

## **MODERN TRENDS IN THE DEVELOPMENT OF THE UKRAINIAN MARKET OF ORGANIC FOOD PRODUCTS**

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Global and national demand for organic products is growing rapidly due to increased attention to healthy lifestyles and environmental issues. Ukraine is experiencing a significant demand among consumers for organic food products, which opens up new opportunities for producers and entrepreneurs.

The market for organic products is expanding and includes not only vegetables and fruits, but also meat, dairy products, bakery products, beverages, etc. Consumers have more opportunities to choose organic alternatives to traditional products.

Ukraine has significant potential for growing organic products due to its fertile soil and favorable climatic conditions. In recent years, the number of organic farms and agricultural enterprises has increased, which indicates the growth of this industry.

To ensure consumer confidence and access to international markets, organic products are subject to certification. Ukraine is actively working on standardization and recognition of its certification system at the international level.

Ukrainian producers of organic products export their products to international markets, in particular to European countries and the USA. Export contributes to the development of the industry and the improvement of the image of Ukraine as a reliable supplier of organic products.

The Government of Ukraine supports the development of organic production through financial incentives, simplification of certification procedures and training programs. State policy contributes to the creation of a favorable environment for the development of the organic sector.

The introduction of the latest technologies for the production of organic products helps to improve the quality and profitability of production. Innovations contribute to reducing the negative impact on the environment and optimizing production processes.

Ukraine actively cooperates with international organizations and associations of organic producers, receiving support and opportunities for development.

Organic production contributes to the creation of new jobs and the development of rural communities.