

4. Directions of improvement of ecological and economic development of the agricultural sector of the national economy in modern conditions of globalization

Agricultural sector has been and remains a key component of social development. The current state of the agricultural sector of Ukraine shows the imbalance of its development, when preference is given to the economic component with the secondary environmental and social determinants [63]. Of particular relevance is the theoretical justification and practical development and implementation of the determinants of sustainable development of agricultural enterprises of the national economy, which combines both internal contradictions and external challenges.

An important direction of progressive reproduction of the agricultural sector of the national economy is the practical implementation of the concept of sustainable development adopted in Ukraine as a model in the context of public policy and the program of its pragmatic implementation at the level of individual economic entities. The dynamics of agricultural processes within certain constants - financial and economic, organizational, technical and technological, commercial, etc. as the most optimal at the relevant market stage collectively reflects the principles of sustainable development in the sense of permanence, not static. Such events will be possible in the case of balancing the interests of society, the agricultural environment, an individual agricultural enterprise, man and the environment.

Management of the development of the agricultural sector of the national economy is considered at the national level as an integral task, which, on the one hand, includes the definition of economic, social and environmental parameters as key, which are manifested in more detailed positions, in particular, organizational and economic, technical and technological, environmental -economic, socio-economic, etc .; on the other hand - reflects the social needs of the substantive realization of the total consumer value of domestic agricultural production in a broad sense and increase its social significance.

Accordingly, the processes of importance of increasing the environmental safety of domestic agricultural production are combined, which, on the one hand, forms the technically necessary level of quality / safety of aggregate agricultural processes and

their final economic results in the form of sold products; on the other hand, it reflects the ecologically acceptable degree of load on the main natural spheres involved in agricultural production and reproduction of the environment in general, in particular from the standpoint of its socio-ecological "consumption".

The requirements of interconnected choice of all parameters of agrarian development, which characterize the state of the system "society - agrarian environment - natural sphere" and will overcome the existing agrarian risks as real or potential barriers to the rise of the agricultural sector of Ukraine, become a priority.

Realization of the reflected perspective directions of development of agrarian sector of economy of Ukraine demands effective methods, forms and means of management, development of algorithms of interactions. Based on the study, modern management mechanisms of the domestic agricultural sector are proposed for development, in particular in terms of solving the main strategic agricultural problems - organizational and economic, technical and technological, environmental and economic, socio-economic as separate author's methodological justifications (Table 1).

It should be noted that previous studies have considered: the role of waste in energy security [64], strategic management of innovative development of interconnected industries for biofuel production [65], analyzed the prerequisites and organizational and economic mechanism for forming and implementing waste management strategy agricultural enterprises [66], developed conceptual provisions of waste management strategy at the macro and macro levels [67] and formed a strategy for waste management of agricultural enterprises: rational management of crop waste, animal tissue waste, animal manure, agrochemical waste [68]. It is necessary to conduct logical research and find ways to improve the environmental and economic development of the agricultural sector of the national economy in today's globalization.

Today in Ukraine there is no control over the use of pesticides, and as a result people and the environment are poisoned, bees die en masse. It should be noted that this problem with pesticides has become a topic of discussion in the Stockholm Convention on Persistent Organic Pollutants, resulting in various initiatives to clean up

these stocks. In 2012, the JI and the EU launched a partnership, in line with the EU's neighborhood policy, to help countries reduce the risk of pollution from pesticide stocks.

Table 1.

Characteristics of prospects for the development of the agricultural sector of the
Ukrainian economy in key vectors

Key issues agricultural development	Vectors for solution main strategic agricultural objectives
Organizational and economic directions	
Uneven development of different forms of management due to the creation of formally identical economic entities for different sizes and social burdens, but not equal management conditions	Development of the logistics mechanism as a certain "buffer" to balance the conditions of agricultural management. Encouragement to create integration agrarian associations of logistical type, which include direct agricultural holdings and structures for storage, processing, transportation of agricultural raw materials / products, trade, etc.
Low marketability of agricultural production	Increasing the level of sales of marketable agricultural products as the main financial and economic result of the agricultural enterprise due to "internal" and "external" changes. Domestic improvements: reduction of costs in the process of agricultural production, economical use of resources, improving the quality of seeds, feed, finished agricultural products. Improving the conditions for effective sales of agricultural products through new production and economic ties with consumers, expanding sales networks based on cooperative interactions, increasing the number of products sold through agricultural commodity exchanges, etc.
Imperfect infrastructure of the agricultural market	Market formation of specialized institutions (by types of agricultural products sold), such as commodity exchanges, wholesale markets, etc., which correlates with the needs of agricultural producers and institutional consumers
Technical and technological directions	
Low rates of technical and technological renewal of agricultural production. Risks of increasing production costs due to increasing wear of equipment, the predominance of obsolete technologies, low rates of technical and technological renewal of agricultural production, etc.	Intensification of introduction of innovative technologies, in particular new selection programs in branch processes of agricultural production for the purpose of increase of level of economic efficiency. Update of material and technical base of agricultural enterprises at the expense of modern technical means with the raised ergonomic indicators that will allow to increase labor productivity; use of agricultural machinery with high indicators of energy saving, resource saving, etc.
Ecological and economic directions	
The growing cost of non-renewable natural resources in the cost structure of agricultural products	Increasing the use of renewable or conditionally renewable resources, in particular in the form of waste or by-products of agricultural production
Unstable competitive position of domestic agricultural products in foreign markets due to incomplete processes of adaptation to European requirements for quality and safety of raw materials and food products	Unstable competitive position of domestic agricultural products in foreign markets due to failure to complete the processes of adaptation to European requirements for quality and safety of raw materials and food products

Continuation of table 1

Lack of motivation of producers to comply with agri-environmental requirements of production	Significant expansion of forms, methods and means of environmental motivation within the system of state regulation of the agricultural sector of the national economy. Socially oriented encouragement of domestic agrarians to ecologically safe agricultural production and active nature protection activity
Socio-economic directions	
Limited capacity of the domestic market of agricultural products and food, due to low solvency of the population	Increasing the level of socio-economic development of the state, living standards of the population of Ukraine, purchasing power, food culture, which will contribute to the development of the domestic market of agricultural products, increase the requirements for its quality and safety
Weakening of the economic basis for the development of rural communities	Activation of development of rural communities in practice, maximum realization of the rights and guarantees of the consolidated Ukrainian peasantry declared by the legislation of Ukraine, increase of level of democratization of rural communities

Source: formed by the author on the basis of the processed literature

At the same time, there is the experience of European countries, where this problem began to be solved in the early 90s of the last century. It was at this time that the EU observed an increase in the concentration of nitrates in waters, many of which exceeded safe standards for human consumption and the environment. At present, almost 40% of the territory of the European Union has the status of vulnerable zones to nitrate pollution, where systemic measures are implemented to reduce and prevent this problem. This is all part of the EU's comprehensive water policy, which has had positive results: the pollution situation has stabilized and concentrations have begun to decline in 70% of EU surface water and 66% of groundwater. The tool that made this possible is the EU Nitrates Directive. This is one of the first documents that was designed to reduce water pollution and prevent it. As part of its European integration commitments, the Government of Ukraine must implement the requirements of this document and create conditions for its implementation "in the field." However, this should also happen through our common interest - through access to quality water, which is impossible without systematic action by both the state and entrepreneurs. Therefore, the Government of Ukraine should use the experience that has shown its effectiveness [69].

At the same time, the rise of the agrarian component of Ukraine's economy, the formation of effective mechanisms for the development of domestic agriculture in terms of complex indicators in time reflects the objectives of all agrarian reforms, the

effectiveness of which is not always effective. In modern conditions, the main emphasis of agricultural development should be combined with innovation processes. This opinion is shared by a large number of domestic agrarian economists, in particular, they propose certain areas of public administration reform based on the introduction of European standards in the agricultural sector of Ukraine while stimulating investment and innovation activities of agricultural enterprises. , the use of international experience in the formation of subsystems of the economic and environmental mechanism for regulating the development of domestic agricultural enterprises, etc. [70]. The agrarian system is a multicomponent, complex set of a significant number of subsystems, which, in turn, include elements of the organizational structure of rural areas, within which agricultural production is provided and aggregate agricultural product is created, rural social infrastructure is formed, market relations are developed, state concepts and programs are implemented. related to the entry of Ukraine's agricultural economy to a new level, the rise of the Ukrainian countryside, etc. Prospects for the development of complex structural parameters, integrated in the functioning of the agricultural system should be considered from the following methodological positions (Table 2).

Table 2.

Principles of development of economic and socio-ecological agrarian system

Characteristics of an integrated agricultural system and its subsystems		
Economic subsystem	Ecological subsystem	Social subsystem
Development as maintaining the structure of the system - a set of elements that provide system integrity, subordination, potential ability to transform		
A complex system-forming unit, which includes individual structures and indicators of their manifestation, accumulates scientific and technical potential	Elementary, temporal or spatial constancy individual parameters ecological subsystem, main biotic and abiotic components, accompanying technical, technological and other elements	The unity of multicomponent social forms and their manifestations through political, socio-economic, environmental elements, cultural values, personal achievements and self-realization of members of the agrarian community, etc.
Indicators of implementation of ecological and economic principles - increasing the productivity of ecosystems and its economic (commercial) implementation; increasing labor productivity in agriculture; formation of the real market price for natural resources used in agriculture (tariffs, interest rates on the commodity value of the resources used); redistributive payments / benefits; payments or reimbursement of payments for agricultural agricultural activities, etc.		

Continuation of table 2

x	Indicators of implementation of ecological and social principles - the degree of ecological safety of agricultural areas; quality of life of rural residents; employment of the rural population in ecologically oriented activities - directly agricultural and commercial in the relevant areas (green tourism, rural tourism, crafts, etc.)	
Development as a process of system functioning - changes, interactions, transformations, transformations with simultaneous equilibrium and dynamic equilibrium of subsystems		
Process reactions at the level of individual economic entities in response to the action of internal and external market factors - the maximum balance of agricultural production and demand for it through trade; access to international markets; realization of economic and social expediency, necessity, sufficiency of agricultural production	Effective transformation of the potential of a separate natural resource (land, natural reservoirs, clean air) into an element of economic activity of an agricultural enterprise; formation of new ones Integration (for environmental and economic / commercial parameters) of business entities; environmentally friendly oriented transformations of agrolandscapes, etc.	Changes in socio-economic tasks and prospects for the development of the national economy and society; diversification of market forms and methods of social realization and satisfaction of the agrarian community; raising the level of agricultural consumption culture; general consumer requirements for the quality and safety of agricultural products
Development as the effectiveness of the system - the reproduction of individual parameters, components of the system in the "mode" of self-development or management, the efficiency of integrated processes		
Maximum realization of economic potential of separate subjects of managing, regions, territories (natural-agricultural zoning) and reception of optimum social and economic effect from agricultural activity; elimination Some (current) contradictions between the agricultural system and the external market environment	Preservation of stability of ecosystems and other natural-technogenic groups with simultaneous updates on the basis of self-reproduction and effective administrative decisions (directed approaches to increase of the areas of ecologically stabilizing agricultural lands); integration of self-development processes (natural regenerative processes in natural ecosystems after changes) and controlled development of agroecological processes in line with ecologically oriented principles of nature management	Formation of a new level of socio-economic indicators of state development; introduction of socially oriented concepts of public administration in the field of agricultural economy, culture, education, humanitarian and intellectual development
Development and prospects for improving the system - balancing social, economic, environmental processes in a single implementation and integral unity		
Market self-organization of the agrarian economic system in combination with state coordinating regulation; introduction of insurance protection for the activities of agricultural producers; expansion of the principles of rational resource use of technical, technological, environmental, informational, intellectual, etc.	Effective agricultural nature management and environmental protection activities in unity with socio-ecological values, economic feasibility; balanced use of natural resources (non-renewable, renewable and conditionally renewable); reproduction of natural biodiversity, increasing the capacity of natural Ecosystems - from elementary to global	Achieving a qualitatively new state of the complex system as a whole, in particular in terms of social parameters as motivating in the development of rural areas; ensuring the appropriate level of comfort of human life in rural areas, well-being, favorable social climate, access to new indicators of social security of the Ukrainian countryside, etc.

Source: formed by the author on the basis of the processed literature

1. Dynamic structure that ensures integrity in the reproduction of the agricultural system in the process and management;
2. Multidirectional functioning while maintaining the processes of dynamic equilibrium of interconnected agricultural processes;
3. Reproduction with a certain frequency of parameters of efficiency (effectiveness) of the system;
4. Market self-improvement and purposeful management of system development.

Balanced development of the agricultural system, which will meet the projected communication and information principles within the agricultural sector of the national economy, will be acceptable in Ukraine only under a new management culture, which, in turn, should be based on the interaction of inputs and outputs - from macroeconomic processes effective state agricultural policy, reforming agricultural production on the basis of innovation and investment, increasing the level of competitiveness of agricultural enterprises as economic entities, supporting the entry of domestic agricultural producers into foreign markets, etc. to effective management at the micro level; in particular, it is a question of a new qualitative level of approaches to management and self-management of development of separate processes in agrarian farms [71].

Modern forms of improving the efficiency of the agricultural system in Ukraine in a broad sense on the basis of the proposed is an equivalent combination of economic, social and environmental components, ensuring the processes of agricultural production, entrepreneurship, rural development, etc. at a new level, in terms of maximum economic efficiency, social acceptability, environmental reproducibility.

The implementation of such an approach should be structural changes in individual agricultural systems, including natural, technical, economic, social and combined subsystems, transformation of their functional parameters based on updating approaches to the use of natural resources and their effective transformation into economic, business and social resources.

Progressive development of the agricultural sector of Ukraine's economy will be possible, along with the formation of other conditions, based on ensuring sustainable environmental positions in the field of agricultural production and agricultural relations. Ecological values in the world socio-economic space today are becoming dominant, especially in economically developed countries. Ukraine, as a sufficiently large European state, must develop taking into account such approaches [72]. To this end, effective mechanisms and management tools should be created at the level of the domestic agricultural sector, ensuring and stimulating environmental development. Regarding the latter, environmental motivations are important for the transition of the domestic agricultural management system in the direction of maximum greening.

Before outlining the feasibility and prospects of environmental motivation of agricultural development by subjects and objects of management, it is necessary to methodologically substantiate the essence of ecological reproduction of complex agricultural processes and components for their regulation. It is a question of consideration of various preconditions to greening of agrarian economy for the purpose of definition of the further target prospects (tab. 3).

Table 3.

Prospects for the greening of the domestic system of agricultural donation

Means of regulating agricultural processes	Direction of ecologically dependent agricultural processes
Public relations	Understanding by society, in particular the rural community, the need to transition the agricultural system of Ukraine to ecological principles in the theoretical aspect, the evolutionary development of ecologically oriented agricultural culture, prospects for rural development on socially and ecologically oriented principles
State regulation	Formation of new methodological approaches, effective mechanisms of greening of the agrarian system on the basis of ecologically significant agrarian policy, a course on balancing intensive and extensive (by separate cultures) agroecological development, improvement of ownership forms by increasing private share with obligatory conditions of ecological management, active use of innovation and investment funds in the field of agricultural production, environmentally friendly methods of agricultural management, etc.
Market self-government	Effective combination of market mechanisms of self-government and state regulation of agri-environmental processes, supply and demand for quality, environmentally friendly agricultural raw materials, crop and livestock products, aggregate agricultural processes and their end results as the most competitive in today's world market, etc.

Continuation of table 3

Agricultural business	The practical implementation of the state's socio-economic policy in the field of food production and consumption of the appropriate level of quality and safety depends on the quality of agricultural management, in particular its ecological component; formation of a commercially reasonable level of productivity of crop production, animal husbandry and other industries as a basis for increasing the profitability of agricultural activities in general, in particular environmentally friendly agricultural production as an independent sub-sector
Public initiatives, initiatives by individual cooperatives	Implementation of the results of the environmental movement in Ukraine in the practice of agriculture as the most acceptable for the implementation of the general environmental concept; intensification of the ecological movement of rural communities as a resource-dependent community; promoting the practical implementation of ISO 22000 standards "Food Safety Management Systems", ISO 9001: 2008 "Quality Management System"

Source: formed by the author on the basis of the processed literature

Emphasis should be placed on the need to form environmentally oriented relationships at the level of domestic society as a whole, awareness of the value of nature in all its manifestations and transfer of such social understandings to the agricultural sector as large in quantity and quality, support such processes in the form of state regulation. For example, we are talking about an effective agricultural environmental policy as a means of managing the agricultural sector [73] and the formation of sustainable, systemic, multidirectional, renewable in environmental content and forms of relations - organizational, managerial, financial and economic, business, moral and ethical etc. An important place in the processes of greening the agricultural sector belongs to the social movement, initiatives of rural residents and more. A necessary element in today's conditions of development of agrarian economy of Ukraine is the improvement of methodological techniques for determining the importance of environmental concepts, the transition from scientifically based target motivations to practical settings for their provision at the macro level (agricultural sector of the national economy and its main components - agricultural production, agricultural relations). and at the micro level - the conditions of management of individual economic entities. In our opinion, it is necessary to actualize the ecological goals of agrarian development, to find positive connections between ecological motivations of agrarian development and ecological processes (both independent and aggregate agro-ecological) and consequences of their detection, to embody them in practice of domestic agrarian management and progressive development of agrarian relations. (Table 4).

If we consider the evolution of approaches to the formation of environmental incentives in the system of world agriculture, it is advisable to analyze the characteristics of the interaction "agricultural environment-natural environment". Components of the agricultural economy, together with the implementation of the main socio-economic "mission" - providing the population with food, raw materials and the simultaneous development of agri entrepreneurship, functionally correlate with the environmental parameters of the environment. The system of consumption of natural resources in agriculture has its own attributes and features different from other types of economic activity, which is associated with a significant dependence on changing natural and climatic conditions. As a result, agrarian nature management is characterized by the emergence of certain environmental risks - with a certain frequency and scale [74].

Table 4.

Target specifications of ecologically oriented development of the domestic
agricultural sector

Agricultural production	Agrarian relations
Environmental goals	
Creation of a total agricultural product of high quality and environmental safety based on compliance with regulatory and technical requirements for agricultural processes and end products - agricultural raw materials and agricultural products	Formation of ecologically oriented attitude to agricultural production on the basis of a new structure of ownership of fixed assets of agricultural production (mostly private); growing demand for environmentally friendly agricultural products; increase funding for agri-environmental projects, etc.
Agroecological consequences	
Reduction of ecological load on the main natural spheres involved in agricultural activity; formation of a dynamic balance between natural and agricultural processes; maximum increase in the number of territories that are part of agro-landscapes and at the same time develop on the basis of natural processes of self-development, etc.	Maximum realization of strategic ecologically oriented goals of the state agrarian policy and its tactical manifestations; strengthening the links between agricultural science and natural sciences - biology, chemistry, physics, geography and others in order to increase the effectiveness of agri-environmental projects; development of rural areas on the grounds of ecological purity; environmental risk insurance, etc.
Commercial results	
Making a profit from agricultural activities on the principles of ecological purity, ecological renewability and production of organic products	Coordination of interests of separate agrarian commodity producers and the state policy of Ukraine; raising the national producer of quality agricultural products to a new market level

Source: formed by the author on the basis of the processed literature

The practice of agricultural management in different countries in different periods, the solution of current agri-environmental problems by implementation

mechanisms, management of complex processes, methods of making optimal decisions and the simultaneous formation of environmental motivations differs. At the same time, general tendencies are observed, in particular, with the increase of the level of socio-economic condition of states in general, culture of social relations, consumer attitude to nature in the process of agrarian management turned into the predominance of ecological values. Thus, in economically developed countries, the following patterns can be traced: from the obligation to carry out certain environmental measures to the social and moral responsibility of economic entities, the dominance of environmental goals and finding appropriate opportunities to ensure them.

Thus, agro-ecological changes are necessary and characteristic attributes for world agriculture, but at the national and regional level they should be adapted to specific conditions and forms of domestic agricultural management. The realities of agrarian nature management in Ukraine and the development of agrarian relations today reflect the priorities of the ultimate commercial goal of management, environmental motivations are secondary and accompanying, especially for temporary tenants [75].

On the one hand, it is a question of development of a sufficient number of target state concepts and programs of ecological direction in Ukraine, on the other hand - insufficiently developed methods for their realization at the level of separate agrarian enterprises and other subjects of managing.

Confirmation of this is a significant number of environmental problems that accompany today the development of agriculture in Ukraine, which should primarily be explained by non-compliance with regulatory requirements for certain agri-environmental processes. Although such events have objective explanations: at the level of medium and small businesses, in particular due to organizational and financial reasons, it is difficult to organize proper professional support of the agricultural system, crop and livestock industries; insufficiently qualified specialists in agronomic, agrochemical, veterinary and other areas in agriculture of Ukraine; at a low level there is an ecological support of agricultural activity at the level of farms, individual households, etc.

It should be noted the imperfection of the culture of the agricultural system in Ukraine from an environmental standpoint at both the national and territorial levels, which, in turn, is manifested in the following aspects:

- ecological positions in agriculture - outdated equipment and ecologically imperfect tillage technologies (agrotechnical, chemical, reclamation-irrigation, etc.), large-scale soil degradation in the agricultural system of Ukraine in the form of soil erosion, dehumidification, compaction of arable lands and other negative exacerbated by global processes of climate change towards warming, etc. ;

- ecological positions in crop production - large-scale imbalance in crop production regarding the cultivation of certain types of agricultural crops, ecologically unacceptable areas for certain species, which causes significant environmental pressures on soils and terrestrial ecosystems, it is about increasing agricultural production of economically profitable oilseeds and industrial crops some others;

- ecological positions in animal husbandry - the development of domestic animal husbandry takes place only with partial consideration of ecologically justified norms for livestock complexes, in some cases with significant violations of the latter, as an ecological consequence

- pollution by manure runoff of open reservoirs, groundwater, in some cases - eutrophication of reservoirs and other complex environmental effects in naturalspheres [76].

The formation of a rational environmentally oriented agricultural sector of the national economy requires consideration of a large number of factors and indicators, many of which are unstable or those that directly affect the change of environmental motivations. We are talking about constant changes in the political, socio-economic space of Ukraine, accompanied by corresponding changes in the interest of domestic agricultural producers in environmentally friendly farming, because economic interests come to the fore. In addition, it is important to develop a system of national environmental incentives, not only direct in the form of individual preferences for a certain period of time (tax benefits, lending, etc.), but somewhat remote in time performance or accompanying specific environmental challenges.

For example, the following strategic postulate is necessary for action for the whole system of domestic economy on new principles, in particular for agriculture: sustainable socio-economic development of any country means the functioning of its economic complex, while meeting the growing material and spiritual needs of the population. , provides rational and ecologically safe management and highly efficient balanced use of natural resources, creates favorable conditions for human health, preservation and reproduction of the natural environment and natural resource potential of social production. This means the need to implement and enforce the principles of ecologically balanced nature management in the domestic agricultural system and develop effective mechanisms for their real provision both at the level of the agricultural sector of Ukraine as a whole and at the level of individual economic entities [77].

Prospects for ecologically oriented development of the domestic agrarian system, in our opinion, it is advisable to focus on the interdependence of environmental requirements and environmental decisions, balancing state regulation of agriculture in Ukraine and self-regulation at the level of individual agricultural groups. An important place should be given to the modernization of Ukraine's agricultural policy on new socio-economic objectives in the context of current environmental requirements and fundamental environmental principles, focused on high European standards.

Based on the study, we propose our own vision of solving the problem and the formation of effective principles for the growth of environmental motivations at the agricultural sector of the national economy, based on the methodology of various innovation management in terms of sustainable environmental motivations and simultaneous progressive development of domestic agriculture. Prospects for the introduction of innovative approaches to the processes of greening of domestic agriculture should be determined by the following postulates:

- 1) the need to update approaches to environmental motivations, based on the realities of existing practices of agricultural management in Ukraine;
- 2) expediency of practical realization of ecological motivations on the basis of introduction of new organizational, technical, technological decisions and effective

management of the corresponding processes;

3) the effectiveness of the manifestation of environmental motivations in commercially acceptable forms and socio-cultural manifestations.

The first position of the need for a new vision of greening of agricultural production in Ukraine reflects the current environmental problems - pollution (mechanical, physical, chemical, biological) of major natural areas, in some cases degradation of agricultural land, water resources, reduction of plant and animal species diversity, disproportionate change of natural landscapes in agricultural areas, as a consequence - the violation of natural processes of circulation of substances, energy, information. The primary reason for this, from the standpoint of agriculture, are the processes of intensification, the need to meet growing market needs for agricultural raw materials, food, to ensure the required quantitative level of food security, strategic stocks of agricultural products and more. Accordingly, new mechanisms are needed to make management decisions, improve methods of regulating the development of the agricultural sector by environmental parameters at both state and regional levels.

The second position on the economic feasibility of using innovative solutions, improving the processes of greening the agricultural sector is determined by both internal and external market factors. It is necessary to significantly improve the quality and safety of agricultural raw materials and food in Ukraine, which is important both from the standpoint of meeting the needs / wishes of domestic consumers and the overall requirements of the European market. products.

The third position on the effectiveness of improving the environmental components and making the right environmental decisions in the agricultural system of Ukraine will be reflected in aggregate, interdependent indicators - economic, social, environmental, accompanied by increasing overall efficiency of agricultural production with simultaneous environmental "accents", such as organic farming. diversification of agricultural entrepreneurship on the basis of green, rural tourism, development of rural areas, etc.

Environmental motivations for the agricultural management system according to the relevant environmental rules in European countries are regulated, on the one

hand, on the basis of promising environmental directives taking into account changing climate challenges, on the other hand - correlate with high economic incomes of farmers. Examples are the use of renewable energy sources in various forms - wind farms, solar panels, bioenergy plants, the use of tidal energy, etc., the cost of acquisition and operation of which are significant and compensated for a long period of time.

These positions of the common agricultural policy of the EU member states closely intertwine economic, social and environmental motivations for the progressive reproduction of the agricultural management system through various market mechanisms and centralized management, in particular at the macro level through the European Commission. Some examples of effective decision-making should be proven means to reproduce Ukraine's agricultural policy in line with European interactions, improve agricultural relations, progressive regulation of agricultural production and rural development (economic, social, environmental components as interdependent), increase the competitiveness of domestic agricultural products. , expanding its access to foreign markets and other market positions.

In our opinion, one of the aspects of practical provision of ecologically balanced agrarian management in Ukraine and simultaneous formation of ecological motivations is the expansion of the provision of information and advisory services. According to the Law of Ukraine "On Agricultural Advisory Activities" [78] defined measures and works to promote state agricultural policy, measures to promote scientific and technological progress, in particular in the world system of agriculture, generalization and dissemination of information on best practices in technological processes in agricultural production, introduction of new technologies for growing agricultural crops, animal care, product processing, etc. It is worth emphasizing the legislation of Ukraine in the field of agricultural waste management, which includes such laws as "On ensuring the sanitary and epidemiological well-being of the population" of February 24, 1994 № 4004-XII [79], "On the production and circulation of organic agricultural products and raw materials "of September 3, 2013 № 425-VII [80], " On food safety and quality "of December 23, 1997 № 771/97-BP (as amended by the Law of Ukraine of September 6, 2005 № 2809-IV) [81], "On withdrawal from

circulation, processing, utilization, destruction or further use of low-quality and dangerous products" of January 14, 2000 № 1393-XIV [82], etc. However, due to a number of reasons, the real situation does not allow for the proper implementation of information and consulting services for agricultural entities.

Therefore, it is urgent today to create permanent scientific and methodological centers for farms, where domestic farmers can get advice from theorists and practitioners: lawyers in the field of agrarian law, land managers, agronomists, agrochemists, plant and animal physiologists, breeders, agricultural technicians and more. on certain problematic issues related to various aspects of the agricultural system, in particular environmental orientation. The effectiveness of such centers will be possible only with real state support, in particular from the standpoint of financial regulation. There is a possibility of creation and functioning of such institutions on the basis of higher education institutions, academic research institutes, whose employees can be consultants, professionally substantiate the peculiarities of production activities of agricultural farms (at their request) on the basis of environmentally friendly procedures.

Potential opportunities to improve the situation in the agricultural sector of Ukraine should also be realized on the basis of specific environmental decisions at the level of individual agricultural groups, the effectiveness of which will correlate with the production capacity of the enterprises and their mobility. The main task, in our opinion, is targeted actions that will optimize production and entrepreneurial intensities, if necessary - to restructure agricultural enterprises, introduce new types of agricultural raw materials and finished products into agricultural production, ecologically orient agricultural cycles (taking into account climate change, in particular) , to grow organic products, focusing its sales on specific market segments, taking into account the preferences of modern consumers, etc.

The current system of state regulation of the agricultural sector of the national economy in Ukraine is developing taking into account its main institutional objectives, methodologically based on the implementation of socio-economic and environmental priorities of society as a whole [83].

In the agricultural sector, it is provided on the basis of relevant guidelines. The current targets for the development of the state regulation system and its importance should be reflected in economic, social and environmental criteria. The analysis of the main areas of management tasks in this area is shown in table 5.

An important basis for the production of agricultural products of high quality and environmental safety in Ukraine is the selection of aspects of its functional significance from the standpoint of producer, consumer, society as a whole. The process of formation of agricultural products by quality parameters and bringing the relevant properties to the consumer has a significant number of features that should be considered in a broad and local reflection: in the formation of strategic agricultural policy and project commercial calculations at the level of individual businesses [84].

Based on the author's analysis, we propose for conceptual consideration and practical consideration at the level of the agricultural sector of the national economy from the standpoint of ensuring the required level of quality and environmental safety, the following specifications of agricultural products:

- first, the process of production and creation of an agricultural product reflects to the greatest extent (in comparison with other types of economic activity) the action of natural, in particular biological factors, both external influences (climatic and weather conditions) and internal influences, in particular fodder lands, seed-selection base, livestock, etc.), differs in seasonality, involvement in agricultural cycles and the corresponding use of a significant amount of natural resources;

Table 5.

Motivational goals of the system of state regulation of the agricultural sector of
the Ukrainian economy

Task groups	Essential features
Economic problems	Contribute to ensuring: - food security of the country; - development of the main branches of the agri-food system (APS); - growth of agricultural production; - economic efficiency of the agricultural sector; - free development of agricultural enterprises as subjects of agrarian economy; - functioning of the domestic agri-food market with modern infrastructure; - growth of international technical cooperation in the agricultural sector; - Ukraine's strong market position in the world, in particular the European agri-food sector, etc.

Continuation of table 5

Social tasks	Formation of new social standards due to: - social stability in society, in particular on the basis of a developed agricultural sector of the economy; - overcoming social problems in rural areas; - providing the rural population with jobs; - development of the service sector in the countryside at the expense of modern ones service enterprises: trade establishments, means of communication, public service establishments, etc.
Environmental tasks	Development of ecologically oriented agricultural sector on the basis of: - monitoring of environmental parameters of the agricultural management system; - high-tech agricultural production, resource- and energy-saving technologies; - improving the quality and safety of agricultural raw materials and food products; - production of ecologically safe agricultural products, in particular by parameters "organic products"; - integrated development of rural areas with simultaneous environmental priorities; - formation of a network of environmental farms and other institutions in the structure of the agri-food system

Source: formed by the author on the basis of the processed literature

- secondly, today agricultural products are created in Ukraine in conditions of intensive environmental stress, unsatisfactory condition of a large part of the territory, including agricultural, for certain environmental parameters, primarily the level of air, water, soil - chemical, physical, biological, etc., violation agrotechnical and agrochemical cycles in the culture of agriculture, crop production, animal husbandry, etc .;

- thirdly, the use of ecologically oriented methods of utilization, reutilization of resources is insufficient, for example, the practical absence at the level of individual domestic farms of the use of modern methods of using agricultural waste as a secondary raw material, etc .;

- fourth, the regulatory, methodological, organizational and technical regulation of quality and safety of agricultural raw materials and finished products in the domestic agricultural market is imperfect, it is a significant lag behind the European level of the domestic system of technical regulation of agricultural products, its metrological support and qualimetric evaluation. ;

- fifth, a small number of examples of implementation of domestic quality management systems (ISO series) and safety (HACCP) in domestic agricultural

enterprises, which, in turn, reduces the competitiveness of domestic agricultural products in the world, including the European market.

In particular, the use of mineral fertilizers is regulated by agronomic and hygienic standards: the rate of fertilizers per unit area and the ratio of nutrients for individual crops, timing and methods of application, the maximum allowable level of nitrates and nitrites in crop products [69].

Economic research in the field of domestic agricultural production, in particular from the standpoint of conceptually improving the quality and environmental safety of agricultural products, reflects the need for original solutions and relevant author's proposals. Namely, it is important to develop the methodological basis of agrarian economic thought in terms of understanding the essence of certain established terms and their proper application in the practice of agricultural management.

Today, in the context of globalization and the formation of market relations, Ukraine needs to create an effective economic system capable of ensuring the economic development of agriculture and solving social problems in rural areas, as well as stimulating export-oriented agricultural sectors. Such processes have a positive effect on the qualitative characteristics of the institutional environment of state policy for the development of agricultural production. Analysis of the current state of the national economy and existing problems shows that stabilization and the beginning of economic growth in the agricultural sector are impossible without strengthening the role and effectiveness of state intervention, formulating a regional integrated system of state regulation that can create favorable financial and social conditions for the region. food in the required volumes and standard of living, and economic entities the appropriate level of profitability.

For the development of the agricultural sector it is necessary: to assess the state of agriculture and service industries, to formulate the main vectors of economic development for the future, to identify effective mechanisms of public policy to launch a motivational mechanism, to address economic and food security. Since the state policy significantly affects the efficient functioning of agricultural and processing

enterprises, without it it is impossible to ensure high profitability of agricultural production [85].

In modern conditions, agriculture in Ukraine has become one of the most important branches of material production, which due to its specific features and cyclical production in modern market conditions occupies a leading position and has an export-oriented orientation.

That is why the formation of a market economy requires, first of all, the implementation of radical transformations in the functioning of the system of state regulation of agricultural production, because one of the main conceptual provisions of Ukraine's agricultural policy is to guarantee the progressive development of agriculture. market. The priority direction of the state agricultural policy should be the focus on a balanced combination of state regulation of the economy of agricultural production with the economic freedom of enterprises, taking into account both domestic and foreign experience in order to integrate into the European economic space. To do this, it is necessary to implement a set of measures that would ensure the implementation of the strategy of agrarian transformation and the creation of efficient functioning of agricultural production.

Substantiation of the strategy and tactics of development of agricultural production and analysis of its current state requires a deep and comprehensive study of the theoretical foundations of development and its impact on the formation of Ukraine's economy [86]. After all, agriculture takes an active part in the creation of gross national product, national income, ensures food security of the state.

Public policy is a means that can bring the economy out of crisis and creates the necessary conditions for further stable development of the national economy. Given the close relationship and the dependence of its pace and nature on state influence, we need to identify a set of tasks that the state must solve in the near future:

- formation and implementation of the strategy for the development of the agricultural sector, its institutional modernization and structural and technological changes, the definition of priority sectors, place and role in the national economy;

- improvement of the regulatory framework for the regulation of relations in the agricultural sector;

- active participation of the agricultural sector in innovation-investment and structural-technological programs;

- efficient use of production potential (innovation, financial and investment, technical and technological) and all available resources of the agricultural sector of the regions.

It should be noted that the functioning and development of agriculture are extremely dependent on state support, which in turn is important both economically and socio-politically. Thus, it has two main forms - direct and indirect. The first of them is carried out through budget financing of special target investment, branch and other programs on a competitive basis. Under such conditions, agricultural enterprises are deprived of independent choice and are forced to make decisions on state terms. The second is indirect state support, in which the state only creates the preconditions for choosing those decisions that meet its interests, in particular:

- granting preferential taxation of investment and innovation activities;
- improvement of depreciation policy in the direction of widespread use of flexible methods of depreciation for the purpose of intensive renewal of fixed capital;
- introduction of the mechanism of state credit support of long-term investment projects in the agricultural sphere;

- ensuring in the agricultural sector of the economy the rate of return at the average level for the economy through the improvement of the system of distribution relations, price, tax, customs and other mechanisms;

- preferential customs policy.

State support of the agricultural sector is a component of the system of state regulation of agriculture, which is a set of legal, financial - economic, organizational and other measures of the state to stimulate the development of both agricultural production and rural areas in the right direction for society.

The main tasks of this program are to create organizational and economic conditions for integrated rural development; definition and support of priority

directions of development of agrarian sphere in modern conditions; guaranteeing the food security of the state; increasing the standard of living of citizens, providing conditions for competitive development of the agricultural sector, taking into account the requirements of the WTO, protection and conservation of natural resources, increasing the competitiveness of agricultural products.

Having analyzed the principles of the agrarian policy of the European Union, its perfection and great focus on the protection of its agricultural producers and consumers of agricultural products are clearly visible. Based on the principles of domestic agricultural policy, the desire to bring the agricultural sector of Ukraine to a significantly new level with a focus on the European model of management is seen [87].

Achieving strategic goals and priorities is possible through the implementation of the main areas: ensuring food security of the state; improvement of land relations; formation of long-term motivation of agricultural market participants; deregulation of economic activity, development of self-regulation of markets and adaptation of technical regulation to international standards and requirements; increasing the competitiveness of agricultural and food products; support for diversity for the effective development of agricultural sectors; rational use of natural resources.

Table 6.

Principles of the state agrarian policy of Ukraine and the common agrarian
policy of the European Union

Principles of the EU SAP		Principles of agrarian policy of Ukraine	
Financial solidarity	Redistribution of income between Member States through the general budget and ensuring the optimal level of revenue transfer for Member States and Member States candidates	Balance	Balanced development of the agricultural sector according to economic, social and environmental criteria
Preferences for EU farmers	Priority development of "domestic" production in order to increase the level of self-sufficiency of agricultural villages EU products	Priorities	Priorities for the development of export-oriented sectors of the agricultural sector

Continuation of table 6

Stability of legal regulation of EU agricultural policy	Clear, orderly and predictable legislation	Ensuring food security	Food production volumes should meet the needs of the population in the minimum consumption norms. Prevention of food security threats
Proportionality	Identifies the extent to which Member States need to cooperate	Strategic management of agricultural development	Management and coordination of the functioning of all branches of the agricultural sector and operational impact on market conditions
Non-discrimination	The common organization of agricultural markets prohibits any discrimination between producers and consumers within the EU	Differentiation	Substantiated distribution of approaches to creating conditions for state support of agricultural producers depending on the criteria established by law activities
Open market economy 3 free competition	No State shall impose on the products of other Member States any kind of internal taxation in excess of that which is directly or indirectly levied on similar products, domestic products	Motivation	Formation of a motivated producer of agricultural products
Cautions	The country has the right to take certain steps to restrict access to the market of products, the production and consumption of which could have serious consequences for human health and environment	Cooperation and cluster organization	Cooperation of agricultural producers and the formation of food clusters
Internal (common) market	Agricultural goods can move across the EU without any customs or tariff restrictions. The same prices and rules for all competition sanitary and veterinarians	Versatility and regionalization	Development of village-forming farms (family farms and agricultural enterprises of various organizational and legal forms). Taking into account regional features

Source: formed by the author on the basis of the processed literature

In our opinion, this will allow realizing the capabilities and desires of the state to bring the agricultural sector of the national economy to a significantly new level of functioning.

On the basis of the analyzed and in detail researched problems of formation of the state policy in the agrarian sphere, it is possible to draw certain conclusions.

In the context of globalization of the world economy, the state, solving problems of food and economic security, forming the regulatory framework, developing and implementing strategies for the functioning of the agricultural sector in the regions, implementing regional rural development programs, performs certain functions, including system-forming, system-reproducing and system-developing [88].

Today, under favorable natural and economic conditions, the agricultural sector will not be able to increase agricultural production without government assistance. After all, unprofitable, weak material and technical base, imperfect financial and credit and market relations make most of the agricultural and private enterprises inefficient. Therefore, the state agricultural policy should be aimed at supporting such farms and ensuring sustainable development of the agricultural sector of the national economy, based on national priorities and taking into account the need for Ukraine's integration into the European Union and the world economic space, taking into account foreign experience. Priority should be given to food security, transforming it into a highly efficient, competitive sector in foreign and domestic markets, integrated rural development and solving rural social problems.

The main vectors of state agricultural policy should be the improvement of public administration; state support of agricultural entities by concentrating state resources on priority areas of development, the formation of favorable pricing, financial and credit, insurance, tax and budgetary policies; promoting the development of competitive agricultural production on the basis of cooperation and integration; creating favorable conditions for the realization of export potential, the formation of market relations and land protection; introduction of modern mechanisms and methods of forming a transparent market of agricultural products, food, capital and labor; strengthening the social protection of the rural population.

We believe that the main task of Ukraine's agricultural policy at the present stage is to ensure socio-economic protection of domestic agricultural producers, formation of the domestic food market and realization of export potential of the industry, improvement of material and technical base and labor potential, improvement of pricing mechanisms, use of energy saving technologies, greening and rational land use.

It is necessary to minimize the impact of the price disparity between the cost of agricultural products and the cost of resources needed to produce these products; strengthen economic ties between agricultural producers and processors of agricultural raw materials; use budget funds efficiently; increase support for small and medium-sized producers; to improve social living conditions in rural areas, to carry out state regulation of food imports.

Thus, today agriculture of Ukraine is one of the most important branches of material production, which due to its specific features and cyclical production in modern market conditions occupies a leading position and has an export-oriented orientation. That is why the formation of a market economy requires, first of all, the implementation of radical transformations in the functioning of the system of state regulation of agricultural production, because one of the main conceptual provisions of Ukraine's agricultural policy is to guarantee the progressive development of agriculture. market. The priority direction of the state agricultural policy should be the focus on a balanced combination of state regulation of the economy of agricultural production with the economic freedom of enterprises, taking into account both domestic and foreign experience in order to integrate into the European economic space.

Agrarian policy in Ukraine should be built in accordance with new modern requirements, principles, quality standards of leading economic, environmental and social world trends and requirements. An important step in this direction is the development of a mechanism of environmental and economic management in agricultural production [89].

Thus, we can identify the main areas of organizational and economic management in agricultural production, namely:

- the state must form a number of measures that can change the format of relations between production and the environment in the direction of rational use, reproduction of agricultural systems;
- at the state and regional levels it is necessary to implement environmental policy measures, based on the process of implementation and development of

environmentally friendly production, rational use of the state economy, especially its financial resources, production and scientific and technical potential;

- it is necessary to determine social priorities in view of the specific situation in the regions, according to which it is planned to eliminate the negative phenomena of nature management and the transition to environmentally friendly production;

- it is important to combine state influence with market forms of management, stimulate qualitative changes through priority financing, lending, logistics, information support, implementation and development of environmentally friendly production; - conducting economic and environmental monitoring of the process of transition to environmentally friendly production in the analysis of internal strengths and weaknesses of agricultural producers;

- monitor and take into account changes in the composition of external factors and their impact on the competitiveness of products and enterprises of the agricultural sector of the economy, namely to detail their operation, clearly separate market opportunities and threats.