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Mechanism of innovation in the food area of the region

Successful functioning of economic entities in an aggressive market environment and fierce competition requires them to introduce mechanisms of innovative development, providing technical and technological modernization, improvement of production and marketing processes to improve the competitive position, ensuring high quality products and cost optimization. Thus, the formation and implementation of the mechanism of innovation development in the food sphere of the region, based on a systematic approach and the use of the principles of socio-economic modeling, levers and regulation tools. Innovative development of the food sphere acts as a driving force for the growth of economic and social potential of the region, boosting entrepreneurship and improving the lives of the population. The intensification of innovation activities of economic entities has provoked significant changes in the system of food sphere of the country, although the trends in the implementation of certain types of innovations are characterized by uniformity and constant growth rates. This does not allow for an equilibrium development of the agrarian sector and requires the conformity of innovation with socio-economic principles.

The issues of managing the socio-economic development of the region through the widespread introduction of innovations and the intensification of innovation in the food sector have been studied by foreign and domestic scientists, including: V. Vasylenko, O. Kovalenko, Ya. Koroviy [1], S. Kovalchuk [3], R. Levkina, Ya. Kotko [2], G. Lysenko, M. Malik, T. Orekhova, P. Sabluk, A. Shvedyuk, J. Schumpeter and others.

The key role of the food sphere in the system of economic security of the state, the need for quality food and their impact on the health and efficiency of the population, requires the development of a mechanism for innovative development of the food sphere. The main tasks of such a mechanism are production and marketing support of the requirements of state standards for the quality of food products, creation of preconditions for the growth of financial and economic indicators of the food sector, optimization of resource provision, strengthening responsibility for non-compliance with production standards, stimulation of domestic production and development of import substitution.

The analysis of the current state and trends in the development of the food sphere and the results of research by scientists on this issue indicates their close relationship of interdependence with the innovation development and ensuring national food security. The mechanism of innovative development of the food sphere of the region is a multifunctional and multilevel complex of production and marketing processes, the main purpose of which is to ensure the realization of the interests of producers of food products in the context of socio-economic development. It should provide motivational processes for innovation, planning, forecasting, modeling, implementation of

management decision-making methods in practice, monitoring, diagnosis and controlling [1, p.55]. Priority, consistency, proportionality (introduction of the results of scientific activity in the production process, meeting the needs of the population of the region, food safety, balance of consumers and producers of food products) are the main principles of the functioning of such a mechanism. On the other hand, the mechanism not only provides, but also creates interrelations between objects and subjects of production, processes of production, promotion and consumption of food products. Also important is the institutional support of innovation processes, representing the functioning of regional institutions (scientific, educational, executive), innovative business entities, local government, public associations, communities of socio-economic activity and others [3, p.110-111].

The mechanism of innovative development of food sphere in the region essentially represents the mechanism of introduction of innovations, based on the system approach to the solution of problems and as a component containing a set of tools (legal, administrative, economic, social, organizational, educational, ecological) interconnected by the uniform purpose and tasks, principles and resource provision. Consequently, the financial tools of the mechanism of innovation in the food sphere of the region are preferential crediting and taxation, insurance, social subsidies, compensation of funds at the expense of budgets of different levels (state/regional/local). Taking into account the potential of food production in the region, historical and environmental (recreational, cultural, natural) characteristics of the region, indicators of socio-economic development allows not only to reasonably approach the construction of the mechanism, but also to determine the stimulating factors for the introduction of various types of innovation. Among these it is necessary to note organizational and managerial innovations (optimization of processes by making effective managerial decisions; grant developments to ensure food security in accordance with the strategy of socio-economic development of the region or locality); production (actually the result of scientific and technological progress: research and development works); social (creation of clusters to solve social problems with the development of new social relations and synergistic effect) and others that are directly or indirectly related to the formation of the food sphere of the region on an innovative basis [4].

The needs of consumers determine the product structure of food manufacturers and require the introduction of new innovations. For example, in European countries the feedback between producers and consumers is so close that its effectiveness is characterized by new products with significant innovation support. For example, the company LOEWI (a scientific subsidiary of Munich Technical University and a member of the EIT Food RisingFoodStars) is actively changing the market for nutritional supplements in the direction of expanding the range of vitamins, minerals and other vital substances to meet individual consumer needs and health conditions. Using consumer diagnoses and the presence of underlying and co-morbidities (allergies, concurrent medication and vitamin intake, biological age, gender), nutrition plans can be developed that reduce the need for medications and medical interventions. Royal DSM (a global nutrition, health and sustainable living science company) recently announced the launch of Hologram Sciences (creating personalized health models

based on a combination of diagnostics, digital coaching and personalized nutrition) to offer consumers holistic solutions to manage their health. The ability to access registered dietitians allows you to assess your lifestyle, nutrition and other factors.

It would be wrong to limit the analysis of the results of the study of innovative development only to the positive consequences and feasibility of processes of innovative development of enterprises and regions, not paying attention to the difficulties and inhibiting factors for business entities (high capital intensity of innovation; lack of financial resources to cover the costs of innovation; unwillingness); financial institutions to invest (credit) projects / programs with a high level of innovation; Low level of access to information; Low level of access to information; Low level of access to information.

Consequently, ensuring the innovative development of business entities requires the introduction of various types of innovations, which should take into account the specifics of the organization of food production and be based on an effective mechanism. This, in turn, requires adaptation to the specific regional conditions of economic management and the basis on the existing regional potential, taking into account public interests.

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