

8. Marketing activities enterprises of the sugar industry: pre-war and war periods

The development of Ukraine's economy involves focusing on factors that would ensure the stabilization and further growth of all branches of the national economy. The current situation in the economy requires the solution of a number of problems related to the transition of sugar industry enterprises from production orientation or intensification of commercial efforts to the marketing concept in activity, and of course, its full support in production and commercial activity. In the past, the sugar industry of Ukraine was strategically important and occupied a prominent place in the country's economy. In modern conditions, the integrity of the sugar complex is violated, the unregulated market exacerbates the contradictions between beet farms, sugar factories and other partners.

The full-scale invasion of the Russian Federation on the territory of Ukraine posed the series of unresolved issues and new disappointing challenges for sugar production. Occupied territories, including mined agricultural lands that in the recent past were planted with sugar beet, have caused a decrease in the amount of sowing and cultivation of sugar raw material - sugar beet, a constant increase in the cost of energy resources, a shortage of electricity caused by constant rocket attacks on thermal power plants during the active season of sugar production, an increase in the price of gas and its transportation, an increase in the price of materials and equipment, an increase in logistics costs, a limitation in the number of customers, and the outflow of personnel abroad and a number of other processes led to a crisis situation in the sugar industry,

The revival of sugar production is possible thanks to the development of new theoretical and methodological approaches to management that combine the strategic interests of the state, partners of the sugar industry and consumers, and the use of the latest methods of managing sugar enterprises on a marketing basis. The functioning of sugar industry enterprises requires modernization and the application of marketing approaches in managing not only the product range or the formation of a mutually beneficial price policy, but also the development of programs to attract personnel to

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

production enterprises, to encourage employees to seek employment at production enterprises, including sugar enterprises. In addition, the specified incentive process should consist of both an effectively developed incentive system at sugar enterprises (factories), and have support at the national level, especially during the period of military operations, when there is an outflow of the able-bodied population abroad. These and a number of other issues can be solved with the help of marketing in the activities of enterprises of the sugar industry, as well as other enterprises of the processing industry.

Marketing is a synthetic science, it is closely connected with other sciences, first of all with economic theory, political economy, management, sociology, psychology, so some laws, regulations, categories and postulates can be common and complement each other. So, in particular, strategic marketing and strategic management have in many respects a common methodological toolkit [109,110]. It should also be noted that consumer behavior, which is researched by marketing specialists, is closely related to psychology, culture, values, social stratification of society, and before developing and introducing a new product to the market, it is necessary to investigate how much it is needed by the consumer, what needs it will satisfy, how it will differ from competing products, etc. It is also important to apply marketing when planning the sale of goods, especially to the foreign market, where it is necessary to study cultural features, customs and attitudes to the goods, quality parameters of raw materials, individual details in the country where it will be sold. Also, before bringing it to the market, it is necessary to clearly know the relationship to the product in a certain country, the dynamics of demand, the peculiarities of its perception and use,

Like any science, marketing has a theoretical and practical component. The task of the first is the systematization of categories, definitions, principles, laws and regularities of the existence and interaction of market subjects, as well as the development of appropriate models that enable specialists to adequately analyze market processes. The task of the practical component is the development of a methodical apparatus that makes it possible to effectively apply this knowledge in practice. [109, 110]

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

An equally important component of the implementation and improvement of marketing in the practice of domestic enterprises is the understanding of what marketing is. In the economic literature, there are quite a few definitions that reflect the essence, content and functions of marketing, because its categorical apparatus was developed in different periods of the development of commodity-money relations. The content of the concept of "marketing" underwent a natural evolution, changing under the influence of the development of market relations, product production, scientific and technical progress, the volume, nature and structure of customer needs.

Nowadays, the essence and meaning of the concept of marketing are interpreted in different ways. Agreeing with the opinions of most experts in the field, it is worth noting that marketing is a phenomenon that is somehow related to the market, market processes and activities. In the most general definition, marketing is a management concept that ensures the market orientation of the production and sales activities of the enterprise [111, p. 9]; a management system that provides for coordinated and directed activity on the study of sales markets, adaptation of production to their requirements, active influence on market processes, on consumers with the aim of increasing sales and obtaining high profits [111, p. 9]. However, it should be noted that the mentioned work does not indicate the importance and necessity of applying marketing research in the activities of enterprises as a defining component of marketing.

Also Zhan Lamben in the work "Strategic marketing. The European perspective" notes: "Marketing is the architect of consumer society, ... a market system in which sellers commercially exploit consumers in order to continuously create new needs for the sale of more goods [112, p. 2]. This understanding of marketing goes beyond the mere sales activity of the enterprise or even the concept laid as the basis of enterprise management. It explains marketing as a complete market system that determines the development of social relations. These views are based on three aspects of the modern concept of marketing: the active aspect (the essence of which is to penetrate the market), the analytical aspect (understanding the market) and the ideological aspect (the way of thinking). Most often, in practice, trends in the development of marketing towards its active dimension, that is, towards sales techniques (operational marketing),

and an underestimation of its analytical component (strategic marketing) are observed [112, p. 2].

Each of the above definitions emphasizes certain aspects of marketing, and their large number (today there are about two hundred) is explained, on the one hand, by the relevance of the role of marketing in modern science and entrepreneurship; on the other - by the use of various methodological approaches by scientists in defining marketing.

The above approaches to determining the content of marketing complement each other, forming a holistic concept, and find their application in the practical activities of enterprises. Due to the presence of several levels of perception and multifunctionality, it is quite difficult to formulate a single understanding of marketing, but after analyzing the existing theoretical and methodological approaches to understanding its essence, it is possible to formulate a proper, broader definition of the category "marketing", which should be understood as a purposeful process of improving the company's activities in market conditions, which primarily involves the development and implementation based on marketing research of an effective product and price policy, the definition of effective sales channels and sets of marketing communications.

An integral component of the application of marketing at enterprises of the sugar industry is the use of marketing tools and the formation of a full-fledged complex of marketing activities based on them, which will ensure effective sales and communication activities, as well as contribute to the growth of profitability of sugar enterprises.

The classic components of the marketing complex (product, price, sales and promotion), as well as variable marketing tools, which should be as fully suited as possible to ensure the commercialization of each individual sugar enterprise and the industry in particular, should become important tools for the implementation and improvement of marketing activities at sugar industry enterprises, especially in conditions of instability of the market environment and military operations.

In this regard, it is expedient to propose an adjusted marketing complex for sugar industry enterprises, which will be as fully adapted to the peculiarities of the sugar industry as possible, especially during the period of martial law (Table 1).

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

Table 1

Adjusted marketing complex for enterprises of the sugar industry

Marketing complex	Components of the marketing complex	Translation	The content of the main elements	The degree of importance for enterprises of the sugar industry
"4R" (classic elements of marketing)	Product	Goods	Goods and services offered on the market for sale	The main element of the marketing mix, represented by types of main and secondary products
	Price	Price	The amount of money that must be paid to the consumer to receive a product or service	Price is a key factor of choice for consumers of primary and secondary products; in the process of formation, the dependence of the price level on seasonality, changes in the conditions of the domestic and world markets should be taken into account
	Place	Place (distribution)	Sales activities, places of sale of products	It is related to the urgency of product sales, because sales efficiency depends on the choice of channels, location, and volume of deliveries
	Promotion	Promotion	Dissemination of information and convincing consumers of the advantages of the company's goods and services	Dissemination of information on the volumes of production and sales, prices, conditions of sale of the main and secondary products.
"5R"	"4R" + People	People	Participants in the buying and selling process, company personnel	Interaction with buyers, suppliers of raw materials, intermediaries
"6R"	"5R" + Probe	Approbation	Verification in practice of traditional products of sugar production and innovative products	Inspection and quality control (raw material and production laboratories), product testing (from the manufacturer's warehouse, at exhibitions and fairs).

Source: developed by the author using [113, 114, 115]

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

This combination of marketing elements are important to provide the marketing support for enterprises of the sugar industry in real practice, in real production and commercial conditions of activity. It is necessary to clearly control the external environment of enterprises, market conditions, operating conditions, and also take into account the expediency of each element for each individual sugar enterprise.

Taking into account the peculiarities of modernity, it is worth noting that the last year turned out to be extremely difficult both for the agro-industrial sector and for the sugar industry. The challenges and conditions in which both the agricultural sector and the sugar industry found themselves turned out to be extremely difficult.

During 2017-2022 enterprises of the sugar industry did not work in the best conditions, namely: the constant increase in the cost of raw materials, materials and energy resources caused an increase in the cost of sugar, in addition, there is a decrease in the production of sugar beet, adverse climatic conditions caused a reduction in the number of sugar factories and, as a result, the production of sugar and production by-products.

Sugar-production season in 2022 wasn't an exception, because Ukrainian sugar beet producers faced a number of challenges, including the increase in costs per 1 ha of sugar-beet cultivation, rainy weather, which made it difficult to harvest sugar beets, early frosts and snow, which led to the deterioration of the quality of raw materials supplied to sugar factories, as well as the war ... which caused a reduction in the sales markets for the products of sugar industry enterprises, and non-fulfillment of contractual obligations, and a decrease in land bank under raw materials and a number of other things that negatively affected the development of the sugar industry. As for the occupation of sugar industry enterprises, it is worth noting that in temporary occupation was a factory in the Kharkiv region - SHP "Bily Kolodyaz", which is located almost on the border with the Belgorod region. But currently no sugar factory is occupied. [116]

For the purpose of a detailed analysis of the activities enterprises of the sugar industry, it is advisable to analyze the supply of sugar industry enterprises with sugar

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

raw materials, the main indicators of which are the area of sowing and the volume of sugar beet collection - the main raw material for sugar production (Fig. 1).

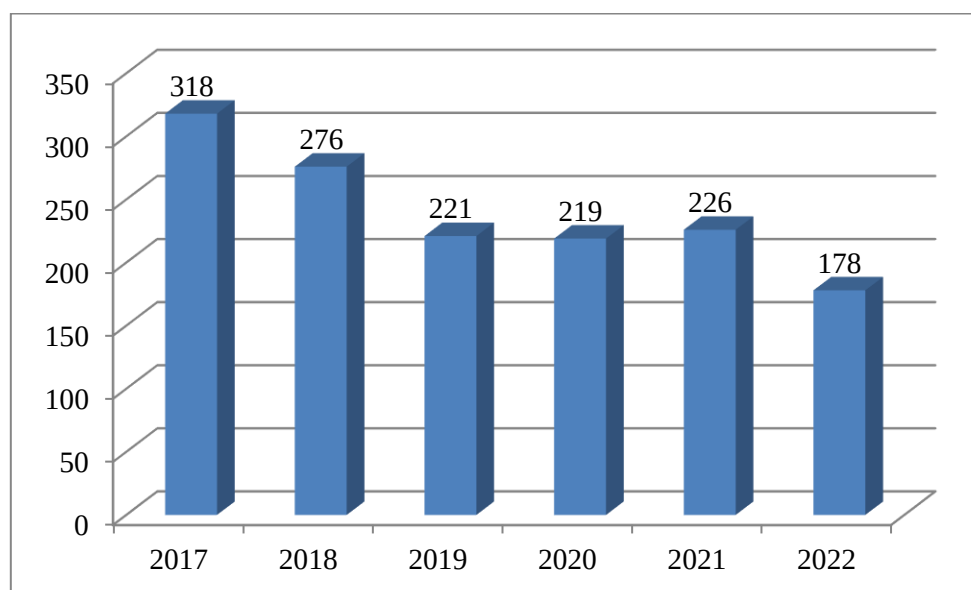


Figure 1. Sugar beet harvesting area during 2017-2022, thousand hectares

Source: Systematized by the author based on National Sugar Association of Ukraine Ukrtsukor" [117]

In 2022 sugar beets were grown on an industrial scale in 14 regions of Ukraine, the main crops were concentrated in 6 regions (more than 70% of sowing). The largest areas under sugar beet were allocated to the following regions: Vinnytsia 44,000 ha (-5,000 ha by 2021), Khmelnytskyi, Poltava and Ternopil. Sown areas for sugar beets in 2022 amounted to 178,000 hectares, which is 48,000 hectares less than in 2021 (226,000 hectares).

An equally important component when conducting a marketing analysis of enterprises in the sugar industry is to characterize the yield of sugar beet as a component of ensuring the quality and product policy of sugar producers (Fig. 2).

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

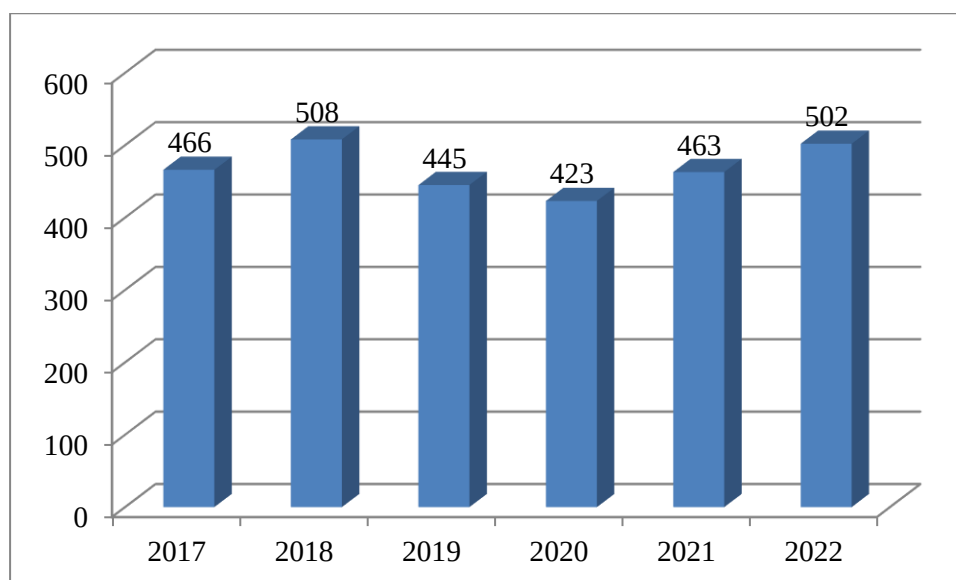


Figure. 2 Yield of sugar beets used for sugar production, centner/ha

Source: Systematized by the author based on National Sugar Association of Ukraine Ukrtsukor" [117]

The yield of sugar beets in 2022 was 50.2 t/ha on average in the country, which is 3.9 t/ha more than in 2021 (46.3 t/ha). Sugar beet yields were higher than the national average in the following regions: Lviv (64.5 t/ha), Ternopil (56.3 t/ha), Khmelnytsky (51 t/ha). However, with an increase in the yield level, the average sugar content of sugar beets at intake was 16.7%, which is 0.2% lower than in 2021 (16.9%). However, despite the increase in productivity, not all sugar factories that worked before the military operations started the sugar-making season in 2022. In 2022-2023, 23 sugar factories produced sugar in the conditions of military operations (in the previous period, 33 factories worked). The dynamics of the number of working sugar factories is shown in fig. 3.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

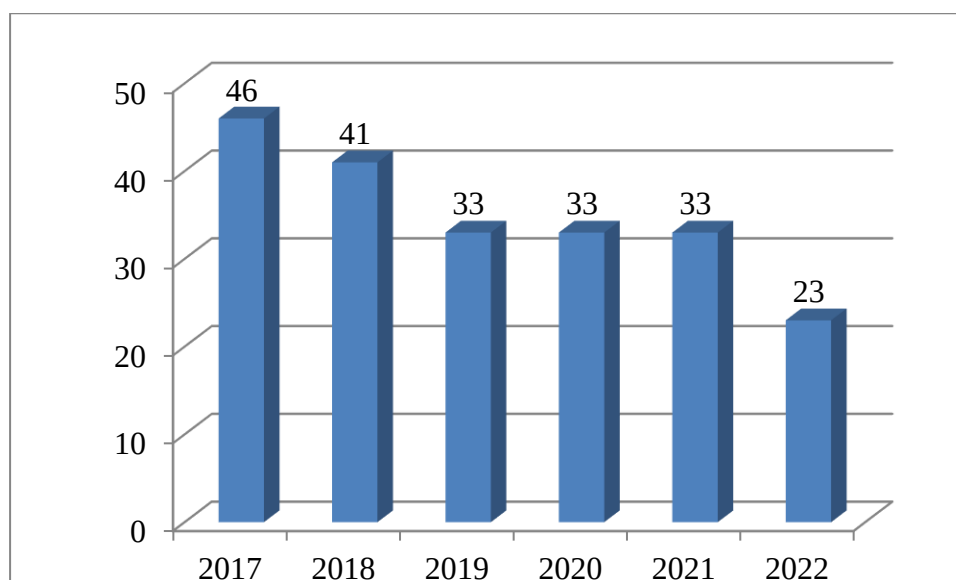


Figure. 3. Dynamics of the number of working sugar factories during 2017-2022.

Source: Systematized by the author based on National Sugar Association of Ukraine Ukrtsukor" [117]

Constant missile attacks on energy infrastructure facilities, which caused a shortage of electricity, an increase in the cost of gas and other energy sources, partial migration of the working population abroad, mobilization of personnel for the war in hot spots of Ukraine, mining of agricultural lands and occupation of part of the country and other challenges faced by the country and the sugar industry caused a reduction in the number of working sugar factories. [116, 119]

The average yield of sugar at 23 operating sugar factories in Ukraine in 2022 was 14.1%, which is 0.1% less than in 2021 (14.2%), although in 2019 the figure was 15.1%. In 2022, almost 9 million tons of sugar beets were processed, which is more than 1 million tons less than in 2021 (2021 - 10.15 million tons; 2020 - 8.7 million tons; 2019 - 9.84 million tons). There are 23 sugar factories that produced sugar, the supply of which was formed on the market and shown in fig. 4.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

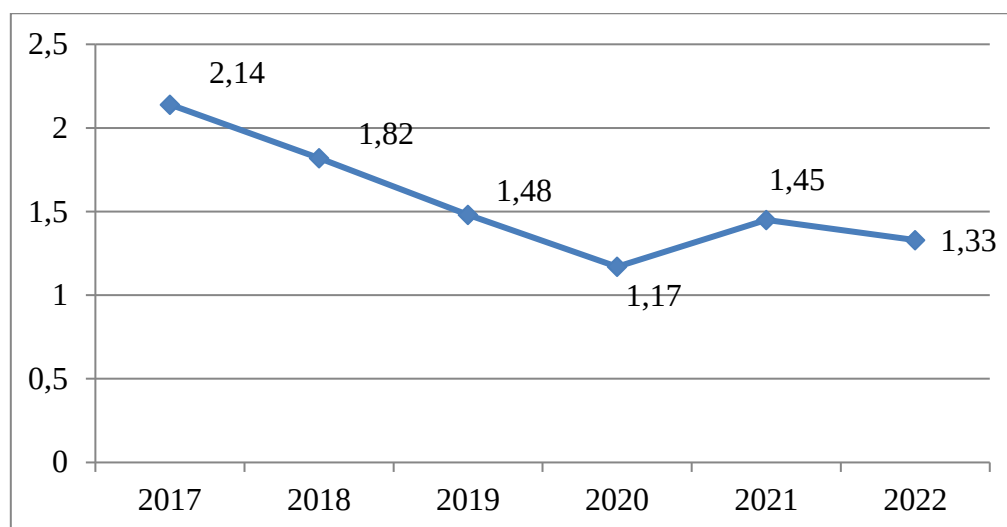


Figure. 4. Volume of sugar production during 2017-2022, million tons

Source: Systematized by the author based on National Sugar Association of Ukraine "Ukrtsukor" [117]

The shortage of electricity, the constant increase in the prices of raw materials, materials, components and other resources directly affected the production of sweet goods. Sugar production for 2022/23 MR was 1.33 million tons, which is 120 thousand tons less than in 2021/22 MR (1.45 million tons; 2020/21 MR — 1.17 million tons, 19/20 MR — 1.48 million tons of sugar).

During the 2022/23 fiscal year, 9 enterprises produced sugar from sugar beets of 50,000 tons or more, of which 4 plants produced 100,000 tons or more. The largest amount of sugar from sugar beets (per one enterprise) was produced at the enterprise located in the Lviv region — almost 160,000 tons. This enterprise was the winner last year as well with 135,000 tons, processing almost 1.1 million tons of sugar beets. The yield of sugar was 14.4%. The largest sugar factories of Ukraine are shown in fig. 4. From those shown in fig. 4 sugar factories, 12 are part of vertically integrated structures - agricultural holdings, 11 sugar factories work independently. Regarding the operating conditions of these factories under martial law, it should be noted that the factories of Radekhiv Sugar LLC,

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

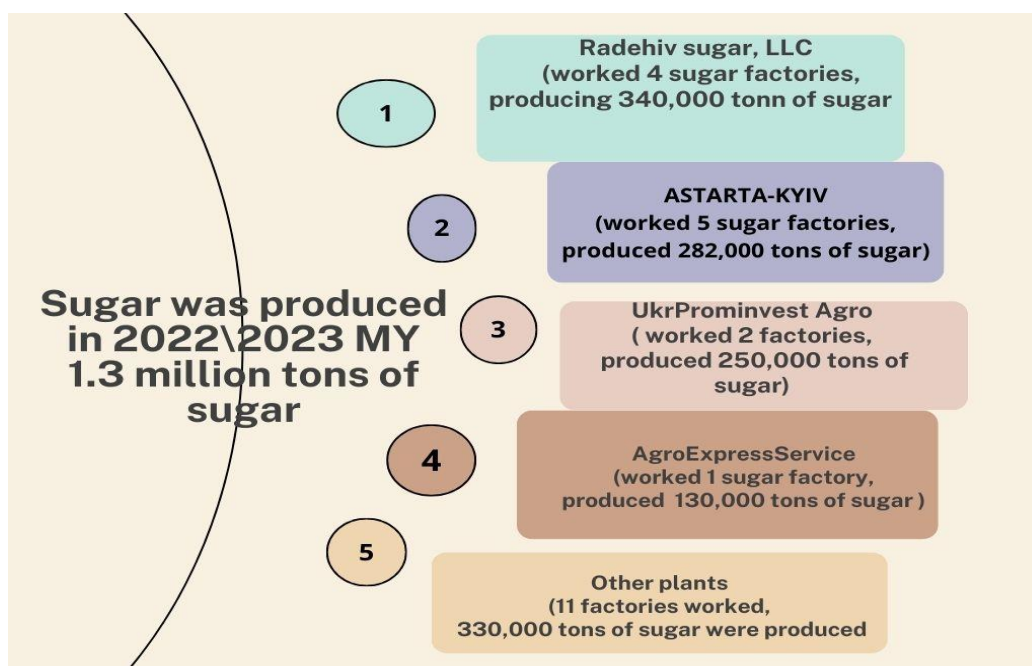


Figure. 5. Dynamics of sugar production by sugar enterprise in 2022.

Source: Systematized by the author based on National Sugar Association of Ukraine "Ukrtsukor" [117]

Shown in fig. 5 companies provide a total of 66% of the marketable sugar supply in the domestic market of Ukraine.

An important component in the system of marketing analysis of enterprises in the sugar industry is the analysis of price policy. Questions related to sugar prices and its cost are extremely painful. Indeed, after February 24, 2022, the prices of food products increased by 23.1%, while the price of sugar increased by 19.3%. In February 2022, the average price of sugar in large supermarkets of the country was UAH 26/kg, and in August it was UAH 31/kg (+19% compared to the previous price). A price increase of UAH 5/kg should not become critical for the final consumer, at the same time, the increase in the cost of sugar is even lower than the general Ukrainian food inflation. However, this is not positive for sugar enterprises, because 83% of the component cost of sugar consists of expenses that the sugar factory cannot influence. Such expendable components, including during the war, became:

- 1) raw materials, as the main component in the production of sugar, have risen in price by 78% over the last three seasons;

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

2) the cost of gas for sugar enterprises has increased by 570% (5.7 times) over the past three years;

3) import dependence (purchase of sugar beet seeds, beet-harvesting equipment, forced conversion of sugar factories with modern imported energy-efficient and progressive equipment), which ultimately leads to an increase in the price of the final product and devaluation of the hryvnia.

All the above components are included in the cost structure of sugar production, which also increases during military operations. Cost structure of sugar production for 2022. shown in fig.6.

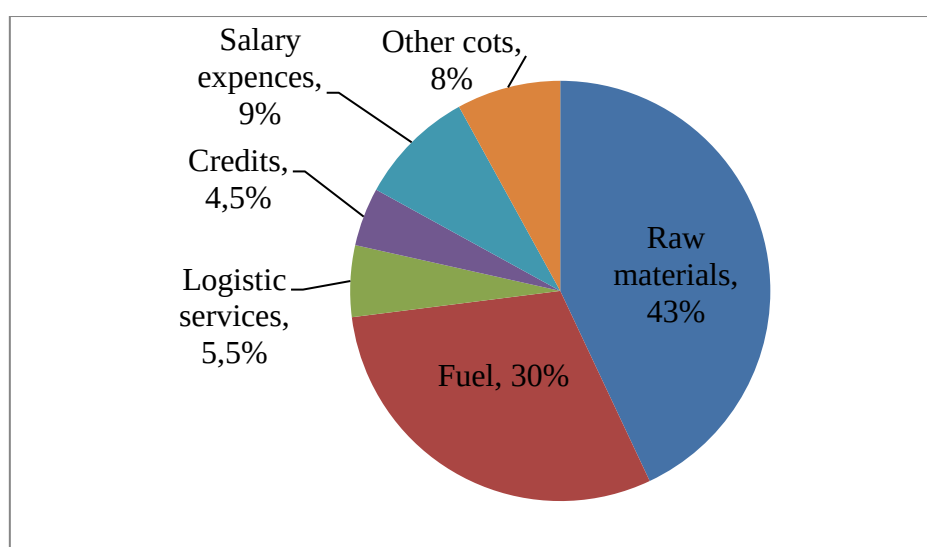


Figure 6. The structure of the cost price of sugar by sugar factories in 2022.

Source: Systematized by the author based on National Sugar Association of Ukraine "Ukrtsukor" [117]

The cost of production is the starting point for forming the price of sugar and one of the main criteria that consumers are guided by when buying sugar. The cost price is the basis for the formation of wholesale prices for the main consumers of sugar factories, as well as retail prices for the population. As of the end of 2022, the cost of sugar production by sugar factories was about UAH 18,000/ton, which is almost at the level of profitability. Since the wholesale price at each enterprise is a commercial secret, it is worth considering the retail prices for sugar by weight and packaged in a volume of 1 kg in the largest retail chains of Ukraine.

The dynamics of retail prices for packaged sugar is shown in fig. 7.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

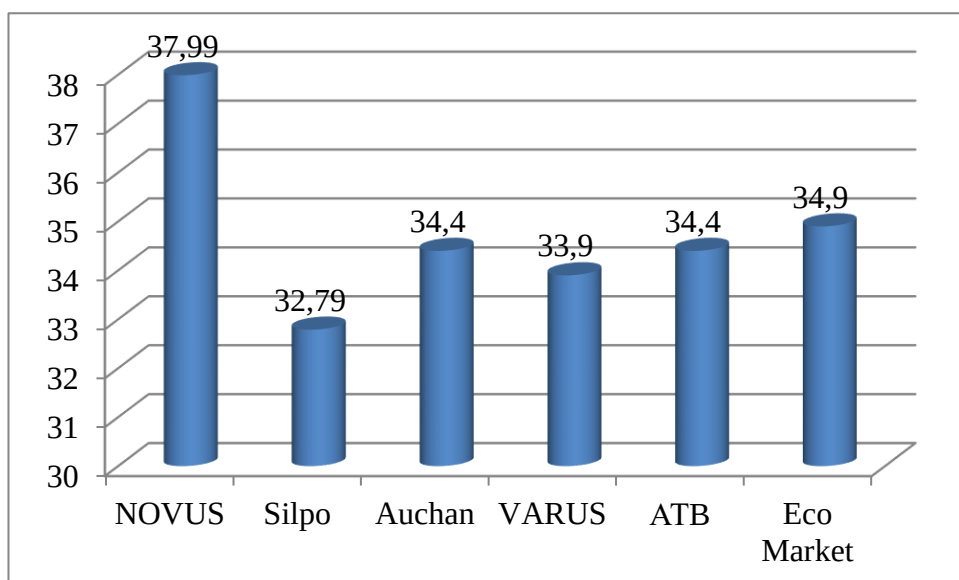


Figure 7. Retail prices for packaged granulated sugar in Kyiv retail chains in July 2023, UAH/kg

Source: built according to the website "Go to Shop" [119]

Since each retail network is characterized by its level of marketing development, works in a clearly selected market segment with a clear positioning in it, it is worth noting that not all retail networks offer consumers the opportunity to purchase sugar by weight. Therefore, it is worth noting the retail prices for sugar by weight in those retail chains of the capital that offer it to their customers (fig. 8).

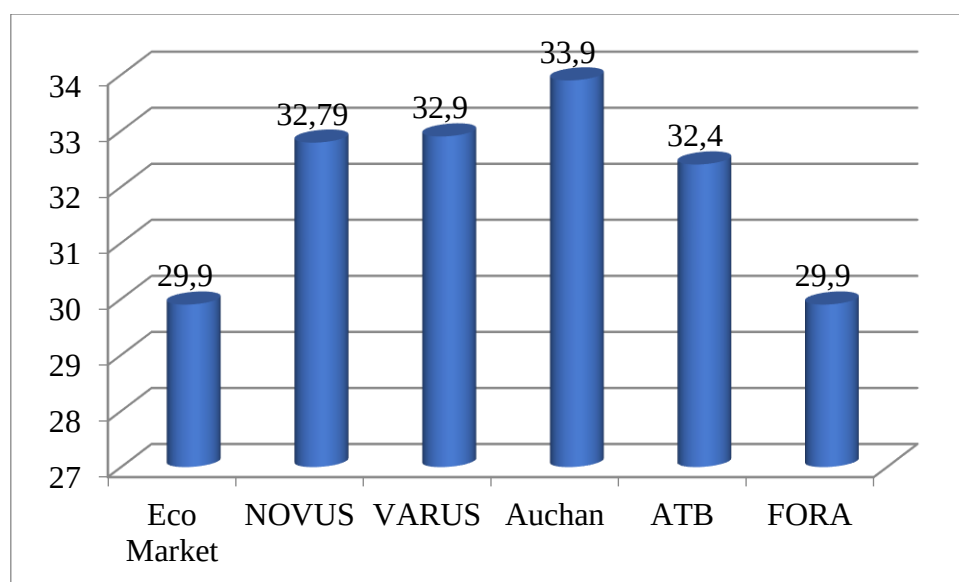


Figure 8. Retail prices for granulated sugar by weight in Kyiv retail chains in July 2023, UAH/kg

Source: built according to the website "Go to Shop" [119]

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

As a result of the above information, it is worth noting that retail prices for packaged sugar are 5-10% higher than the weight, which is traditionally explained not only by the costs of production and delivery to the point of sale, but also by the costs of packaging and packaging.

However, it is also worth remembering that the starting point for retail prices is the wholesale price of sugar by sugar factories, the change of which by sugar factories is caused by an increase in costs for:

- natural gas;
- the increase in costs for sugar beets and auxiliary consumables that ensure the technological process;
- maintenance of the working condition of fixed assets for the uninterrupted operation of the sugar factory;
- the operation of a large agro-industrial complex, which employs a large number of workers during the season. [120]

Due to a mediocre sugar beet harvest in Europe and high fuel costs, we currently have high sugar prices, which is why this market is so interesting to our producers, despite the significant logistics costs.

In addition to the above, it is worth remembering that thousands of workers participate in the production of sugar and a significant amount of resources (materials) are involved, which become more expensive every day and thus increase the final price of the sweet product. As for the price of sugar, as of July 2023 unfortunately, there are no prerequisites for its reduction. However, experts and manufacturers do not predict a significant price increase.

First of all, Ukrainians should not panic and buy sugar, so as not to harm themselves and create an artificial shortage of this product and, as a result, cause an increase in its prices and unnecessary nervous tension in society.

An important component of the marketing analysis of sugar industry enterprises is the sales activity - the sale of sugar. As for the characteristics of sales activities, it is worth specifying the main channels of sugar sales by sugar industry enterprises.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

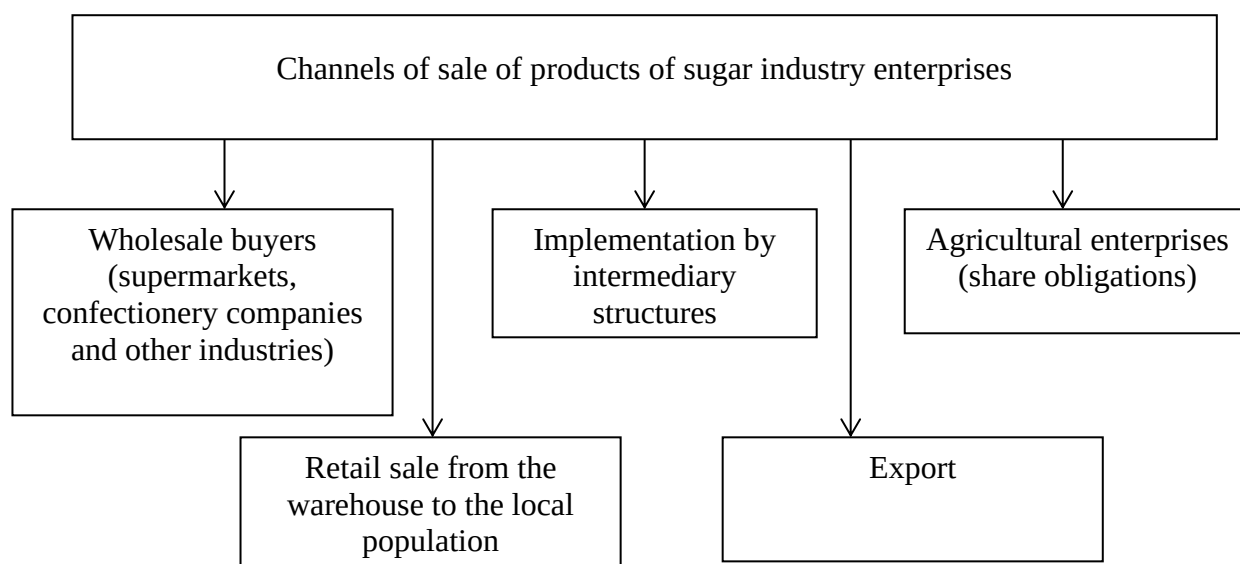


Figure 9. The main channels of sale of sugar by enterprises of the sugar industry during the war

Source: Systematized by the author based on National Sugar Association of Ukraine "Ukrtsukor" [117]

One of the most important and necessary sales channels for sugar is export, which is especially important for the sugar industry during the war. As of January 1, 2023, Ukraine exported 185,000 tons of sugar (in 2022). Currently, Ukraine has a free trade zone with Europe and we are allowed to export sugar in unlimited quantities. Previously, we could export 20,000 tons of sugar to the European Union. If they exceeded this limit, they had to pay a duty of €300. After a full-scale invasion, this big competitive market has been opened up to us and we can sell sugar without restrictions.

The main sugar exporting countries are mainly the countries of the European Union. Most sugar is exported to Romania and Poland. Perhaps due to the fact that sugar is transshipped there and then it goes to other EU countries. However, we already have direct deliveries to Italy, Spain and Bulgaria. Even final consumers of sugar enter the Ukrainian market and look for producers who can provide them with a certain batch. Therefore, sugar producers need to hold these markets now so that the customer gets used to our sugar. And in general, the increase in exports will only stimulate the industry to increase crops in 2023.

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

The main component of sugar sales is demand research. That is why it is advisable to analyze the volume of demand for sugar in the domestic market (table 2)

Table 2

Characteristics of sugar demand in Ukraine: pre-war and war periods,
thousands of tons

Indexes	Marketing year		
	2020/2021 MY	2021/2022 MY	2022/2023 MY
Internal consumption*	1380	1050	440
Export	71	59	220
Demand, total	1451	1109	660

*Not taking into account the temporarily occupied territory of the Autonomous Republic of Crimea and the city of Sevastopol, as well as the occupied territories in the Donetsk and Luhansk regions

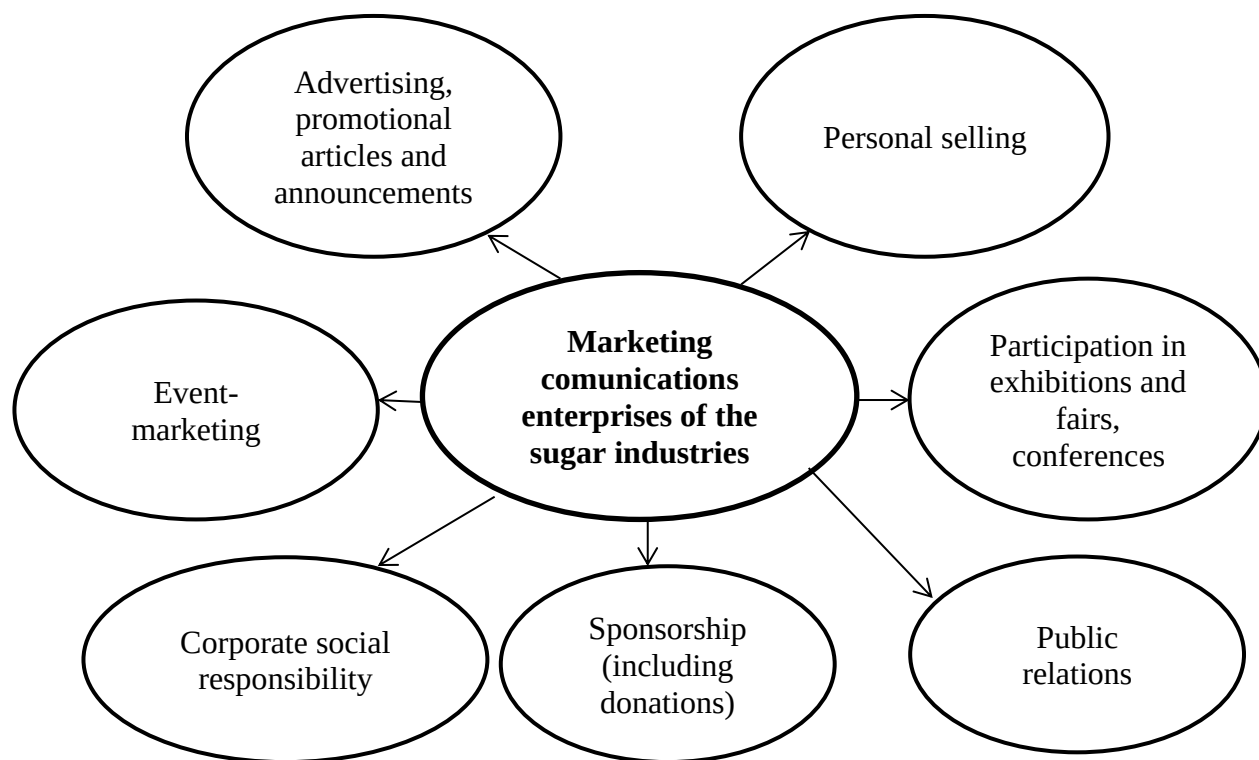
Source: Systematized by the author based on the National Committee of Statistics of Ukraine [118]

In connection with the high price of sugar in Europe and the unlimited quota for Ukrainian sugar producers, the export of sugar was opened. As of July 2023, there is no reason to set an export quota, because there is enough sugar for the country's domestic needs, especially during periods of increased demand, and for exports. Export of sugar to European countries has become profitable for sugar producers, because in conditions of insufficient amount of sugar there is demand and high price for the product, and during the war this situation is beneficial for Ukrainian sugar companies due to the possibility of maximizing profits.

An equally important component of the marketing activities of sugar industry enterprises is the use of marketing communications, especially during martial law.

Sugar industry enterprises are characterized by the use of separate means of marketing communications. Although this process is not at the highest level, it is important. Marketing communications significantly expand awareness of the

enterprise, increase its competitiveness and importance at the regional and local levels, create a positive image and improve the existing one. The most common types of marketing communications used by enterprises in the sugar industry are shown in Fig. 10.



Figrky 10. Use of marketing communications enterprises of the sugar industry

Source: Systematized by the author based on National Sugar Association of Ukraine "Ukrtsukor" [117]

Regarding the use of marketing communications by enterprises in the sugar industry, it should be noted that the types and frequency of their use depends on the financial capacity of each enterprise and its popularity on the market. However, it is worth noting that all sugar enterprises operate in the industrial market, therefore all marketing communications are directed in most cases to the industrial client.

The war in Ukraine made adjustments to the use of communications in the agro-industrial complex, including in the sugar industry. From February 24, 2022 to July 2023, the volume of communication budgets of sugar enterprises sharply decreased both at sugar factories that are part of the structure of agricultural holdings, and those

MARKETING ACTIVITIES OF ENTERPRISES OF THE AGRO-INDUSTRIAL SECTOR IN THE CONDITIONS OF WAR

that are not part of them. In most enterprises of the sugar industry, the communication policy is focused on the use of sponsorship, namely, donations to the Armed Forces of Ukraine, material and humanitarian aid for the military, as well as for the population that remained living in temporarily occupied territories and zones of active hostilities are most often used.

In connection with the war, the enterprises of the sugar industry are actively developing humanitarian projects, which are directed both to help and contribute to the formation and maintenance of a positive image of the company. A striking example was the humanitarian project "Common Help UA" of the agro-industrial holding "Astarta-Kyiv" and the charitable foundation "Believe in Yourself". The participants of this project combined all opportunities, resources and connections in order to restore the full life of Ukrainians. During the period of the project's existence, from March 14, 2022 to July 14, 2023, 29,700 tons of humanitarian aid were provided, the financial assessment of charitable contributions and humanitarian aid for the specified period amounted to 754.5 million dollars, more than 831,000 evacuees and residents from hot spots received assistance, 500 social and medical institutions received assistance.[121]

According to the results of the given material, it should be noted that in the war conditions, the production and marketing activities of sugar factories and other enterprises of the industry are at a high level, of course, with adjustments made for military actions in the commodity, price, sales and communication policies, taking into account the turnover and immigration of personnel, but it is happening.

As of today, we must thank the sugar workers who, despite the sirens, anxiety and vagaries of nature, continue to work. Agribusiness is, in fact, the second front today. And sugar producers, in addition to supplying the domestic market with sugar at one hundred percent, also generate significant inflows of funds to the country's budget at the expense of exports.