

POULTRY FARMING IS AN EFFECTIVE SPHERE OF AGRIBUSINESS

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Domestic poultry farming has become one of the most economically attractive and competitive types of agribusiness, as evidenced by the steady growth dynamics of poultry and egg production. The sector also has significant export potential and prospects for its development, which is one of the strategic goals of improving the agro-industrial complex development by 2020.

Poultry farming is one of the fastest growing livestock sectors, which provides a quick turnaround of investment and its dynamic development through diversified production. The latter may include both meat, egg and egg-meat specialization.

The peculiarity of the current state of development of the industry during the last decade is the dynamic growth of the number of poultry of all kinds, increase of production volumes, increase of domestic demand and export of products [1, 5].

If in the beginning of 2000 in all categories of farms there were only 123.7 million heads of poultry, then by 2015 its number has increased to 214.6 million heads, or almost 1.7 times. At the same time, the structure of the holding population of poultry significantly changed in the context of the main category of farms. In particular, the share of poultry in agricultural enterprises in 2001 was only 20.5%, while during the next 15 years it increased to 56.9% [3, 8].

The largest number of poultry today is concentrated in the Kyiv and Vinnytsia regions, respectively, 27.3 million heads (12.7% of the total) and 27.0 million heads (12.6%). A significant number was kept in the Cherkasy region - 24.6 million heads (11.4%), Dnipropetrovsk - 18.1 million heads (8.4%) and Kherson - 12.6 million heads (5.9%). Together, 51.1% of all livestock in Ukraine and more than 70% of it in agricultural enterprises are kept in these areas [6].

A significant increase in poultry production was made possible, first of all, due to the construction of modern high-tech poultry farms and complexes in Ukraine that are equipped with equipment and equipment of both leading world and domestic producers.

Sufficiently successful for the poultry industry was 2012, when 220.6 million birds were put into operation in livestock buildings for poultry.

As a result of the modernization and attraction of investments, as well as the best foreign and domestic technologies, the production of poultry meat increased from 953.5 thousand tons in 2010 to almost 1.2 million tons in 2014, or 26%. At the same time, the share of poultry meat in the structure of production of its entire species increased from 46.3% to 49.4% [7, 9].

According to preliminary data of the forecast balance of supply and demand for meat and meat products, developed annually by analysts of the Interdepartmental working group of the Ministry of Economic Development and the Ministry of Agrarian Policy and Food, the consumption of poultry meat in 2014 is 25 kg per person, which is equal to 45.4% of all its species [6].

Another, equally important poultry product is the production of eggs. This area is one of the most profitable in livestock production, which is an effective stimulus to its development and increase of production.

Over the past 5 years, egg production in Ukraine has increased by 15.2%, and reached 19.6 billion units in 2014, which fully meets the scientifically grounded needs of the population of this extremely important food product [2].

No one of the livestock industries did not have such a positive growth dynamics as poultry farming last 10-15 years. This experience needs to be generalized for the further revival of other less successful livestock industries. At the same time, the possibilities of the domestic market to ensure stable growth rates of production are objectively limited due to its over-saturation with the industry's products. Consequently, the prospects of poultry farming are directly related to the development of exports to both traditional world markets and new ones.

The rapid development of poultry farming in Ukraine is due to a number of factors, among which the short payback period of the invested capital and the steadily growing demand for the products of the industry.

According to preliminary data of the State Statistics Service of Ukraine, in 2014 the profitability of poultry meat production without industrial processing in Ukraine was negative - 9.0%. At the same time, taking into account the result of the activity of enterprises with a full cycle of poultry meat production associated with slaughter, preparation, production of fresh, chilled or frozen meat, the level of profitability in 2014 may be almost 18% [9].

Egg production over a long period of time remains one of the most profitable activities in livestock production..

In 2014, in agricultural enterprises, the financial result of the sale of eggs (without VAT, budget subsidies and surcharges, before taxation) amounted to almost 3024.8 million USD, while the sale of poultry meat received 103.8 million UAH damage. Hence it can be estimated that the poultry industry had a financial result from the sale of products in the amount of UAH 2,921 million [8].

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Today, the best prospects for maintaining a competitive position on the domestic food market and entering the world are in the poultry industry. Their full implementation will depend on the balanced and effective interaction of producers, which are mostly represented by powerful agricultural holdings, and the state represented by the authorities and agrarian science, which should continue to create favorable conditions and provide support for the development of not only poultry, but also other, not less important branches of animal husbandry.

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