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**INFORMATION AND ADVISORY SUPPORT FOR THE DEVELOPMENT
OF FARMING IN THE FIELD OF VITICULTURE
AND WINE PRODUCTION**

The viticulture and wine industry holds a distinct position within Ukraine's national agro-industrial complex due to its regional specialization, cultural significance, and economic potential. Unlike other agricultural sectors, viticulture is highly dependent on specific climatic and soil conditions, which are optimal in southern regions such as Odesa, Kherson, Mykolaiv, the Crimea and Zakarpattia. These areas benefit from a favourable combination of sunlight, temperature, and terroir, making them ideal for cultivating a diverse range of grape varieties. The industry not only contributes to the diversification of agricultural output but also supports related sectors, such as tourism and rural development. The long-standing traditions of winemaking in Ukraine, intertwined with local heritage, amplify the industry's cultural and social importance, drawing attention to the unique identity of wine-producing regions.

Economically, the viticulture and wine industry plays a significant role in enhancing Ukraine's export profile and fostering small and medium-sized enterprises. High-value wine products offer a competitive edge in international markets, contributing to foreign exchange earnings and the country's economic resilience. Moreover, the sector is labour-intensive, creating employment opportunities in rural areas and driving local economic growth. In recent years, there has been growing investment in modernizing production processes, improving quality standards, and expanding the geographic indications for Ukrainian wines. Despite challenges such as war in Ukraine, global market competition and the impacts of climate change, the industry's integration within the national agro-industrial framework underscores its strategic importance for Ukraine's sustainable agricultural and economic development.

The balance between agricultural holdings and small farmers as key producers in the global viticulture and wine industry depends on the region and market structure. Both play significant roles, with distinct advantages and contributions to the industry. In many parts of the world, large agricultural holdings dominate wine production. These enterprises have the capital to invest in advanced technology, large-scale mechanization, and global marketing efforts. For instance, major wine brands in the United States, Australia, and Chile often belong to corporate holdings with extensive vineyard acreage and integrated production processes. These enterprises benefit from economies of scale, allowing them to produce high volumes of wine efficiently and compete in international markets. They are instrumental in ensuring consistency, meeting global demand, and driving innovation in viticulture practices, such as precision agriculture and climate-resilient grape varieties.

Conversely, small farmers and family-owned wineries are the backbone of wine production in traditional wine-producing regions such as France, Italy, and Spain. These producers often focus on high-quality, artisanal wines that reflect the unique characteristics of their terroir. They are deeply connected to local traditions and practices, which contribute to the diversity of wines on the global market. Small producers are also crucial in fostering regional identities and appellation systems, such as Bordeaux or Chianti, which enhance the value and recognition of their products. While they may lack the resources of larger holdings, their dedication to craftsmanship and innovation has kept them competitive, especially in niche and premium wine markets.

Farming plays a pivotal role in the development of the global viticulture and wine industry by establishing a foundation of high-quality grape cultivation, which directly influences the quality and value of wine. The success of this industry relies on meticulous agricultural practices, including vineyard management, pest control, and soil enrichment, all tailored to local environmental conditions. Globally, countries such as France, Italy, and Spain have exemplified how sustainable farming practices and adherence to regional terroir create internationally renowned wine brands. These practices emphasize the symbiosis between agriculture and winemaking, where quality begins in the vineyard, underscoring farming as a cornerstone of the industry's success.

The integration of farming with modern technology has further strengthened the global wine industry. Precision agriculture techniques, such as satellite monitoring, soil sensors, and predictive analytics, help optimize vineyard productivity while minimizing environmental impact. In regions like California and Australia, the adoption of sustainable water management systems and renewable energy in vineyards has set a benchmark for eco-friendly practices. These advancements not only ensure consistent grape quality but also enhance resilience to climate change, offering valuable lessons for Ukraine, where adapting to evolving climatic conditions is critical for sustainable viticulture.

The role of small-scale family farms in the global wine industry also highlights the importance of fostering rural entrepreneurship and preserving local traditions. Many world-famous wines originate from family-owned vineyards, which prioritize artisanal methods and uphold generational knowledge. For Ukraine, where viticulture is often practiced in small and medium-sized enterprises, supporting family farms through policy incentives, education, and access to technology could strengthen the industry. Encouraging cooperation among farmers and winemakers, such as through cooperatives, can further enhance competitiveness and market access.

Ukraine can draw lessons from these models by focusing on the alignment of farming practices with the natural strengths of its regions, emphasizing sustainable development and promoting value-added production. Policies aimed at improving vineyard infrastructure, offering financial incentives for sustainable practices, and encouraging public-private partnerships can facilitate this. Additionally, Ukraine's rich cultural heritage in viticulture could be harnessed to create strong regional wine identities, similar to the appellation systems in Europe, boosting both domestic and international recognition. By prioritizing farming as a special component of its wine

industry, Ukraine can strengthen its position in global markets while fostering rural economic growth and environmental sustainability.

Information and advisory services play a crucial role in supporting the development of small-scale grape and wine farming in Ukraine by bridging the gap between farmers and modern agricultural knowledge, technologies, and market opportunities. These services provide small-scale producers with access to tailored guidance on best practices in viticulture, such as optimal grape varieties for specific regions, sustainable vineyard management, and pest control strategies. Additionally, they help farmers adapt to climate change by introducing innovative solutions like drought-resistant grape varieties or precision irrigation techniques. By offering workshops, field demonstrations, and expert consultations, advisory services empower small farmers to improve productivity, reduce costs, and enhance the quality of their grapes and wine.

Beyond technical guidance, advisory services play a pivotal role in fostering business development and market access for small-scale producers. They assist farmers in navigating regulatory requirements, such as certification and geographic indication registration, which are essential for entering premium wine markets. Moreover, these services often provide support in marketing, branding, and connecting with domestic and international buyers. In Ukraine, where small-scale wine farming is often family-run and resource-constrained, information services can promote cooperative initiatives, enabling producers to pool resources, share infrastructure, and increase competitiveness. By fostering knowledge exchange and capacity-building, these services contribute to the sustainable growth of small-scale viticulture and enhance its role in rural economic development.