

## FEATURES OF ORGANIC PRODUCT PROMOTION MANAGEMENT IN INTERNATIONAL MARKETS

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One of the most important strategic tasks of Ukraine's agricultural policy is the gradual transition of the agricultural sector of the national economy to an environmentally safe level of agricultural development, as the safety of food and food raw materials is one of the main factors determining public health.

Today, the quality and safety of agricultural products is regulated by a wide range of legal documents. Most of them, including state standards, contain general technological requirements for food production, especially for baby nutrition products. Analyzing the legal framework related to organic production, it is worth noting that 95% of EU legislation has been implemented today. However, according to scientists, the legal framework does not fully create conditions for the production of organic agricultural products, which negatively affects, first of all, the competitiveness of such products in the domestic and foreign markets.

Only 1 % of agricultural land in Ukraine is currently used for organic crop production. The predominant crop production is grain, legumes, berries and fruits.

The structure of organic products sold on the domestic market of Ukraine and exported to foreign markets is quite different. So, if the domestic market offers mainly processed and ready-made organic products, then export positions are mainly raw materials. However, in recent years, the formation of batches of processed organic products has been noted, which characterizes the ability of domestic producers and traders to offer relevant products of appropriate quality at the international level [4].

When considering the issue of product promotion management, it is worth focusing on the last two directions - marketing and logistics, which, given the peculiarities of the production of organic agricultural products, have certain details.

The implementation of marketing functions is aimed at the development and management of supply and demand in the market of organic products. More than 80 types of Ukrainian organic products are currently imported by more than 30 countries. The largest consignments of its products are exported to the countries of the European Union (82%) and the USA (about 17%). Загадом, у 2021 р. In general, in 2021, Ukraine sold 260,000 tons of organic products to international markets worth about 220 million USD, which secured it the 5th place in the list of 126 countries importing organic products to the EU [6].

As for the domestic market of organic products, in 2021, 9,780 tons of organic products were sold on it for an equivalent amount of 33 million US dollars. The problems hindering the development of the internal market of organic products of Ukraine are primarily the low purchasing power of Ukrainians along with high enough prices for it and the low level of public awareness of the benefits of organic nutrition. However, the situation is gradually changing, and a certain niche of consumers of certified organic products has already been formed. For example, if in 2019 the share of organic products sold on the domestic consumer market was only 1.54%, then in 2021 it will be 3.6%.

Researching marketing tools for stimulating the sale of organic products on national and international markets, scientists [3] noted that in order to increase the trust of foreign consumers in organic products, Ukrainian manufacturers should create a well-thought-out logo that will be successfully used not only on packaging, but also in advertising campaigns through films, videos and Internet networks, hold open events with refreshments and providing information about production, certification and their trademark. To develop and implement an action plan for the further promotion of organic products from the producer to the end consumer, marketers should receive all information from the production unit regarding product quality, its properties, characteristics, benefits, etc.

Considering the problem of ensuring the sale of organic products, it is worth noting the peculiarities of the implementation of logistics functions. Managing the promotion of organic products requires taking into account delivery times and transportation conditions, which will vary depending on whether the product is primary production, secondary processing, or ready-to-package organic products.

The use of environmentally safe technologies in the production of agricultural products necessitates compliance with strict requirements at the stages of bringing such products to consumers. The logistics system must ensure the preservation of the quality of the produced products and their compliance with organic standards.

Realizing the export potential of organic producers requires building an effective sales logistics system that can be implemented by the producer's own forces or by outsourcing to a specialized intermediary. Setting up their own logistics for the sale of organic products allows producers to exercise direct control over the entire chain of its promotion, to get closer to the potential consumer. However, such an approach, which considers logistics as a component of the marketing strategy, requires the creation and maintenance of the necessary infrastructure, which in turn requires additional resources. For local markets, this approach can be beneficial for those producers who have their own brand, branded stores, or stable contractual relationships with other retailers [5].

Problems related to the characteristics of organic products, which often have a limited shelf life, work in favor of the transfer of logistics in export-oriented conditions to specialized organizations: the need for rapid crossing of customs borders by cargo, compliance of elements of the logistics infrastructure and conditions of product transportation with local legislation.

Another aspect of the export of organic products related to the involvement of third-party organizations is the need to form acceptable volumes of product batches. Organic production of agricultural products in Ukraine is mostly low-market. Farmers are forced to outsource their organic production to specialized logistics companies or traders capable of creating consolidated batches that conform to transit regulations. This problem can also be solved through formal or informal cooperation between organic producers to facilitate their sales, in particular through the consolidation of batches.

Organic production in Ukraine has significant development prospects in view of the growing interest in ecologically safe products both on the part of Ukrainian consumers and in the aspect of realization of export potential. The formation of long-term competitive advantages of organic products in the domestic and foreign markets requires the development and implementation of a complex of its promotion, which would take into account, in particular, the specifics of marketing and logistics arrangements.

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## SPECIFIC FEATURES OF MANAGEMENT OF AN AGRARIAN ENTERPRISE

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The agricultural sector is one of the most important sectors in the country's economy, so it is important to understand how to effectively manage an agricultural enterprise.

The main features of agricultural management are [1]:

- dependence on natural conditions and climate change;
- large volume of production and work with a wide range of products;
- well-developed production cycles;
- financial management.

Given the importance of the agricultural sector for the country's economy, let's take a closer look at each of these features:

1. Dependence on natural conditions and climate change. The agricultural sector is highly dependent on natural conditions, such as climate, soil, water resources, and other factors. Even the best change in weather