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THE ESSENCE AND PLACE OF INNOVATION IN DAIRY PRODUCTION

СУТНІСТЬ ТА МІСЦЕ ІННОВАЦІЙ В МОЛОЧНОМУ ВИРОБНИЦТВІ

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Examined the current state of dairy farming in Ukraine. Shown the specificity of innovation in dairy farming. The ways of improving the economic efficiency of milk production through the introduction of innovative technologies have been itemized. The publication reveals the problem of increasing the competitiveness of dairy products, through innovative activities of enterprises that can provide development, development of new products, ensure high quality and cost benefits, to form necessary conditions for promotion to foreign markets.

Keywords: agriculture, innovation, innovative activity, dairy farming, animal husbandry

Розглянуто сучасний стан молочного скотарства України. Розкрито специфіку інноваційної діяльності в молочному скотарстві. Перелічено шляхи підвищення економічної ефективності виробництва молока за рахунок впровадження інноваційних технологій. У публікації розкривається проблеми підвищення конкурентоспроможності молочної продукції, через інноваційну діяльність підприємств, що здатні забезпечити розробку, освоєння нових видів продукції, забезпечити високий рівень якості та цінові переваги, формувати умови для активного просування на зовнішні ринки.

Ключові слова: сільське господарство, інновації, інноваційна діяльність, молочне скотарство, тваринництво.

Formulation of the problem in general. Milk and dairy products are an important component of ensuring proper nutrition of the human body due to their high nutritional and biological value. The average level of consumption of dairy products is one of the important indicators of social welfare of the population of any state. Currently, the problems of production and consumption caused by the importance of milk and dairy products in human life, not only have not lost their practical significance, but also become more serious.

Analysis of recent research and publications. Many scientific works of such scientists are devoted to the problem of development of innovative processes at the enterprises: V.Ya. Ambrosov, M.M. Gavrilyuk, P. Drucker, P.T. Sabluk, B. Santo, B. Twiss, V. Tregobchuk, N.G. Filimonova, V.G.Chaban and others.

Формулювання цілей статті. The purpose of the article is to highlight the features of innovation processes and their features in dairy farming.

Presentation of the main research material. Under the influence of the long-lasting global financial and economic crisis and the transformation of the Ukrainian economy to a market type, most domestic agricultural producers have become uncompetitive. The agricultural sector has lost its production potential, level of production profit and the ability of agricultural enterprises to reproduce the material and technological bases, which is now outdated and can no longer meet modern requirements. Similar problems were observed in the dairy industry.

In today's economic environment, innovation must play an important role in solving such problems. After all, only with the help of innovative methods it is possible to break the boundaries of production, resources and technologies, thus establishing this agricultural economic model, which will be the basis for continuous improvement of industry competitiveness through effective economic growth [1].

In the process of transition to market relations, the reform of the national dairy industry has seriously affected the production of dairy products in the agricultural sector. The state is losing control

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over prices and wages, increasing credit resources, declining government support and declining purchasing power have led to a decline in production. The problems faced by domestic producers of milk and dairy products are the difference in prices, the lack of relevant material advantages and difficulties in selling milk and dairy products. In many productive livestock farms, the industry has become unprofitable.

In recent years, most dairy farms have disappeared from the map of milk producers, and milk production has shifted to homestead farms that cannot produce high-quality products. Ukraine's accession to the World Trade Organization raised the issue of harmonization of national standards for raw milk and products with international legal requirements for methods of assessing the quality of dairy products and determining their characteristics, as well as new competition requirements for its production technology.

The only way for Ukrainian livestock to take place in world agricultural production is to switch to high-performance intensive technologies.

Dairy innovations should focus mainly on increasing productivity and expanding dairy cows; use of the best world and domestic genetic resources; major modernization of feed production and livestock technologies; leading technological development and participation in milking technology; prevention or implementation Relatively inexpensive treatment options.

The experience of developed countries shows that the management of agricultural scientific and technological progress should be carried out with the financial support of the state. First, an implementation mechanism should be established and operational to promote scientific and technological progress through implementation. From the scientific concept to the innovative development of change, they have become innovative products and are passed on to users [2].

In order to ensure the successful operation and competitiveness of products in the domestic and foreign markets because of production innovations should further establish the development of the dairy industry. In order to move towards an innovative path of development of the dairy industry, it is necessary to ensure the complexity and systematic implementation. Only under these conditions can domestic agriculture become an efficient, stable and competitive industry.

State support is a decisive element of agricultural policy, especially in the field of state subsidies and preferential forms loans to farmers. Currently in Ukraine, there is a legal basis for financing of the agro-industrial complex.

State support is a crucial element of agricultural policy, especially in the area of government subsidies and soft loans to farmers. Currently in Ukraine, there is a legal basis for financing the agro-industrial complex.

There are also state support programs for farmers, the list of which is given below:

1. The program "Financial support for the development of farms"
2. The program "State support of animal breeding, storage and processing of agricultural products, aquaculture (fishing)"
3. Program "Financial support of agricultural producers"
4. Loans to farmers program.

This is by no means a complete list of all regulatory frameworks state support for agriculture. In the legislation of our state, in our opinion, today there is an excessive number of acts, laws, which are sometimes even contradictory and therefore require some optimization and unification.

The development of innovations in agricultural enterprises can be achieved primarily through the interaction of external and internal environment, through the development of elements of the internal environment and the available resource potential.

In an unstable environment, innovative development occurs mainly in large enterprises due to their own financial capabilities. The situation can be improved only if the system of mechanisms for attracting foreign funds from foreign countries is built [4].

Thus, innovation in the agricultural sector of the Ukrainian economy is a strong driving force that creates the basis for economic and food security encourages the creation of technologically advanced environmentally friendly products that will be competitive internationally in terms of efficiency of national innovation.

Conclusions. Thus, innovative activity in the conditions of rapid development of the competitive



environment and unstable positions of the livestock, and especially dairy complex, is foundation for profitability milk production in enterprises, farms and households of Ukraine.

The state policy in the field of animal husbandry has been aimed at supporting research in areas of innovative technologies and their large-scale development. Innovative activity is under development and is carried out in complex conditions. For the enterprises of the dairy industry, innovations at the present stage become an important means of increasing competitiveness.

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**ОСНОВНІ ПЕРЕВАГИ ЗАПРОВАДЖЕННЯ ТА ВЕДЕННЯ
ЕЛЕКТРОННОГО ДОКУМЕНТООБІГУ В ОРГАНАХ ДЕРЖАВНОЇ ВЛАДИ**

**KEY BENEFITS INTRODUCTION AND DRIVING ELECTRONIC
DOCUMENT MANAGEMENT IN GOVERNMENT**

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У статті автором розглянуто передумови впровадження електронного документообігу, а також обґрунтовуються основні переваги його застосування.

Ключові слова: електронний документообіг, запровадження електронного документообігу, переваги електронного документообігу.

In the article the author considers the prerequisites for the introduction of electronic document management, as well as substantiates the main advantages of its use.

Keywords: electronic document management, introduction of electronic document management, advantages of electronic document management.

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