

MARKETING SUPPORT FOR AGRIBUSINESS IN THE UNITED STATES

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Marketing is one of the progressive directions of work on management of production and sales activity of the enterprise. In the USA, marketing is the basis on which the entire reproduction system of the agricultural sector is built. In the agricultural sector marketing plays a significant role in providing consumers with a wide range of products at minimum prices.

Marketing activities are the main part of agribusiness in the U.S. More than 80% of the operations used in agribusiness, perform marketing functions. 75 cents from each dollar spent on the purchase of products goes to pay for marketing costs. Marketing costs reach 4\5 from the sale price of the product to the end consumer. According to the U.S. Department of Agriculture in 2019, the amount of marketing services costs was 80%, including the cost of wages - 50%, packaging - 8.5%, depreciation, rent and repair - 9%, advertising - 4%, transport - 4%, net income - 2.5%, while the farmer remained 20% of the cost of food [1]. Thus, it can be noted that the bulk of marketing costs include advanced processing technologies, effective transport distribution, and only after that - the cost of organizing wholesale and small wholesale sales and making profits.

Planning and management of the marketing process in the U.S. is carried out by the Agricultural Marketing Service (AMS), which is a subdivision of the Department of Agriculture (USDA) ensures efficient and smooth operation of agricultural producers.

This service is controlled by the state and since 1913 and it provides a fast and rapid delivery of products from farms to the

market, as well as guarantees the quality standard of these products, balancing supply and demand [2].

The service is at the disposal of this institution:

- consulting centers in the following areas: cotton, dairy, fruits and vegetables, animals, seeds, poultry and tobacco;

- a transportation department that provides assistance to farmers with food delivery problems;

- research laboratories that provide new technologies and product testing for chemicals;

- the marketing department, which is responsible for research into how products are delivered from the producer to the consumer;

- the administration, which is responsible for financing and controlling the work of the whole service.

This service assumes responsibility for the performance of basic information functions of marketing, which the individual producer is unable to perform.

SSM collects, processes, provides and disseminates current information on prices and sales in order to facilitate the promotion of agricultural products. The Agricultural Marketing Service includes the Commodity Department, which has a market news department responsible for distributing news on certain agricultural products: cotton, dairy products, fruits and vegetables, livestock and seeds, poultry, and tobacco. The departments have specialists who provide standardization, evaluation and provide farmers, cooperatives, buyers and sellers of agricultural products with timely market information and many services to help them make various management decisions.

The Agricultural Marketing Service provides the following services:

1. Standardization, certification, inspection and laboratory analysis of product quality, which is carried out at the request of the interested producer and paid by him.

SSM specialists evaluate half of all products manufactured in the USA; participate in auctions, at food processing plants more than 70 percent of all frozen fruits and vegetables produced.

2. Financing. Producers and consumers of agricultural products pay for CSM services themselves. In fact $\frac{3}{4}$ the costs of various operations are not paid by the taxpayers, but voluntarily by all campaigns and industries.

3. PRS provides farmers, transporters, purchasers, and resellers of agricultural products with information on agricultural product prices, quality and volume. Since this information is widely available, farmers and sellers are able to compete to ensure a sustainable, reasonably priced supply of goods to consumers.

4. The transportation function plays an important role in marketing activities. SSM has created a system of logistics of delivery of products from farms to the international market, which deals with market requests for various products, and the latter in turn provide a guarantee of supply of perishable products and help to stabilize the market.

CSM also purchases surplus meat, vegetables, fruits and other products to distribute them through various government programs and to maintain supply and demand.

5. Through the buying and selling function, the Agricultural Marketing Service pays special attention to research and advertising; it cooperates with scientific councils to develop new products and improve existing ones.

Since 1965, the Agricultural Marketing Service has been engaged in a wide advertising campaign, providing local people with jobs, medical care, and local management to expedite the delivery process. This allows U.S. products destined for export to spread faster on the world market, as well as constantly researches and analyzes the various elements of the entire marketing system, allowing each customer to find any necessary quality product.

Analyzing the above data, it is easy to see that the higher the economic development of a country, the greater the quantity and quality of marketing services consumers can afford.

Literature:

1. An official website marketing agriculture service USDA – <http://www.ams.usda.gov/admin/overview.htm>.
2. An official website of the United States government <http://www.usda.gov>.
3. Beierlein, James G., Kenneth C. Schneeberger, Donald D. Osburn. Principles of agricultural marketing. 2nd edition, Prospect Heights, IL USA, Waveland Press, 1995 – 328p.

ДОСЛІДЖЕННЯ СУЧАСНИХ ТЕНДЕНЦІЙ РОЗВИТКУ СВІТОВОГО РИНКУ КОКСУ

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Сучасні практики розвитку світової металургії свідчать про використання доменного процесу і в перспективі, що дозволяє констатувати збереження попиту на металургійний кокс, основними споживачами якого є сталеливарні підприємства, кольорова металургія і ряд інших виробництв.

Незважаючи на власні виробничі потужності з виробництва коксу, Україна імпортує значну його кількість для потреб вітчизняних підприємств. Така ситуація пояснюється зниженням внутрішнього виробництва через дефіцит коксового вугілля; порушення в системі матеріально-технічного забезпечення технологічних процесів підприємств, які пов'язані з окупацією територій Донбасу тощо. Так, за результатами 2019 року країна збільшила імпорт на 4,4% до 877 тис. т (на фоні скорочення експорту на 43,6% до 14,4 тис. т) (ГМК center, 2019).

Активна участь України в експортно-імпортних операціях на ринку коксу, актуалізує проблему дослідження сучасних тенденцій його розвитку.