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ORGANIZATIONAL AND ECONOMIC REGULATION OF THE GRAIN MARKET IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

Abstract. *Based on the retrospective analysis, the necessity of state regulation of the grain market in the conditions of sustainable development is proved in the article. The priority directions of improvement of organizational and economic regulation of sustainable development of agricultural production are offered and the degree of development of each element of the infrastructure of the agrarian market, their mutual influence on the development of the agrarian sector is determined.*

Key words: agricultural potential, resource potential, food safety, industry competitiveness, agro holdings, serving cooperatives, grain products, grain flows, synergy, infrastructure, sales channels, sustainable development.

Formulation of the problem in general. In Ukraine, which has huge agricultural potential, annually increases the volume of food exports and becomes one of the most influential players in the global food market, the issue of intensification of agricultural production, which requires huge investments, is also relevant. In order to address existing problems in agricultural production management, scientific development, analysis of the main trends in the global food market with a view to developing its own national policy in the field of food security is needed. This is especially true for the cereals market, which is the basic component of food security in many countries, where Ukraine is one of the world's leaders, with the possibility of further increasing grain production.

Analysis of the recent research and publications. It should be emphasized that the theoretical and practical issues of organizational and economic regulation of the grain market in a context of sustainable development continue to require research. These aspects are reflected in the scientific works of well-known scientists: V. Y. Ambrosova, V.G. Andriychuka, V.I. Boyka, P.I. Gaydutskogo, M.Y. Demyanenka, M.F. Kropivka, N.G. Lobasa, Y. Y. Luzana, P. M. Makarenka, M. I. Malika, V. Y. Mesel-Veselyaka, P. T. Sabluka, L. M. Khudoliy, D.V. Shyana, O.G. Shpikulyaka, O.M. Shpichaka, O.V. Shubravskoyi, V.V. Yurchyshina, I.B. Yatsiva and others.

Problem statement. Based on the foregoing, we believe that even in the presence of a large number of scientific developments on the specified topic, further research is needed on improving the mechanism of organizational and economic regulation, methodological and resource base for making effective decisions on the sustainable development of agricultural production, developing its strategies and scenarios in modern market conditions, determination of directions for increasing the competitiveness of the industry.

Basic material. Natural-climatic conditions and fertility of the land of Ukraine make it possible to obtain high-quality food grain in amounts sufficient to meet domestic needs and to form export potential. Analysis of the dynamics of grain and legume production in Ukraine in 2000-2016. indicates significant fluctuations in terms of production volumes and yields (Fig. 1).

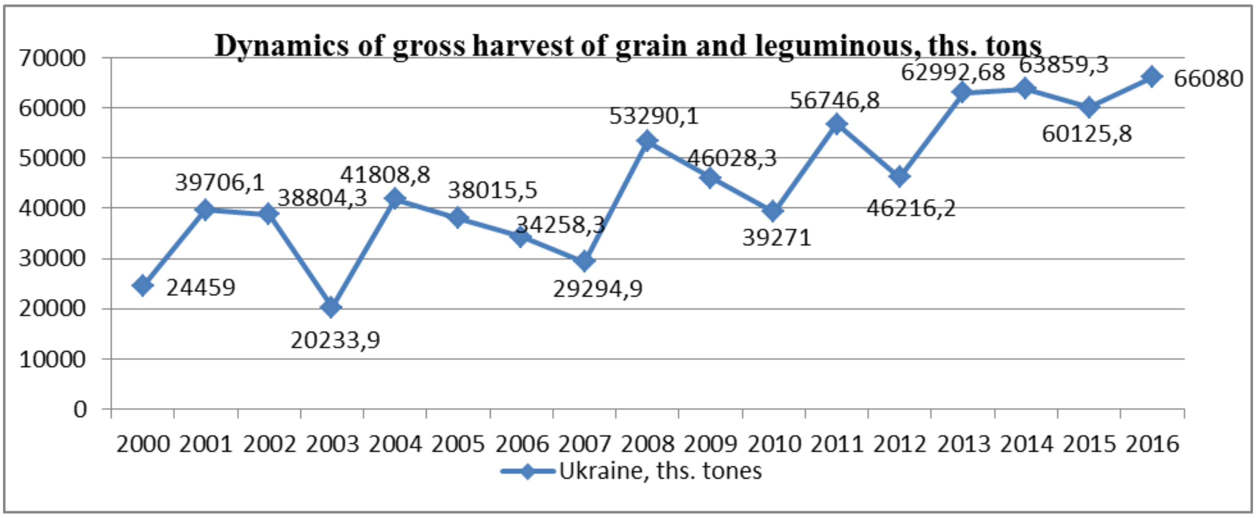

Fig. 1. Dynamics of gross collection of grain and leguminous plants, ths. tons

It should be noted that in 2016 in general, Ukraine received a record for the years of independence of the harvest of grain and leguminous crops 66.1 million tons (in 2014 - 63.9 million tons), mainly due to increase of their productivity to the average world level, which in 2014 as a whole made up 46.1 centners per hectare in the country. The dynamics of grain production by categories of farms is given in Table 1. This result was obtained as a result of the huge harvest of corn.

Table 1

Grain and legume production by categories of farms

Indicators	2000y.	2005y.	2010y.	2012y.	2013y.	2014y.	2015y.	2016y.
	Farms of all categories							
Gross harvest, th. c	24459	38015,5	39270,9	46216,2	63051,3	63859,3	60125,8	66088
Yield, c / ha	19,4	26	26,9	31,2	39,9	43,7	41,1	46,1
Area, th.ha	12586,8	14605,2	14575,7	14792,1	15804,4	14627,3	14640,9	14337,1
	Agricultural enterprises							
Gross harvest, th. c	19964,2	28790,4	29779,3	36075	49659	49902,6	46506,6	52022,2
Yield, c / ha	18,3	25,9	27,6	33,4	43	47,5	43,8	50

Area, th.ha	10914,1	11109,3	10778	10793,6	11544,3	10507,2	10622,9	10397,6
	including farms							
Gross harvest, th. c	1256,4	4082,7	4702,5	5046	7522,4	7693,3	7650,2	8880,9
Yield, c / ha	15,8	22	21,9	24	32,1	35,3	33,4	39,2
Area, th.ha	794,2	1856,2	2145,5	2103,3	2344,7	2182	2287,7	2264,7
	households							
Gross harvest, th. c	4494,8	9225,1	9491,6	10141,2	13392,3	13956,7	13619,2	14065,8
Yield, c / ha	26,9	26,4	25	25,4	31,4	33,9	33,9	35,7
Area, th.ha	1672,7	3495,9	3797,7	3998,5	4260,1	4120,1	4018	3939,5

Source: [Current conjuncture and forecast of agricultural products and food markets in Ukraine for 2011/2012 marketing year / Ed. .. O.M. Shpichaka, A.V. Rozgona - K .: IAE UAAN. - 2013.- Issue 18. - 170s.]

An analysis of the dynamics of grain production suggests that the development of the industry as a whole is characterized by stable growth rates. From 2000 to 2016 the raised area has increased from 12586,8 to 14337,1 thousand hectares, the gross harvest of grain - from 24459 to 66088 thousand tons, the yield increased from 19,4 to a record 46,1 centner / ha in 2016 by all categories of farms.

Studies have shown that the largest share of production is concentrated in agricultural enterprises. In 2016, agricultural enterprises produced 52022.2 thousand tons of grain (78.7% of gross national income), households - 14065.8 thousand tons (21.3%).

Consequently, the analysis of the dynamics of grain production by category of farms in Ukraine showed a significant increase in the share of agricultural enterprises in the total grain production due to the reduction of the share of households. The yield of grain crops in 2016 amounted to 50 c / ha in agricultural enterprises and 35.7 c / ha in the farms. The research has confirmed the presence in the grain-product subcomplex of both the region and the country as a whole of the tendency to create transregional highly integrated corporate entities, which are called "agroholdings". Using the mechanisms of mergers and acquisitions of agricultural enterprises of a traditional type, gradually starting in 2005 on the basis of limited liability companies, private enterprises have complex associate organizational structures, consisting of branches, controlled and subsidiaries, separate units subordinated to a single center of financial and investment activity - the parent company.

Over the past three years, the number of agroholdings has doubled: from 60 in 2010, to 129 - in 2012 [3, p.8].

They are gradually becoming the main producers of grain products. Two thirds of agricultural holdings specialize in grain management, and all of them are focused on the export of agricultural products and foodstuffs. According to studies A.E. Dankevich, the 20 largest agricultural companies in 2010 produced 5.1 million tons of grain, which is 17.1% of its total agricultural inputs. The production of grain of wheat (winter and spring) and corn for grain at 11.3 and 22.2% respectively was concentrated in 10 largest agricultural holdings [4].

According to Y.O. Lupenka and M.F. Cropivka, after 2 - 3 years, the number of agroholdings can increase to 170 - 180 and they will control 28-30% of agricultural land [3, c.8].

In our opinion, the growth in the number, capacity and, correspondingly, the role of agroholdings in the grain production industry cannot be assessed unambiguously. On the one hand, with favorable opportunities for attracting financial resources, agroholdings are actively introducing new technologies, technically rebuilding agricultural and processing enterprises that are part of their structure. On the other hand, the activity of agroholdings leads to an increase in social tensions in the village, an increase in the imbalance of the sectoral structure of agricultural production, and negative environmental impacts, and therefore their activities should be put under state control.

It should be noted that in Ukraine, almost 20 million hectares of agricultural land is in a risk zone where drought, dry winds and dust storms cause great damage to agriculture, and the southern zone is the most sensitive. In arid years, which are repeated every four to five years, Ukraine does not harvest 10-15 million tons of grain. Drought causes very high losses, which are calculated in billions. In the area of risk agriculture there are about 10 million hectares of land requiring irrigation

[5].

In 2016, around 14.3 million hectares (55% of the total sown area) were used for grain crops in Ukraine. The sown area under the harvest of 2016 amounted to 14401 thousand hectares, which is 2.3% less than in 2015. As the alignment showed, the average area under grain is reduced by 40 hectares per year. (Fig. 2).

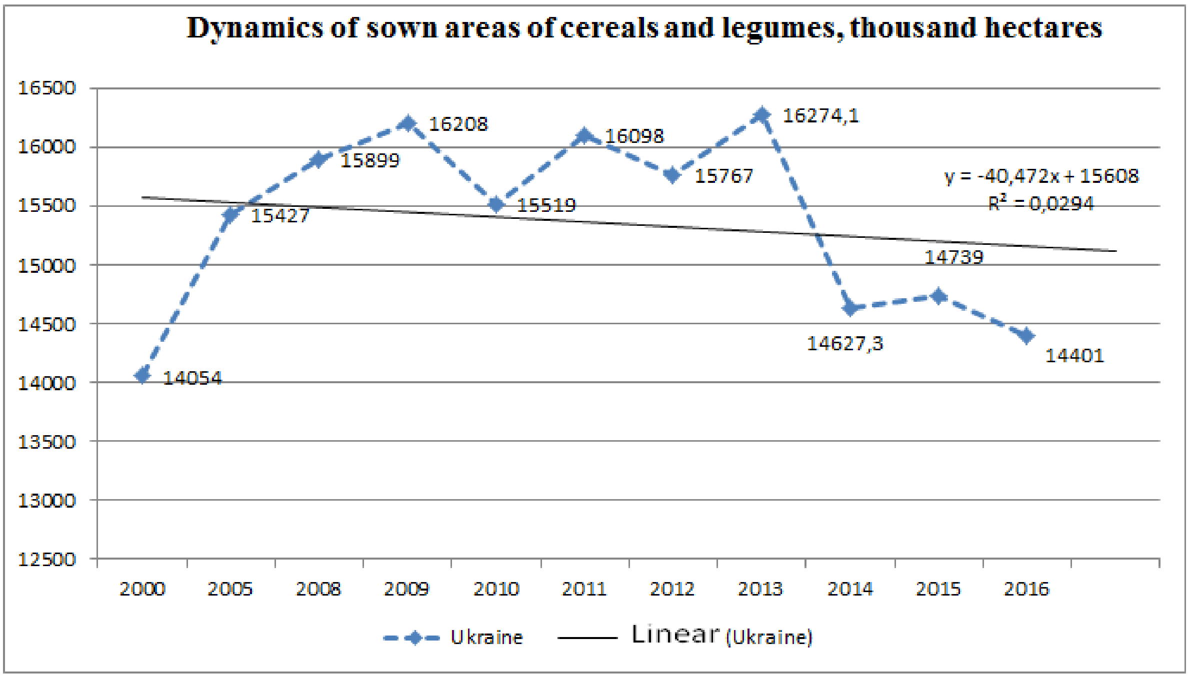

Fig. 2. The dynamics of crops area of grain and legumes in Ukraine, ths. ha

After analyzing the sown area by the type of products (Table 2), it was found that winter crops cover 7178 thousand hectares (49.8% in the structure of grain and leguminous crops) and 7223 thousand hectares (50%) of grain grains (Fig. 3).

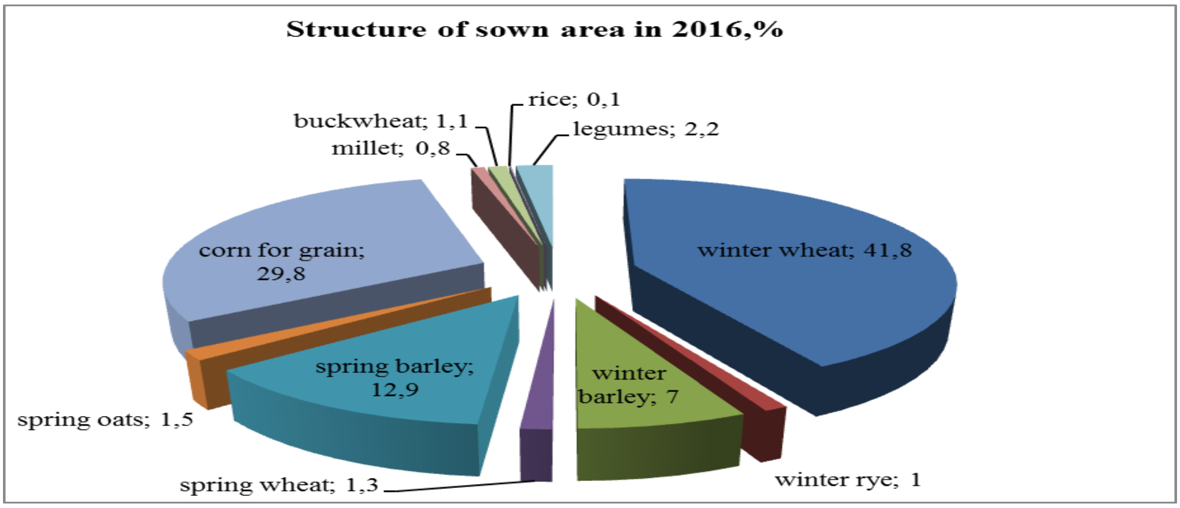

Fig. 3. Structure of sown area in 2016,%

In 2016, compared with 2010, the area of cereals increased by 755 hectares. This was due to the expansion of the area under corn for grain at 2922 thousand hectares, winter wheat to 712 thousand hectares and winter barley - 666 thousand hectares.

Under the influence of volatility and other factors, the profitability of grain production in general is unstable. Fig. 4 and tabl. 2 indicate fluctuations in the profitability of grain from 43.1% in 2015 to 1.5% in 2013 and 3.1% in 2015.

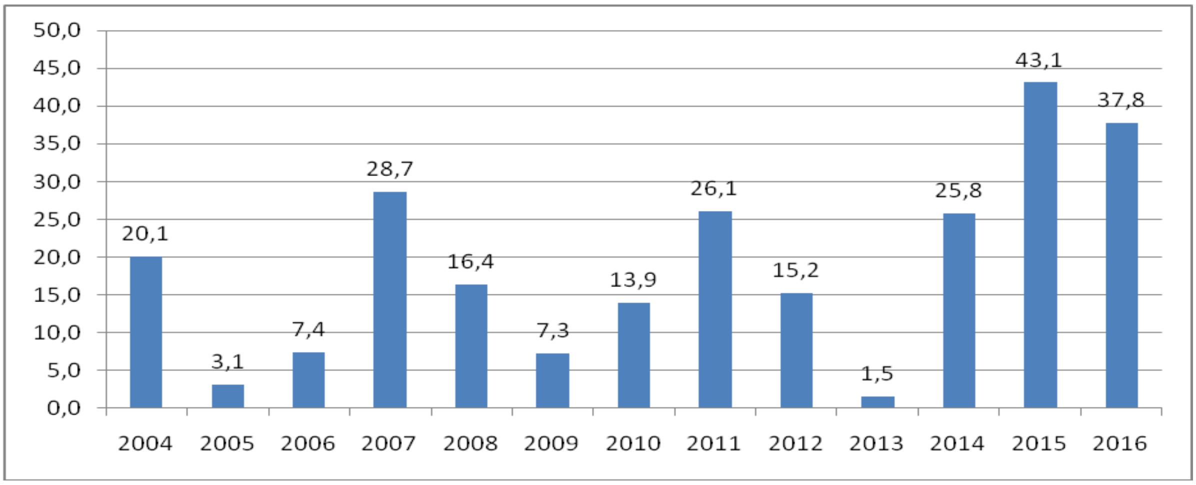

Fig. 4. Dynamics of the profitability of grain and leguminous plants,%

Table 2

Average prices, sales price indices and profitability of grain products of Ukrainian enterprises

Indicators	2012y.	2013y.	2014y.	2015y.	2016y.
Average selling price of 1 centner, UAH.	154,7	129,49	181,3	285,7	338,1
Cost of production of 1 centner of grain crops, UAH.	121,3	106,28	119,3	179,0	213,0
Cost of production of 1 centner of corn for grain, UAH.	109,08	94,75	237,9	175,4	197,5
Grain profitability,%	15,2	1,5	25,8	43,1	37,8

Source: Ukraine in figures 2016 [Electronic resource] - Access mode: http://twirpx.com/file/885966

Calculations have shown that the average selling price over the past 5 years has increased more than 2 times. While the cost of 1 centner increased by 76%. As a result, the level of profitability is increasing and in 2016 it is 37.8%, which is 5.3 p. less than in 2015, but by 36.3 pp. more compared to 2013.

Obviously, there are significant differences in the level of cost of 1 ts of basic crops by individual enterprises. This situation can be explained by:

- the specifics of the management of individual enterprises;
- different volumes of production;
- Significant deviations of actual costs from normative in the cultivation of agricultural crops that arise during the implementation of major volumes of works in reduced agro-technical periods and require careful observance of technology and cost budgets;
- the dependence of growing crops on irrigating land;
- the correctness of accounting, as a rule, the cost of production in enterprises whose cultivation is not significant amount of land (up to 100g) is not accounted for, etc.

Today, in Ukraine, along with the issue of stable grain production, high yields, the issue of efficient distribution and sales is a topical issue. Pricing in agriculture is a complex problem due to the peculiarities of the industry with respect to the period of production, the environment for the reproduction of the goods and resources involved in this process. The existence of a well-founded pricing system is a condition of food security, because the price mechanism is the main thing in regulating relations between producers, purchasers, processing enterprises, trade and the state, and also serves as a stabilizing factor in the development of agricultural production. Due to the price disparity and inter-sectoral imbalances, the agricultural sector of Ukraine operates in unfavorable price conditions [8].

At the present stage of agrarian development, it is necessary to solve a wide range of problems by constructing an effective pricing system. One of the problems of instability of producers' revenues is the price situation in the agricultural market, which in turn is characterized by a diversified change in the price of sales. The objective price must compensate the manufacturer for the equivalent of the cost of downstream capital production, that is, the cost of socially necessary labor for the production of a certain good. An assessment of the dynamics of prices for products of the main types of grain and leguminous crops produced in Ukraine and in the world, suggests that there is a fact of constant instability of prices. In addition, there are significant seasonal price fluctuations. They are caused by the imbalance of demand and supply on the grain market: 90% of grain is sold in July-December and only 10% in January-June. With a relatively even distribution of demand over time, the supply concentration in the second half-year leads to a significant drop in prices during this period. Consequently, the financial results of agricultural enterprises are directly dependent on the price of sales. Prices and financial results are functionally linked, since the price actually determines the economic interest in producing the grain, as well as the solvency and creditworthiness of the enterprise in the short run. The study of the impact of the price on the financial results of the sale of grain is an important aspect of assessing the changes in profitability and profitability of production depending on market conditions.

As for 2013, the situation changed: due to the increase in the supply of grain on the market to 3588.1 thousand tons and increase it compared with last year by 44.1%, there is a decrease in the price of grain sales by 20.4% or by 299.2 UAH / t. While in 2016-2017 there is a completely different situation.

There are two problems on this issue: firstly, there is a lack of storage capacity for grain in Ukraine. According to the latest data, over 650 certified grain storage facilities with a capacity of about 31-32 million tons currently operate in Ukraine. The 2nd problem is the cost of storage on elevators. It is quite high for a commodity producer. Of course, it is more profitable to keep the grain to the best of times, but for this you need to have your own grain storage, where the cost of storage will be almost 2 times cheaper than on elevators. In 2014, the price situation in the grain market of Ukraine is completely different from the trends and indicators of past years and has a tendency to steady increase from February to August, even if the sales volumes for July-August are the highest in 2014. Thus, in Ukraine there is an increase in sales, which directly affects the price of grain sales. On the one hand, the increase in market volume is positive, but on the other hand, the growth of grain production can lead to serious problems for market participants [Lyshenko M.O. Features of the formation of prices in the grain market // Visnyk of Sumy National Agrarian University: scientific journal. - Series "Economics and Management" / Sumy NAU. - Sumy, 2015. - Exp. 8 (65) - P. 174-182].

After all, grain market participants are faced with a number of problems today: in Ukraine, there is not enough capacity to store grain. That is, even with a grain yield of 58 million tons and oilseeds at a level of 13 million tons (totaling more than 71 million tons) there is a significant shortage of storage tanks; Ukrainian ports can pass for export to 2.8-3.0 million tons of grain per month (except for the winter period). Therefore, with increasing production it is necessary to increase logistic capacities. The transport system remains a problematic issue, as today in Ukraine there are about 10,800 grain carriages, of which 1,5-1,7 thousand are leased in the CIS countries and about 1,5-1,6 thousand - on planned repairs. As a rule, the increase in grain yield leads to lower prices, and the current season has not been an exception. In the last 10 years, when the crop in Ukraine declined, there was an increase in profitability. The only exceptions were the periods when the global grain balance became more complicated, the world's transitional grain stocks declined, and there was a high demand for Ukrainian grain. This year almost all major grain exporters expect high yields, so domestic companies will have to face fierce competition for sales markets [6].

The analysis of trends in the development of the grain product subcomplex has shown that the dynamics of changes in sales volumes on the grain market of the studied region is unstable, but it has a tendency to increase. During the period from 2000 to 2016, grain sales increased. Crop sales declined only in 2007 and 2010. During the investigated period, the structure of sales of agricultural products in agricultural enterprises by channels was significantly changed.

If in 1995 Agricultural enterprises sold 50% of grain production directly to processing enterprises, then in 2016 this share declined to 2,2%. The sale of grain products to the population and sales in the market from 18% to 6.5% decreased significantly. On the other hand, more than 83% of the produced grain products are sold by various other channels (shareowners for land rent and property shares (shares), other enterprises and organizations, directly to trade and catering enterprises, sanatoriums, kindergartens, schools, hospitals, rest homes, closed institutions, other farms, commercial structures, foreign countries). It should be noted that in general in Ukraine the share of grain crops sales in other areas was even higher and reached 83% in 2013 [7].

According to researchers of the grain market, the sale of grain to "other channels" in general can be assessed negatively, as this means the tendency to shadowing relations between market players. Recently, some progress has been made towards creating institutional conditions for greater transparency of the grain market. In 2005, the Agrarian Stock Exchange, the only state commodity exchange in Ukraine, was created which ensures the same conditions for all participants in stock trading and facilitates the development of the market for commodity derivatives, the basic asset of which is agricultural products. After seven years of being in a rather passive state at the end of 2012, the Agrarian Exchange introduced a system of electronic bidding for agricultural products and provided free training to all interested persons [9].

Agrarian Exchange owns an extensive network of regional offices and is represented in each region of Ukraine, which allows shortening the time to enter into transactions and reduce the financial costs of their registration. In December 2012, the Agrarian Stock Exchange hosted the first auction in the electronic trading system on the SPOT market. As a result of the tender, 11 contracts were concluded for a total amount of more than UAH 2.4 million. The short time slot and the lack of sufficient information do not allow us to assess the real changes in grain trade in Ukraine, but attempts are being made to ensure better state regulation and greater transparency. Substantial changes occurred in the structure of grain sales by species. During the period from 2000 to 2016, sales of wheat (in 2,3 times) and corn (16,6 times) significantly increased. The greatest decrease in sales volumes is observed in rye (by 67%) and oats (by 61%).

Changes in the structure of the production and marketing of grain crops reflect the worldwide tendency to increase the production of grain products not only for food purposes, but also for other versatile uses. If wheat remains the main food crop in Ukraine and the Sumy region, taking into account its exceptional importance in nutrition, the rapid growth of corn sales indicates the export opportunities of this crop, whose grain is one of the most nutritious concentrated feeds that is characterized by good taste and eaten by all species willingly animals Growing demand for maize in the world is also due to its use for the production of bioethanol [10].

It should be noted that Ukraine is one of the few countries in the world that has both huge natural potential for grain production and underutilized economic levers of effective use of sown areas, which will allow, in conducting effective and systemic state policy in the field, to significantly increase geostrategic influence our country in the world as a factor in ensuring world food security.

We agree with V. Kostromina that the realization of this goal should be based on a combination of strategy and mechanisms of state regulation and effective integration of business entities in the grain product sub complex on the basis of social partnership and social responsibility.

Also, one should agree with O. Nikishina's opinion that one of the main problems of the modern grain market in Ukraine is the domination of mediation schemes for grain (about 80%) and the ineffectiveness of existing sales systems (stock, government procurement, etc.), which, due to scarce quantities of grain flows, are not able to neutralize the price dependence of farmers from traders. At the same time, the existing imbalance of economic relations between actors in different sectors deepens the disproportion between the sectoral distribution of revenues, depriving the financial resources of those sectors created in which the added value of the goods is maximum, in particular, grain-processing enterprises. The current mechanism of state regulation is based on the low cost of financial interventions and the dominance of administrative methods over the market, which, on the one hand, provides only a simple reproduction of the resource potential, on the other hand, generates a series of transformations in the grain market that are not always in line with the interests of the country and society [11].

I. Leschik adheres to a similar position. In his opinion, the urgent problem is the lack of effective cooperation of commodity producers in the way of protecting interests from the pressure of the monopoly, intermediary structures, the market of means of production and the transition from barter operations to normal commodity-money relations. The state should become a regulated market; provide sales and guaranteed minimum (marginal) prices [12].

The development of relations between producers of grain products and other agribusiness chains at the level of direct links (definition of the subject of cooperation, pricing systems, terms of supply and loans, etc.) should be a strategic direction of regulation of sustainable development of agricultural production. The choice of business activities and production planning should be based on in-depth marketing research using a variety of marketing strategies. Areas of activity, selected in the light of market requirements, will help increase resource efficiency both from the use of individual resources and from their interaction. In recent years, the variant of the reaction to the combined effect of several factors, which is characterized by the fact that this action exceeds the effect of each individual factor, was called synergy, synergy (or synergistic effect) (Fig. 5).

The activity of agro forming at the present stage is completely subordinated to market mechanisms, and the success of such activity depends on the level of awareness of agricultural producers in relation to the laws of a market economy, the ability to apply them in practice. Therefore, another direction of improvement of organizational and economic regulation of sustainable development of agricultural production is the definition of the degree of development of each element of the infrastructure of the agrarian market, their mutual influence on the development of the agrarian sector. That is, in this case, the sustainable development of agricultural production is considered by us from the point of view of the functioning of the agrarian enterprise as an element of market infrastructure.

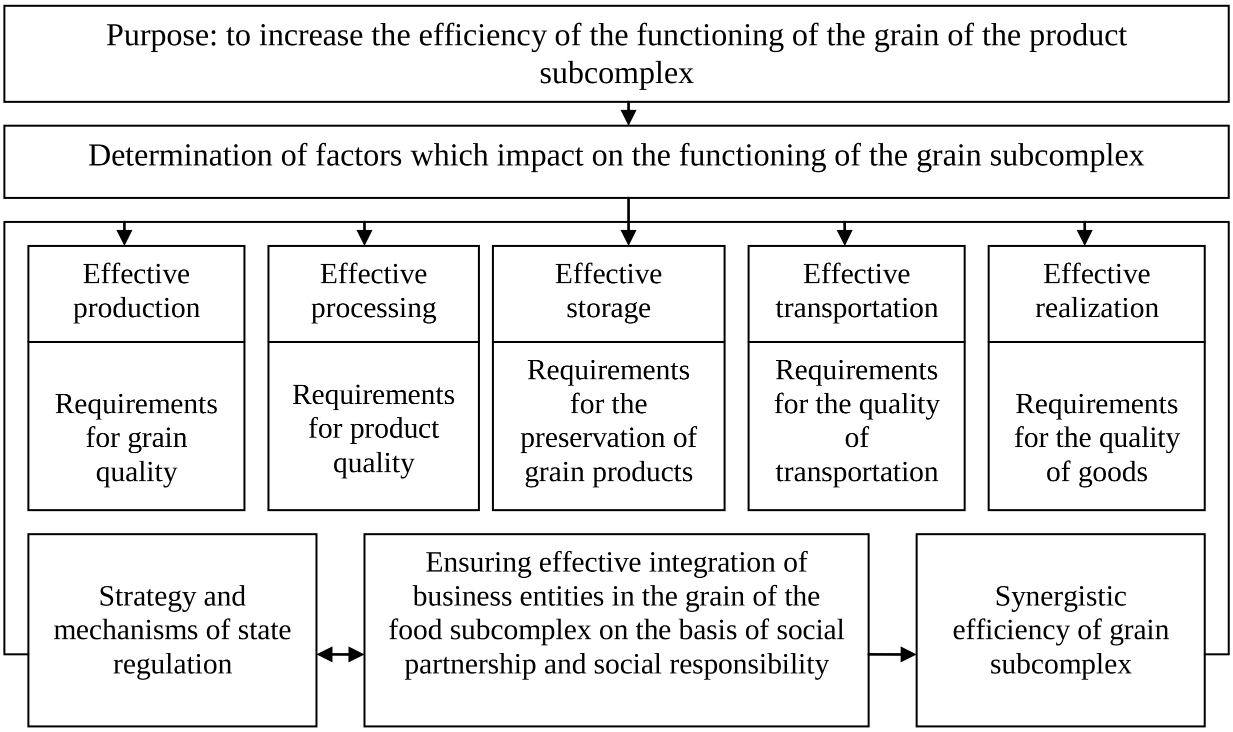

Fig. 5. Conceptual approaches to improving the efficiency of enterprises of the grain product subcomplex [13]

The level of development of each individual element of a market infrastructure will depend on:

- development of internal relations and efficiency of management;
- state policy on certain elements of infrastructure, as well as state regulation of relations that arise between them;
- the establishment of a relationship between agricultural enterprises and enterprises that provide any services to agricultural producers.

The use of the proposed approach involves the development of strategies for combining agricultural producers. Such strategies take into account the existing opportunities for the development of the agrarian sector and the threats that may hinder their implementation [14].

In this study, the opportunities and threats of grain production are considered for each association of agricultural producers in three periods - short-term, medium-term and long-term (Table 3).

Table 3

Prospective analysis of opportunities for implementing strategies for the association of agricultural producers

Strategies for combining participants in agricultural production	Opportunities for implementing strategies		
	in the short-term period (up to 1 year)	in the medium term (from 1 to 3 years)	in the long run (over 3 years)
1. Association of owners of agricultural enterprises and peasant farms	The real legal basis for unification; there are economic and organizational ones Preconditions. The initial phase of development.	Real possibilities of economic and organizational growth	Active development of horizontal and vertical socio-economic relations and manifestation of synergistic effect with the help of cooperative co-operation.
2. Association of owners of private peasant farms	The real legal basis for unification; there are economic and organizational ones Preconditions. The initial phase of development.	Real possibilities of economic and organizational growth	Improvement of technological processes occurring in private farms or transition to associations of agricultural enterprises and peasant farms; manifestation of social benefits for members of associations.
3. Association of owners of individual land and property shares	There is a real property opportunity and the theoretical readiness of the association.	The real possibility of the emergence of legal preconditions for the creation of an association and the beginning of the development phase	Transition to the phase of organizational and economic growth; manifestation of social benefits for members of associations.

Source: authors' own research

The participation of agricultural producers in the development of agribusiness will increase the attractiveness of the grain industry, attracting additional investment (Table 4).

Table 4

Perspective analysis of threats to the implementation of strategies for combining participants in agricultural production

Strategies for combining participants in agricultural production	Threats to implementing strategies		
	in the short-term period (up to 1 year)	in the medium term (from 1 to 3 years)	in the long run (over 3 years)
1. Association of owners of agricultural	Lack of government support; distrust of	Insufficiency of financial and	Constrain the development of

enterprises and peasant farms	citizens to create any association	informational state and regional support; the possibility of internal conflicts	horizontal and vertical links; the threat of increased competition through the emergence of monopolists
2. Association of owners of private peasant farms	Lack of government support; unwillingness to unite because of the lack of knowledge about the service cooperatives	Insufficiency of financial and informational state and regional support; the possibility of internal conflicts	The threat of the collapse of associations due to the need to join the owners of agricultural enterprises and through psychological fatigue.
3. Association of owners of individual land and property shares	The threat of the absence of appropriate economic and legal conditions for the functioning of such associations	The emergence of barriers at the development stage due to imperfect economic and legal conditions.	The disappearance under the influence of the active development of associations of owners of agricultural enterprises and peasant farms.

Source: authors' own research

A promising analysis of existing opportunities and threats over time will highlight those that are of paramount importance and determine the priority areas for stabilization and development of both the grain and the agricultural sector in general. A certain role in the formation of resource potential and increase resource efficiency of agricultural enterprises, development of agrarian business and market infrastructure can play service cooperatives.

Elements of market infrastructure should be presented not only by the state or commercial organizations, but also by the agricultural producers themselves, which will enable them to expand the sphere of activity, strengthen their positions in the market, increase employment and living standards of the rural population. A vertical integration of cooperative agro formations will allow agricultural commodity producers to create their own reliable channels of sales of products, not to be dependent on channels of commercial structures, to influence the formation of prices in the process of movement of products from one sphere of agribusiness to another.

Conclusions. Thus, for the sustainable development of the grain market in Ukraine, state support of producers is necessary, ensuring their independence from purely intermediary structures, and creating conditions for normal competition on the market. The application of a comprehensive, systematic approach, based on a balanced combination of all factors that shape today the successful functioning of the grain sector of the Ukrainian agrarian sector, will ensure the sustainable development of Ukraine as a leading player in the global grain market.

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Аннотация

Лышенко М.А., Макаренко Н.А., Макарова В.В., Муштай В.А. Организационно - экономическое регулирование зернового рынка в условиях устойчивого развития. В статье, на основании ретроспективного анализа, доказана необходимость государственного регулирования рынка зерна в условиях устойчивого развития. Предложено приоритетные направления совершенствования организационно-экономического регулирования устойчивого развития сельскохозяйственного производства и определена степень развития каждого элемента инфраструктуры аграрного рынка, их взаимного влияния на развитие аграрного сектора.

Ключевые слова: сельскохозяйственный потенциал, ресурсный потенциал, продовольственная безопасность, конкурентоспособность

отрасли, агрохолдинги, обслуживающие кооперативы, зернопродукция, зернопотоки, синергизм, инфраструктура, каналы сбыта, устойчивое развитие.

Annotation

Lyshenko M.O., Makarenko N.O., Makarova V.V., Mushtay V.A. Organizational and economic regulation of the grain market in conditions of sustainable development. In the article, based on a retrospective analysis, the necessity of state regulation of the grain market under the conditions of sustainable development is proved. The priority directions of improvement of organizational and economic regulation of sustainable development of agricultural production are offered and the degree of development of each element of the infrastructure of the agrarian market, their mutual influence on the development of the agrarian sector is determined.

Key words: agricultural potential, resource potential, food safety, industry competitiveness, agroholdings, serving cooperatives, grain products, grain flows, synergy, infrastructure, sales channels, sustainable development.

Annotation

Under current conditions, scientific development, analysis of the main trends in the global food market with the purpose of developing its own national policy in the field of participation in food security and effective decisions on the sustainable development of agricultural production is necessary.

The analysis of trends in the development of the grain product subcomplex has shown that the dynamics of changes in sales volumes on the grain market of the studied region is unstable, but has a tendency to increase.

It is proved that Ukraine is one of the few countries in the world that has a huge natural potential for grain production and the underutilized economic levers of efficient use of sown areas.

Taking into account that the activity of agroformations at the present stage is completely subordinated to market mechanisms, the authors proposed one of the directions of improvement of organizational and economic regulation of sustainable development of agricultural production and determined the degree of development of each element of the infrastructure of the agrarian market, their mutual influence on the development of the agrarian sector. Based on the proposed approach, a promising analysis of opportunities and threats has made it possible to highlight those that are of paramount importance and to determine with priority the directions of stabilization and development of the grain and agricultural sector in general.

It is substantiated that elements of market infrastructure should be presented not only by the state or commercial organizations, but also by the agricultural producers themselves, which will enable them to expand the sphere of activity, strengthen their positions in the market, etc. In this case, the vertical integration of cooperative agroformations will allow agricultural commodity producers to create their own reliable channels of sales of products, not to be dependent on channels of commercial structures, to influence the formation of prices in the process of product movement. Ultimately, the listed and will contribute to the sustainable development of the grain market in Ukraine.