1).

In the structure of imports among the products of plant origin cereals occupy fourth place and were mainly purchased as inoculum. Grain exports exceeded imports during the study period from 46072.9 to 1922.1 million USD.

In conditions of market economy, business entities have the right to determine the price of the products they produce, that determines the emergence of price competition between them. In such circumstances, strengthen their market position those businesses that produce goods with high price competitiveness, which refers to the degree of possible reduction in producers prices for their goods, which ensures the profitability of production.

Accounting ecological-economic component of the competitiveness of crop production is important from the point of view of the formation of long-term development strategy of the agri-food development, after all, undeniable is the necessity of reproduction of fertility of soils and preservation of

the natural environment, providing the consumer market with quality products [13, c. 51]. The solution of these tasks will enhance the efficiency and profitability of agricultural production, strengthen export potential of the state and ensure its food security. Market environment and the European vector of economic development determine the urgency of accelerating the growth of competitiveness of all types of products, industries and enterprises, especially by: creating a full-fledged market infrastructure; improving technical and human capacity; the use of new, resource-saving technologies of production and storage of goods; state regulation of pricing, economic relations in AIP; increase in cooperation and integration, increase in solvent demand of the population.

Table 1.

The structure of foreign trade in products of plant origin, 2012-2016, %*)

Types of production	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Export										
Vegetables	4,09	1,47	3,17	3,00	2,41	1,44	1,25	1,49	1,22	1,89
Eatable fruits, and nuts	8,20	3,08	3,51	5,28	3,94	2,16	1,56	1,70	1,93	1,83
Coffee, tea	0,23	0,13	0,15	0,25	0,25	0,14	0,12	0,17	0,13	0,17
Cereals	44,23	66,41	70,63	61,95	65,36	75,99	71,78	74,91	75,99	75,05
Flour-grinding products	4,27	3,23	1,78	2,04	2,01	1,15	1,55	1,42	1,48	1,71
Oil seeds and fruits	38,62	25,57	20,66	27,37	25,96	19,10	23,11	19,32	18,51	18,97
Plant materials for producing	0,40	0,10	0,10	0,10	0,03	0,01	0,60	0,98	0,70	0,40
Import										
Seedings and other trees	7,48	6,86	4,92	4,74	5,55	6,46	5,43	3,40	1,68	1,75
Vegetables	3,22	6,23	6,18	8,13	7,08	5,54	6,73	8,00	5,48	6,36
Eatable fruits, and nuts	34,15	39,79	50,15	46,40	36,98	45,98	45,90	39,61	40,75	37,06
Coffee, tea	18,41	14,68	15,42	15,09	17,02	13,39	12,77	12,79	16,21	14,61
Cereals	10,06	10,02	7,82	9,52	12,37	10,52	11,75	18,05	13,50	11,58
Flour-grinding products	8,26	3,34	1,60	1,80	2,79	1,19	1,00	1,24	1,22	1,72
Oil seeds and fruits	15,43	16,09	10,76	11,67	16,05	15,19	14,95	15,36	18,76	24,87
Shellac natural	2,99	2,99	3,14	2,65	2,15	1,73	1,47	1,55	2,40	2,05

*) Note: calculated by the author according to the State statistics service of Ukraine[12]

The main problem is the increased risky activities on the grain market [14, c. 92]. The instability of the level of supply and demand, increased competition, rapid changes in exchange rates, inflation, instability of the legal framework and many other factors create the conditions under which no commercial operation can be carried out with guaranteed success. There are several ways of improving the competitiveness of the enterprise: the growth in sales volume of products; improving product quality; reducing costs; managing risks.

Conclusions. In recent years, domestic farmers have strengthened their position in the international market and confidently hold the leading position among the top ten agricultural producers in the world, behind there are only the United States and the European Union. The leaders of the commodity groups for exports are traditionally wheat, corn and barley. The agricultural market is viewed as a market of pure competition, as the products are standardized, the competition is quite intense because supply exceeds demand. The solution of such tasks as the maintenance of soil fertility and environment, providing the market with quality products, will improve the efficiency and profitability of agricultural production, strengthen export potential of the country and ensure food security.

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