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**ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ**

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УДК 339.564:338.432

**S. O. Polkovnichenko**, Candidate of Economic Sciences, Associate Professor,  
**O. V. Rosokhach**, student**CURRENT TRENDS IN REALIZATION OF THE EXPORT POTENTIAL OF THE AGRICULTURAL SECTOR OF ECONOMY OF UKRAINE**

**Abstract.** *The concept of the export potential of the agricultural sector of the national economy is determined, the factors of its formation and realization are systematized. Export opportunities of agricultural production in Ukraine are characterized, SWOT analysis of the export potential of the agricultural sector is performed. The dynamics, commodity and geographical structure of the export of agricultural products of domestic producers is analyzed, current trends of realization of the export potential of the agricultural production are identified. Measures to improve realization of the export potential of the agricultural sector are suggested.*

**Keywords:** *export potential of the agricultural sector of economy, realization of the export potential, commodity structure of the export of agricultural products, geographical structure of the export of agricultural products, export competitiveness of agricultural producers.*

**С. О. Полковниченко**, к. е. н., доцент,  
**О. В. Росохач**, студент**СУЧАСНІ ТЕНДЕНЦІЇ РЕАЛІЗАЦІЇ ЕКСПОРТНОГО ПОТЕНЦІАЛУ АГРАРНОГО СЕКТОРА ЕКОНОМІКИ УКРАЇНИ**

**Анотація.** *У статті визначено сутність поняття експортного потенціалу аграрного сектора національної економіки, систематизовано чинники його формування і реалізації. Охарактеризовано експортні можливості сільськогосподарського виробництва України, проведено SWOT-аналіз експортного потенціалу аграрного сектора. Проаналізовано динаміку, товарну і географічну структуру експорту аграрної продукції вітчизняних виробників, виявлено сучасні тенденції реалізації експортного потенціалу аграрного виробництва. Запропоновано заходи щодо покращення реалізації експортного потенціалу аграрного сектора.*

**Ключові слова:** *експортний потенціал аграрного сектора економіки, реалізація експортного потенціалу, товарна структура експорту аграрної продукції, географічна структура експорту аграрної продукції, експортна конкурентоспроможність агровиробників.*

**С. А. Полковниченко**, к. э. н., доцент,  
**Е. В. Росохач**, студент**СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РЕАЛИЗАЦИИ ЭКСПОРТНОГО ПОТЕНЦИАЛА АГРАРНОГО СЕКТОРА ЭКОНОМИКИ УКРАИНЫ**

**Аннотация.** *В статье определена сущность понятия экспортного потенциала аграрного сектора национальной экономики, систематизированы факторы его формирования и реализации. Охарактеризованы экспортные возможности сельскохозяйственного производства Украины, проведен SWOT-анализ экспортного потенциала аграрного сектора. Проанализировано динамику, товарную и географическую структуру экспорта аграрной продукции отечественных производителей, выявлены современные тенденции реализации экспортного потенциала аграрного производства. Предложены мероприятия по улучшению реализации экспортного потенциала аграрного сектора.*

**Ключевые слова:** *экспортный потенциал аграрного сектора экономики, реализация экспортного потенциала, товарная структура экспорта аграрной продукции, географическая*

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*структура експорту аграрної продукції, експортна конкурентоспособність агропродуцентів.*

**Urgency of the research.** In the export-oriented model of economic development, which was formed in Ukraine during the years of independence, export should be a means to promote economic growth and an enhancing tool of existing and potential competitive advantage.

Today the economy of Ukraine is 50% dependent on export. A key driver of Ukrainian export and source of foreign exchange earnings is agriculture, which accounts for almost a third of its total value. This means that the welfare of Ukrainians, economic stability (including exchange rates) is determined largely by how intensively our country can sell agricultural products to other states.

**Target setting.** In terms of economic and political instability within the country, the conflict in the East, slow reforms, the loss of the Russian market, agricultural sector becomes a priority direction and promising sector of the development of economy of Ukraine, which determines socio-economic situation and food security of the state. However, agriculture can be a real engine of the national economy if it is able to compete in the global markets. Therefore, searching for ways to improve the export competitiveness of Ukrainian agricultural producers is an important and urgent issue.

**Actual scientific research and issues analysis.** Significant contribution to the study of export in the agricultural sector of economy of Ukraine was made by: A. Broiaka, O. Vysotska, N. Karasova, S. Kvasha, V. Nelep, O. Shubravskaya and others. In the works of these scholars the status and trends of foreign trade in agro-food production, opportunities and risks of foreign trade in agricultural products, the impact of export on the development of Ukrainian agriculture and its sectors, the optimization of export production in agriculture and improvement of agricultural management are highlighted.

**Uninvestigated parts of the general issue.** Despite considerable number of studies in this area, in terms of global world and increase in the intensity of integration processes, the problem of realization of the export potential of the agricultural sector of economy of Ukraine requires constant research and improvement in the ways for its solution. The issues of determining the ways to increase export competitiveness of Ukrainian agricultural producers and development of activities aimed at enhancing the factors for realization of the export potential of the agricultural sector remain unresolved.

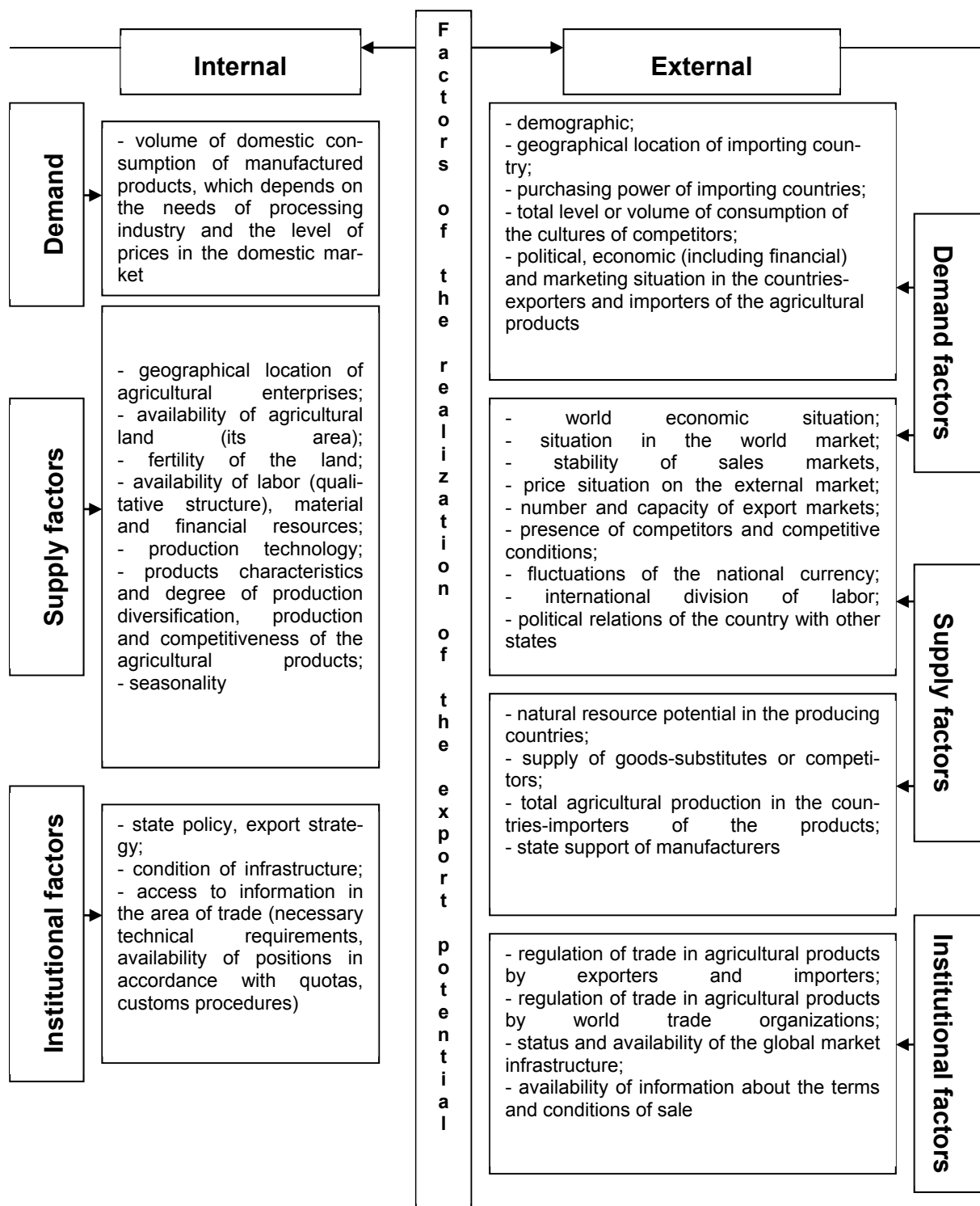
**The research objective.** The purpose of this article is to study the current trends of realization of the export potential of the agricultural sector of economy of Ukraine and justification of the ways to improve competitiveness of the agricultural products.

**The statement of main material.** Agricultural sector is an important part of the national economy that combines economic activities on agricultural and food products manufacturing. Export potential of agriculture is considered as the ability of the agricultural sector to produce the required amount of goods that will be competitive on foreign market and will promote economic growth of the country. Realization of the export potential of the agricultural sector of economy includes export activities of the enterprises in the industry to enter the market.

Export potential of agriculture, like other sectors, can be developed in two main directions: 1) product direction, meaning expanding the product range exported to foreign markets; 2) geographical direction, meaning the conquering of new foreign markets.

The formation and realization of the export potential of the agricultural sector of the national economy is affected by a number of external and internal factors, which are presented in Fig. 1.

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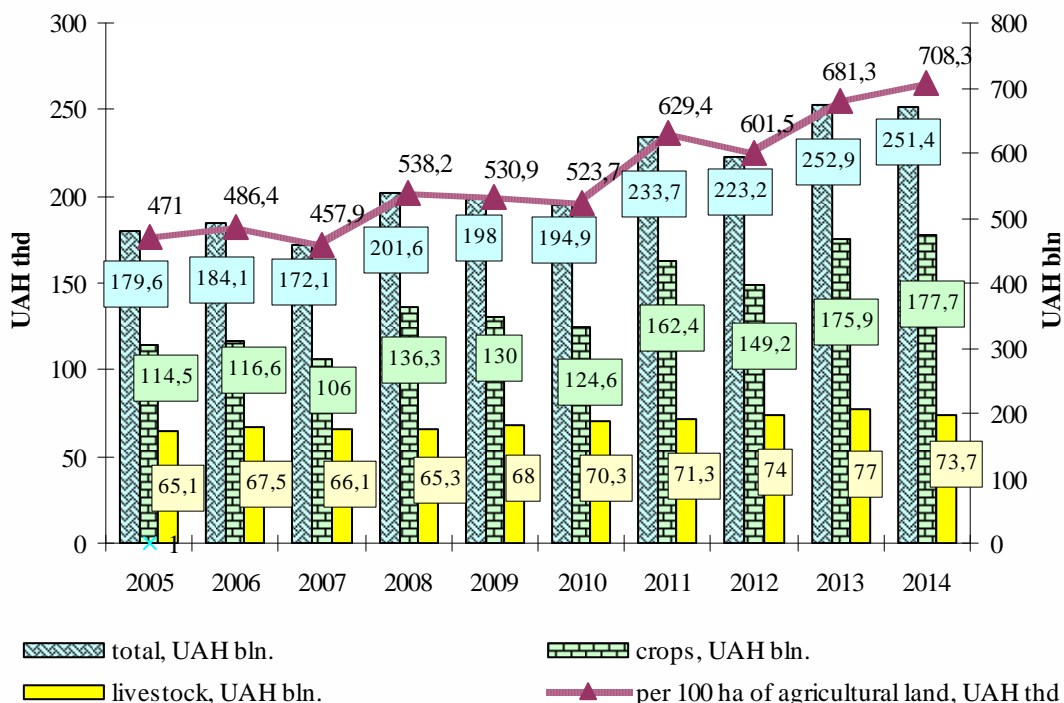
**Fig.1. Factors of formation and realization of the export potential of the agricultural sector of the national economy**  
 Source: compiled by the authors based on [2; 3; 5; 8]

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The internal and external factors can be divided into: demand factors, characterizing consumption of products; supply factors, existing at production level; institutional factors, including government policy and infrastructure development.

Ukraine has a strong agricultural export potential due to large areas of fertile soil, favorable climate, favorable geographical location, strong transportation and logistics export infrastructure, cheap labor. Due to these factors, our country has a real prospect of gaining a significant segment of the international market of agricultural products.

The basis of export potential is the capacity of agricultural production. Agriculture as the key sector in recent years, with minor exceptions (e.g. due to unfavorable weather conditions, and in 2014 – occupation of the part of the territory of Ukraine by the Russian Federation and the warfare), showed a positive trend. Thus, for 2005-2014 gross output of agriculture in Ukraine increased by 40% (Fig.2). The volume of production in crop and livestock increased by 55.2% and 13.2%, respectively. Gross output of agriculture per 100 ha of the agricultural land grew by 50.4% in 2014 compared to 2005.



**Fig. 2. Dynamics of gross agricultural output in constant prices of 2010**

Source: compiled by the authors based on [4]

The share of the agricultural sector in total GDP of Ukraine and in total gross value added of all sectors of economy in 2014 amounted to 10.2% and 11.8%, respectively [4]. Even in the current state of general decline in economy of Ukraine the agricultural sector shows high results. This is the only industry that has positive economic indicators. It produces 2.5 times more than the country consumes, the export of surplus to nearly 190 countries of the world actually saves the foreign trade balance of the country, supporting the national currency. Every third dollar earned is the result of farmers' work [10].

The analysis of the export potential is based on the study of the country's production capacity. Attention should be paid to the fact that today Ukraine is one of the leading agricultural producers in the world. In particular, our state is ranked first in the production of sunflower (27% of world production) and sunflower oil (28% of world production), third in the production of barley, fourth in the production of nuts, fifth in the production of corn and honey, ninth in the production of wheat. This allows us to

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satisfy not only the needs of the domestic market, but also successfully export food and agriculture. Besides, Ukraine has a significant potential for increasing production and export of the agricultural products. For example, grain crops production in 2014 amounted to 64 million tons, and according to the experts, we can increase it up to 80-100 million tons per year [6]. Despite the overall positive achievements of the agricultural sector, the available resources allow not only to support the results obtained, but also to increase significantly the production of quality and safe agricultural products, and to increase the export potential of the industry [9].

In order to analyze strengths and weaknesses of the export potential of the agricultural sector of economy of Ukraine let us use the method of SWOT analysis, which implies searching for answers to several groups of questions. One of them is related to internal factors (strengths and weaknesses are analyzed), the other one relates to external factors (opportunities and threats). Conducted SWOT-analysis of the export potential of the agricultural sector in Ukraine is represented in Fig.3.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- good geographical position and favorable climate conditions for agricultural production;</li> <li>- significant land resources;</li> <li>- high soil fertility;</li> <li>- traditional agricultural specialization of the country;</li> <li>- positive economic indicators of the agricultural production;</li> <li>- relatively low labor cost;</li> <li>- functioning of the agricultural enterprises of different ownership forms;</li> <li>- proximity of the markets;</li> <li>- availability of the transport and logistics infrastructure;</li> <li>- ability to freely rent land</li> </ul>	<ul style="list-style-type: none"> <li>- insufficient level of commodity diversification of the agricultural export;</li> <li>- incomformity of certain products with the European and world standards;</li> <li>- not enough qualified personnel in the agricultural sector;</li> <li>- high degree of wear of fixed assets for agricultural purpose;</li> <li>- low investment activity (lack of internal and external investment);</li> <li>- backwardness in the innovation process;</li> <li>- inadequate support of the agricultural production;</li> <li>- difficult financial situation of small farmers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- improvement of investment climate;</li> <li>- improvement of business environment and strengthening of small and medium business;</li> <li>- increase of profitability and strengthening of competitive position of the agricultural sector, subject to application of innovations;</li> <li>- expanding the range of agricultural products to meet a wider range of consumers demand, which will give an opportunity of entering new markets;</li> <li>- entry into force from 1.01.2016 of free trade area with the EU;</li> <li>- capacity expansion of the global food market;</li> <li>- entry to the global market of environmentally friendly products</li> </ul>	<ul style="list-style-type: none"> <li>- political and economic instability in the country, lack of economic, research-based reforms;</li> <li>- instability of legislative base;</li> <li>- not very attractive image of the country among consumers;</li> <li>- unfavorable tax policy in the agricultural sector by the state;</li> <li>- difficult predictability of the exchange rate;</li> <li>- increase in sales volume of similar products offered by other competing countries;</li> <li>- loss of the Russian market;</li> <li>- insufficient development of certification systems and quality control of the export of agricultural products</li> </ul>

**Fig.3. SWOT-analysis of the export potential of the agricultural sector of economy of Ukraine**

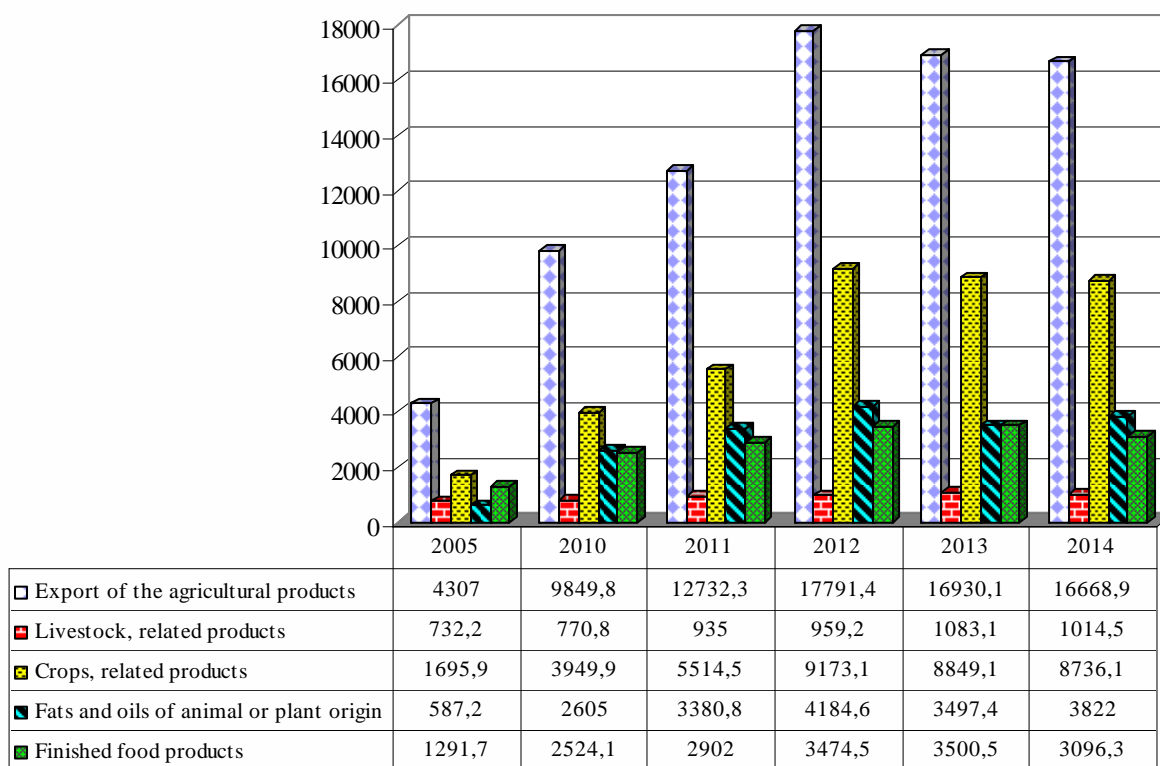
Source: developed by the authors

The growth of the agricultural production in Ukraine has led to the increase in the export of the agricultural products. The world food crisis, rising world prices, devaluation of the hryvnia increased the competitiveness of Ukrainian goods. Membership in the World Trade Organization in recent years also has its positive impact and influence on the increase of the export potential. Moreover, economic, legal and information environment in which the enterprises of the agricultural sector of economy of Ukraine operate has changed.

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In the last decade, Ukraine has made significant steps to increase export of agricultural products. It increased annually till 2013 (Fig.4).

In 2013 Ukraine supplied agricultural products to the foreign markets in the amount of USD 16.9 billion, which is 4.8% less than in 2012, and in 2014 Ukraine supplied agricultural products in the amount of USD 16.7 billion, which is 1.5% less than in 2013 (mainly due to the loss of the Russian market). But compared to 2005, the export of agricultural products in 2014 increased by 3.9 times. Moreover, its share in total export also increased significantly from 12.56% in 2005 to 30.9% in 2014. Besides, there is a stable positive balance of the agricultural sector (in 2014 it amounted to USD 10.6 billion), whereas in general Ukraine has a negative balance in foreign trade (in 2014 it amounted to USD 527 million) [4]. In 2014 the agricultural sector for the first time became the leader in the volumes of export in Ukraine, overtaking the metallurgy, which was influenced by both the military conflict in the east of the country and deterioration in the external environment.



**Fig.4. Dynamics of export of Ukrainian agricultural products in 2005-2014, million USD**

Source: compiled by the authors based on [4]

Most of the export of domestic agricultural sector of the economy is represented by products of plant origin (52.4% in 2014), composed primarily of grain crops (39.3%), as well as seeds and fruits of oil plants (10.1%). The share of products of plant origin rose from 4.95% in 2005 to 15.2% in 2014. The export share of livestock products (in % to the total export of Ukraine) during the period studied declined from 2.14% in 2005 to 1.4% in 2011 and 2012, and then slowly began to rise to 1.9% in 2014 [4] that by 2012 is primarily due to the negative trends in the livestock industry development in Ukraine.

Today, Ukraine is a stable, reliable supplier of the basic agricultural products to the global markets. The main product groups of the agricultural export from Ukraine traditionally include: grain crops (12.1% of total export in 2014, with about 60% of Ukrainian grain export being corn, and only 30% be-

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ing wheat), oilseeds (3.1%), fats and oils of animal or plant origin (7.1%), food products (5.7%), milk and dairy products, poultry eggs, natural honey (1.1%) [4].

The range of agricultural products shows the inexhaustible opportunities of the industry. Ukrainian wheat, barley, corn, sunflower, rape and soybean have already gained popularity among customers in the foreign market. Today Ukraine confidently declared itself as a major supplier of sunflower oil. We sell more than 80% of the total volume of sunflower oil produced in Ukraine. We own 55.5% of the world market of this product (first place in the world). The share of our country in the global market of corn is 14.4% (third place), barley – 12.4% (fourth place), wheat – 6.5% (sixth place) [7].

In recent years Ukraine has expanded the range of the exported agricultural products. Although the trade range, as before, is dominated by raw materials, mainly grain crops, the share of processed products is growing every year and now amounts to 41.5% (USD 6.9 billion). This includes chicken, cooking oils, juice, honey, jams, chocolate, etc. In particular, with respect to the export of chicken Ukraine is ranked eighth in the world [6]. In 2014 Ukraine exported 36.3 thousand tons of honey [4].

Ukraine supplies agricultural products to more than 190 countries around the world. Today the main markets of agricultural products are countries in Asia (in 2014 the export of products amounted to USD 6.5 billion constituting 39% of total export of agricultural products) and the EU (USD 4.9 billion – 29%). In addition, Ukrainian agribusiness exports its products to CIS countries (USD 2.6 billion – 15%) and Africa (USD 2.6 billion – 15%). The export to other countries amounts to USD 0.28 billion constituting 2% of total export of the agricultural products [4]. In 2014 there was a diversification of markets for agricultural products. Export to CIS countries decreased by 31%, export to the USA grew by 33%, export to Asia grew by 10% and export to the EU countries grew by 4% [6].

The top ten countries, to which Ukrainian agricultural products are mostly exported include China (11.8%), India (8.5%), Egypt (8.5%), Iran (5.3%), Spain (5.1%), Turkey (5.1%), the Netherlands (4%), Italy (4%), Poland (3.1%) and Belarus (2.8%) [10]. China, India and several other countries have ousted the Russian Federation from leading to the 15th position in the ranking of countries-importers of Ukrainian agricultural products [4; 6]. The share of export to Russia decreased to 2% [1].

Despite the fact that Ukraine is a strong exporter of agricultural products in the global market, the potential of the country in relation to the export of agricultural products is much larger. A characteristic feature of Ukraine's foreign trade is raw materials direction. The gradual increase in export of products of plant origin, which serves as raw material for processing industries in the foreign market, indicates to ineffective foreign policy. In 2014 in the structure of agricultural export of Ukraine the share of raw materials accounted for 59%, products of primary processing – 23%, and finished goods – 18% [1]. It is worth to pay attention to the fact that Ukraine exports oil about 4 times less than corn, but earns almost the same income. This proves that selling oil is more profitable than unprocessed seeds. It is therefore important to develop and maintain an area of processing of agricultural products.

When analyzing the use of export potential of the agricultural sector of economy of Ukraine, attention should be paid to such problems as: insufficient adaptation of domestic products to the international market conditions, its certain inconsistency with the requirements regarding quality and safety; the imperfection of warehouse logistics, infrastructure of the agricultural market and, as a consequence, large losses of production. A significant negative factor for the agricultural sector is a problem with the national currency stability, which affects all the activities of the farmers in the form of growing costs making it not possible to plan anything.

State agricultural policy should be aimed at overcoming the obstacles hindering the increase of agricultural production, improvement of its competitiveness in the external market. For this reason it is important to develop measures for realization of the export potential of the agricultural sector that would ensure favorable investment climate; creation of conditions for development of export-oriented agricultural production on the principles of innovativeness and eco-friendliness; harmonization of the system of standardization and certification of agricultural products, rules of sanitary, veterinary and phytosanitary control with European and international standards and requirements; state support of export, reduction of export clearance costs; improvement of transport and port infrastructure, its modernization and increasing capacity; increasing participation of domestic producers in international exhibitions and fairs etc.

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**Conclusions.** The study performed allows to conclude that competitiveness of the agricultural sector largely determines competitiveness of Ukraine in the world market. Today products of the agricultural sector is an important part of payment balance of Ukraine and its export becomes a stabilizing factor and contributes to the solution of many economic and social problems in the state.

Among current positive trends of realization of the export potential of the agricultural sector of economy of Ukraine the following should be highlighted: increase in the volume of export; growth in the share of agricultural products in the total export of Ukraine; growth of the surplus in the foreign trade in these products; consolidation of Ukraine's status as a world leader in production and export of certain agricultural products; geographical diversification of the export of agricultural products that makes it possible to distribute risks from changing conditions in foreign markets. However, there are also negative trends in realization of the export potential, namely: increase in the share of the export of agricultural raw materials in comparison with the export of semi-finished and finished products, resulting in loss of added value that is subsequently created by importing countries; low commodity diversification of the export of the agricultural sector; a small proportion of livestock products in the export etc.

The export potential of the agricultural sector of economy of Ukraine is not fully disclosed and is used very poorly, largely due to low competitiveness of the domestic agricultural products compared with products of other exporting countries. Ukraine can produce and export larger volumes of agricultural products.

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Надійшла 05.02.2016