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8. State regulation is an important factor in improving the efficiency of the fruit and vegetable market

Reforms in the agricultural sector have brought significant changes to the economic conditions of the fruit and vegetable industry, which has led to fundamentally new relations between producers and consumers, and a decrease in the level of consumption of fruits, berries and vegetables by the population.

Over the years of political, organizational, and economic restructuring, fruit and vegetable growing has experienced significant negative processes that have led to the loss of profit and bankruptcy of a significant number of enterprises and the country's dependence on imports of fruit and vegetable products of often poor quality.

The peculiarity and complexity of the current agrarian reform is caused by the lack of a well-grounded set of solutions to the problems of sustainable development of the fruit and vegetable industry and the formation of its effective mechanism.

In this regard, there is a need to identify the essence, criteria and methodological approaches to the mechanism of functioning of the fruit and vegetable industry.

The peculiarity of a market economy is that none of the mechanisms is dominant. Despite this, many scholars have made a significant contribution to the concept of "mechanism". These are O. Onishchenko [239], I. Lukimov [237] and others.

According to academician I. Lukimov, the economic mechanism is a rather complex set of regulators that implement the components of national and market policies - monetary, currency, price, financial, banking and credit, payment, tax, customs, insurance, etc.

A. D. Dibrova believes that the mechanism is a holistic dialectical set of interrelated, interdependent and purposeful principles, functions, methods, forms and instruments of state regulation of the economy aimed at harmonizing the interests of economic entities of the state [233].

Scholars suggest that the main element that can influence the efficiency of the economic mechanism of any industry is the economic mechanism.

According to Y. Ilnytska, the economic mechanism is the main part of the economic mechanism of the enterprise, which includes economic methods, ways, forms and tools of influence on economic relations and processes [235].

J. Zavadsky believes that the economic mechanism is a component of the economic mechanism, which includes economic incentives (state economic incentives for production and material incentives for labor) and levers (planning, self-sufficiency, financing, conditions for the sale of products, production and maintenance, business conditions, various limits, production costs, profitability of production, etc. [234].

But more and more in the economic literature such a concept as organizational and economic mechanism is used, which has been paid attention to by the following scholars: O. Zakharchuk, L. Melnyk, V. Paskhaver, V. Andriychuk, P. Sabluk and many others.

According to A. A. Melnychuk, the organizational and economic mechanism of the fruit and vegetable market is a set of organizational and economic levers that form and regulate the procedure for carrying out the activities of business entities, as well as contribute to ensuring balanced relations between them [238].

The fruit and vegetable industry, as well as the national economy as a whole, has undergone profound socio-economic and technological transformations. A new mechanism of production functioning has emerged, in which market relations are becoming increasingly important.

The study of the ongoing processes and the identification of real trends in the development of this industry necessitate the expansion and deepening of methodological approaches to performance evaluation. It has become increasingly important to eliminate one-sidedness in assessing the choice of the most rational solutions.

In our opinion, the economic efficiency of the sustainability of the fruit and vegetable industry should be considered from the standpoint of increasing production, overcoming fluctuations in production, and in the required range of products.

To study the economic efficiency of the fruit and vegetable industry, it is necessary to select certain criteria.

A criterion is a qualitative assessment of efficiency that reflects its very essence. It must meet at least two methodological requirements: objectively reflect the ratio of the real effect of production and available economic resources ("output - resources") and have qualitative homogeneity and quantitative comparability at all stages of the reproduction process[229]. Proceeding from the fact that small forms of economic activity in rural areas, as a rule, have a dual nature (purpose); firstly, the result (effect) of economic activity is intended to meet their own needs and, secondly, as a commodity part, is sold on the market. In the second case, small businesses act as entrepreneurial structures, with profit being the benchmark of their success. "It is profit," wrote Paul. E. Samuelson wrote, "it is profit that acts as a carrot and a stick, that controls the market mechanism, the market system makes profits and losses in order to stimulate the enterprise to produce the necessary goods efficiently" [229].

Summarizing the literature, we can identify two main requirements for the criterion:

1. Reflect the difference between the real effect of production and existing economic resources;
2. Have qualitative continuity and quantitative compliance at all stages of the reproduction process.

For a long time, the criterion of management effectiveness was the company's profit based on cash business, but times are changing. Many years of Western and domestic experience have proven that companies focused on profit for a given year or on ensuring profitability suffer from myopia. If the criterion for the effectiveness of management activities is the company's profit, this affects the decision-making policy, and since decisions are reflected in the cash flow, all management decisions affect changes in the company's cash inflows and outflows [232].

In order for the value of an enterprise to be a tool for a real increase in business efficiency, it is necessary to start managing it: to identify the factors that create a given competitive enterprise, to develop a real management plan that balances long-term and short-term goals and priorities, and to introduce cost-effective management elements at all levels of the company [233].

Management involves the regular implementation of targeted actions that ensure the achievement of maximum results with minimal resource expenditures. The main criterion of management effectiveness is the level of efficiency of the enterprise. It reflects the results of financing both the object (enterprise) and the subject of management (system), as well as the efficiency of the management process. Therefore, efficiency is increasingly becoming a measure of both production and management methods. The result of the enterprise's operation is inseparable from the activities and organization of the management system, which affects the effective functioning of the enterprise.

The economic efficiency of the enterprise management system is characterized by the results of its main activities and is determined by their comparison with the costs of performing management functions. By improving management activities while reducing their costs, the economic efficiency of the enterprise management system can be achieved. The effectiveness of the enterprise is expressed by one of the generalized indicators - profit or cost of production [232].

Efficiency is the effectiveness of business operations. The economic effect is an absolute indicator that characterizes the result of activity in monetary terms. In turn, economic efficiency is a relative indicator that allows comparing the effect obtained with the costs that must be incurred to obtain the planned effect[245].

Efficiency is defined as the following:

- evaluation of a certain result;
- compliance of the result (process) with the planned one;
- is a numerical characteristic of the satisfactory functioning;
- the probability of achieving certain goals [231].

In order to improve the efficiency of the agricultural sector at the regional level, domestic researchers propose:

- artificial formation of market infrastructure by administrative methods and at the expense of budget funds. Moreover, the feasibility of certain infrastructure elements proposed to be created (for example, a regional wholesale market) is assessed only in terms of its impact on trade intensification in a particular administrative region, but the need for a powerful concentrator of commodity flows in this particular point of Ukraine is not considered;

- creation of regional information systems (also under the guidance of government agencies);
- development of concepts of regional policy for the development of the fruit and vegetable industry [239].

In our opinion, the economic efficiency of the sustainability of the fruit and vegetable industry should be considered, on the one hand, as an order of factors influencing its development, on the other hand, as obtaining results based on the rational use of production potential, and on the third, as minimizing the costs of preventing negative environmental impact.

When assessing efficiency, it is important that the choice of a system of indicators objectively characterizes the state of economic and business activities of the enterprise. The assessment should focus on the rational use of production resources and the provision of food to the population in the required assortment and high quality.

In this regard, in a prolonged unstable economy, inflation, comparable prices and natural indicators should be used to determine efficiency.

Two subsystems are used to quantify the effectiveness of the formation of the economic and organizational mechanism for providing vegetable processing enterprises: subsystems of indicators of target efficiency and subsystems of indicators of resource efficiency (Fig. 1).

Indicators of satisfaction of the needs of the fruit and vegetable industry actors relate to the first subsystem, namely: producers of vegetable raw materials, fruit and vegetable processing enterprises, the state, investors, and consumers of vegetable products. The subsystem of resource efficiency includes indicators of the ratio between the value of the results obtained and the mass of resources used, i.e. productivity indicators.

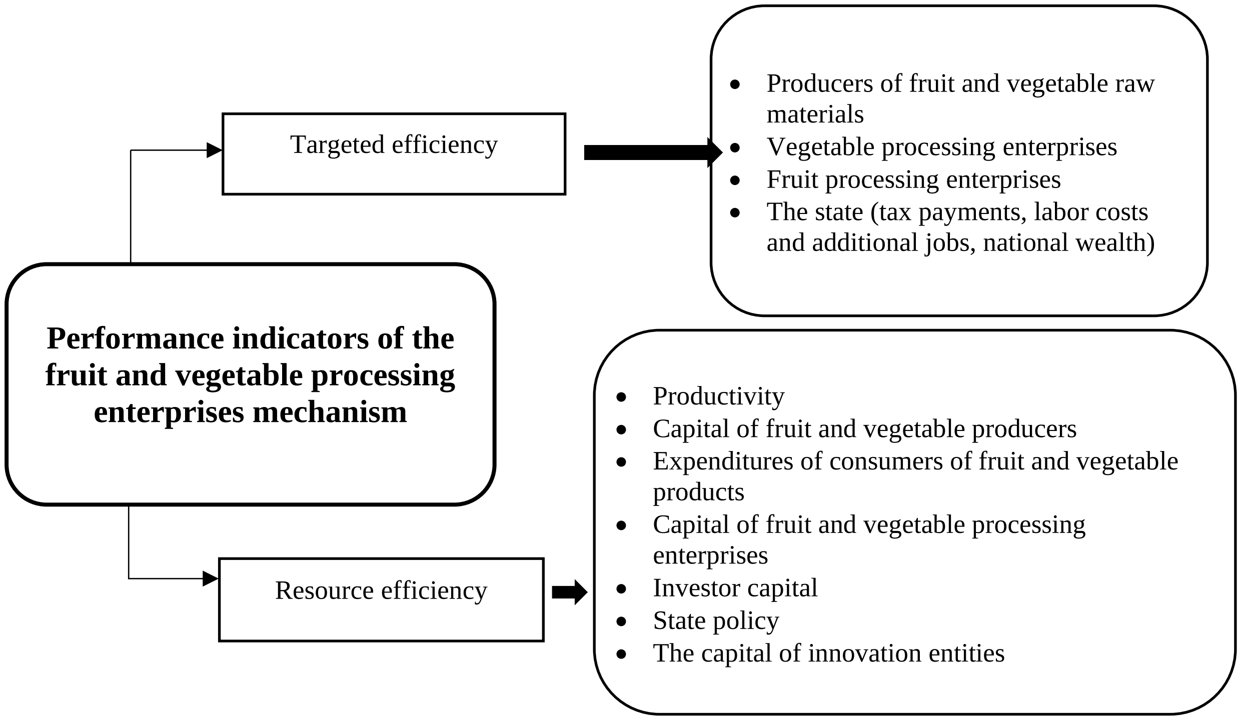

Figure 1 System of indicators of efficiency of the economic and organizational mechanism of fruit and vegetable enterprises

The author proposes the following as the main criteria for assessing the efficiency of the organizational and economic mechanism:

1. Increase in the production of fruit and vegetable products with continuous improvement of their quality characteristics;
2. Increase in profits and profitability;
3. Strengthening the competitiveness of domestic fruit and vegetable products in the market.

The economic efficiency criterion is reflected in the following formula [229]:

$$e = \frac{E \to max}{B \to min},$$

where e is the economic efficiency criterion;

E - economic result;

C - costs of achieving an economic result.

In economic science and practice, the efficiency of fruit and vegetable production is usually distinguished at the federal, regional, district and economic levels. At the state level, estimates of national economic efficiency are mainly used to account for: gross domestic product (GDP) production; profitability; labor productivity; profit margin; and the number of profitable and unprofitable enterprises.

We believe that a more complete system of indicators should be applied at the enterprise level (at the regional and district levels), taking into account the formation of cooperative and integration processes that allow for a deeper and more comprehensive disclosure of the dynamics, factors and level of efficiency of production and sales of products, as well as their quality.

For a more comprehensive assessment, we can distinguish four main groups of performance measurement:

- technological;
- economic;
- organizational;
- social.

The system of evaluation indicators should meet the following basic requirements:

- Establishing a close relationship between individual data, their comparability, and the dynamics of different levels;
- determination of evaluation indicators taking into account the time period;
- a comprehensive, scientifically based assessment of the use of production and labor resources, investments, fixed and current assets that affect the sustainability of enterprises;
- ensuring consistency between individual indicators and groups of indicators.

The functioning of the sectoral fruit and vegetable market depends on the reproduction, maintenance, and development of infrastructure conditions, as well as on ensuring sustainable prospects for fruit and vegetable security and increasing the income of producers.

The effects of economic transformations in the country, external conditions of influence on the fruit and vegetable industry and its processing sector should be taken into account: the ratio of prices for fruit and vegetable products and their processed products; inflation; forms of privatization and denationalization; organizational and legal forms of management; instability of production and economic relations, underdevelopment of market infrastructure; decline in public demand for fruit and vegetable products; deterioration of the demographic situation.

The problem of selling fruit and vegetable products is the boundaries of sales channels or obstacles to entering them, which significantly reduces the optimality of redistribution of the value of fruit and vegetable products between the organizers of the supply chain.

The methodology and assessment methodology should be based on the analysis of a system of factors: assessment of external and internal impact on the formation of the fruit and vegetable market and food security; analysis of the constituent elements of production potential; possible modeling of the formation of the fruit and vegetable market, taking into account the structuring of factors, development of options for optimizing the elements of production and consumption; regulation of economic relations.

Methodology in Greek means: μέυοδος - a way of research, a way of knowing, λόγος - science, word, doctrine. Literary sources define "methodology" as the doctrine of methods of cognition and transformation of reality, as well as a set of research techniques used in any science.

The methodological foundations for the study of the organizational and economic mechanism include principles, criteria, methods, and approaches. Factors and features of its formation, observance of which in determining the promising directions of its further development will allow to achieve the desired result (Fig. 2).

The methodological aspects of the development of the fruit and vegetable industry have been studied by such scholars as O. Rybakova, V. Shlapak, V. Barabash, O. Yermakov and others.

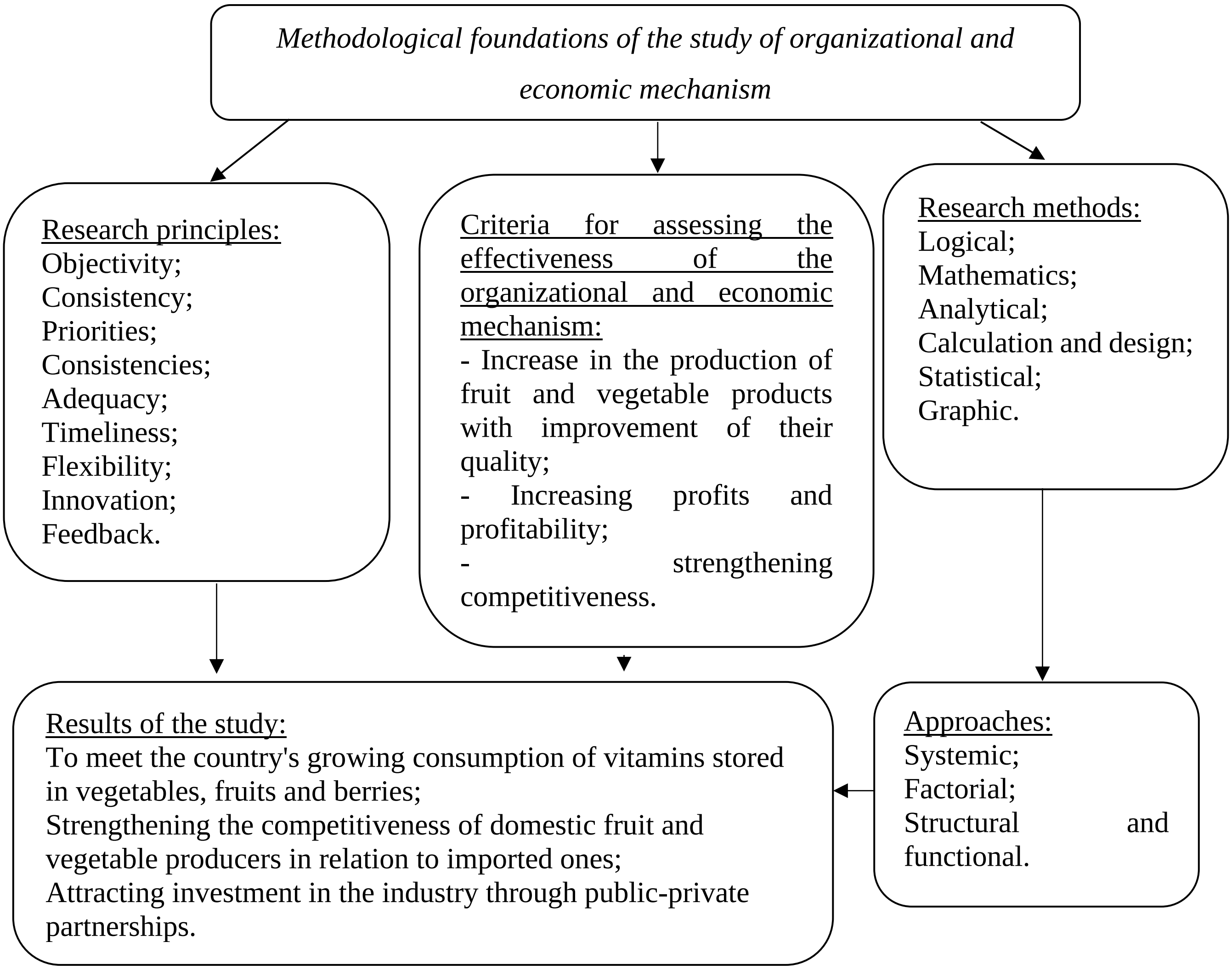

Figure 2 Methodological basis for the study of the organizational and economic mechanism *(summarized by the author on the basis of [234,233])*

In the methodological approach to assessing the sustainability of the fruit and vegetable industry, the author proceeds from the fact that each economic phenomenon, each process is often determined not by a single, isolated, but by a whole complex of interrelated indicators. In this regard, depending on the object of analysis, we have grouped all indicators into the following main blocks: organizational and economic level; logistics; production and sales; use of means of production and labor items; cost; profit and profitability; financial condition.

It should be noted that, in addition to the efforts of the fruit and vegetable industry itself to improve competitiveness and efficiency, better government support is needed.

We believe that it is advisable to create tactical and strategic goals for fruit and vegetable producers and intermediary enterprises by using certain principles to build a single sustainable chain.

In general, the implementation of the proposed directions for the development of the organizational and economic mechanism for the functioning of enterprises in the fruit and vegetable industry in modern conditions should contribute to the structural restructuring of production, provide motivation for highly productive labor and increase competitiveness.

Providing state support and building effective business relationships are important elements in the development of enterprises involved in the transportation, storage, processing, production and sale of fruit and vegetable products.

Methodological approaches and criteria for evaluating the effectiveness of the formation of the organizational and economic mechanism of enterprise functioning allow us to reveal in more detail the problem of improving the organizational and economic mechanism. In general, the implementation of the proposed directions of development of the mechanism of functioning of enterprises should contribute to the structural reorganization of the enterprise, provide motivation for highly productive labor and increase competitiveness. The carried out research provides an opportunity to solve further tasks on the formation of the organizational and economic mechanism of functioning of enterprises in the fruit and vegetable industry.

To develop the regional market for fruit and vegetable products and improve the efficiency of its functioning, it is worth using the positive practices of both the global agricultural market and a set of measures taken by state and regional authorities to stimulate this process.

By state regulation of the fruit and vegetable market, we mean a system of measures aimed at centralized influence of the state and regional authorities on the main elements of the market, such as supply and demand, sales conditions, quality control of fruit and vegetable products, infrastructure, etc. The concept of state regulation of the fruit and vegetable market arises from the fundamental principle of the market, according to which agricultural producers are guaranteed the possibility of free sale of all products.

The state regulation of the development of the economic potential of fruit and vegetable enterprises is to create and provide the state with legal, organizational and economic conditions for its effective development (Fig. 3).

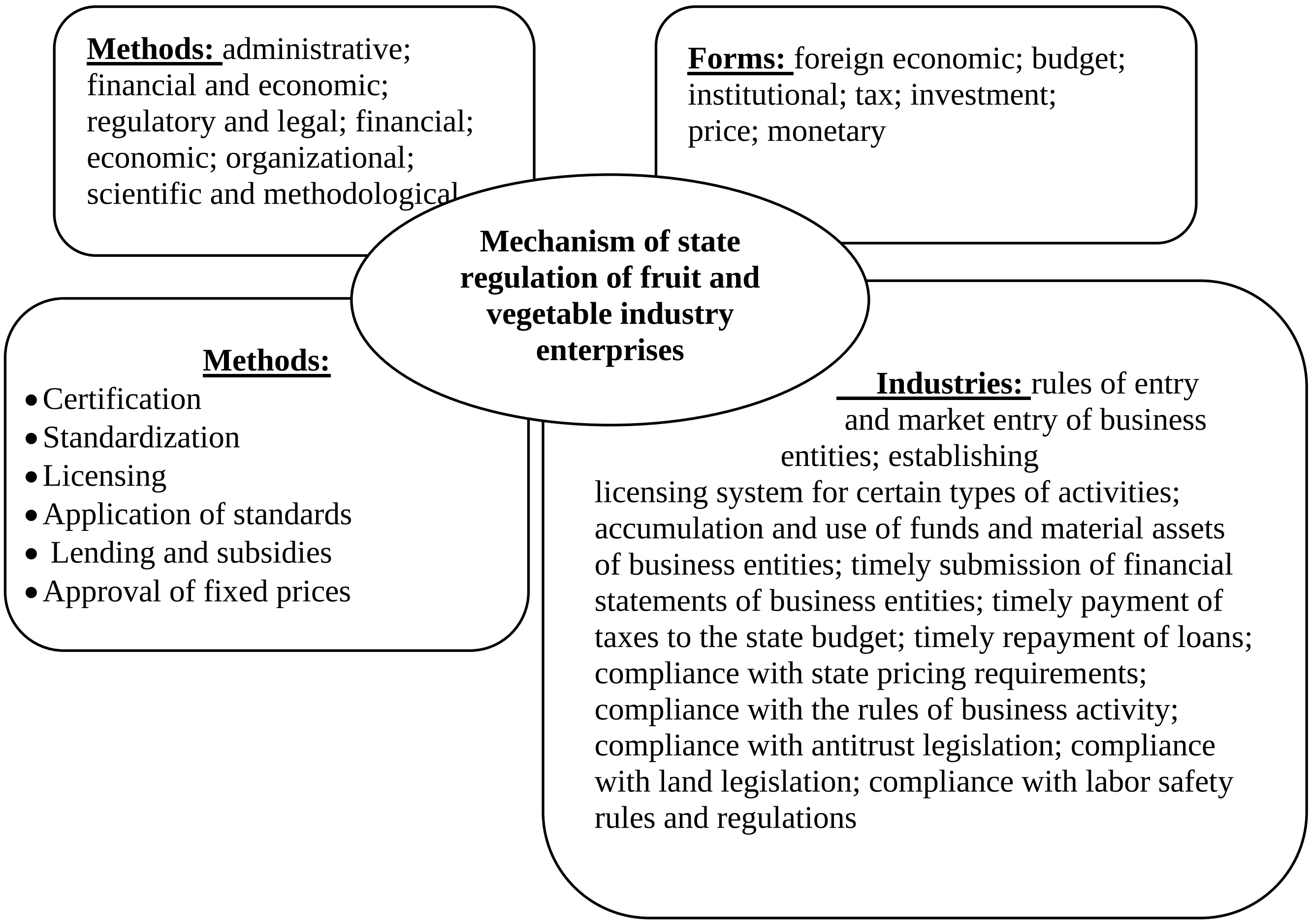

Figure 3 Mechanism of state regulation of fruit and vegetable processing enterprises

The task of the state authorities is to stimulate the formation of a market system for the sale and marketing of fruit and vegetable products. State regulation and regulation of the regional market of fruit and vegetable products are carried out in the following main forms:

- legislative, which provides for the adoption of special legislative acts that ensure equal conditions for competition and prevent the establishment of unreasonably high prices;

- tax and credit, based on the use of taxes and credits to support the production of fruit and vegetable products at the required level;

- Subsidized, which provides for the provision of state subsidies to agricultural producers of fruits and vegetables, allowing them to cover production costs

Implementation of state regulation of the regional market of fruit and vegetable products is necessary for:

- full provision of the population with quality fruit and vegetable products and their consumption at the level of scientifically based medical nutrition standards;
- stimulating growth in the production of fruit and vegetable products (increased supply in the regional market);
- stimulating an increase in the economic efficiency of production and profitability of enterprises engaged in the production and processing of fruit and vegetable products;
- guarantees of a certain level of income, which provides agricultural producers with the opportunity to accumulate funds for expanded production;
- protecting the domestic (regional) market from imports;
- development of market infrastructure.

In the country and its entities, the direct impact on the fruit and vegetable markets will be reflected in the following forms:

- regulation of prices and profits in the fruit and vegetable industry;
- direct commodity and procurement intervention by the state in the market;
- direct state involvement in the production and sale of fruit and vegetable products;
- Adoption of targeted state programs for the development of fruit and vegetable production;
- managing product quality through a system of standards, conditions and quality characteristics;
- lending and taxation;
- scientific support of the industry;
- legal and methodological support for state regulation of the fruit and vegetable market.

Regulated prices are set administratively - by the government, by decisions of the relevant regional state authorities. Price regulation also provides for the establishment of profit margins in the processing, harvesting and trading sectors to protect both consumers and agricultural producers of fruit and vegetable products.

In order to stabilize the fruit and vegetable market, the government makes procurement and commodity interventions. Direct procurement and commodity interventions are carried out by the state through a system of procurement organizations (state corporations, joint-stock companies, firms, etc.). Their activities are directly controlled by the state.

Procurement interventions are a means of supporting agricultural producers when they are unable to sell their products due to a decline in demand. Procurement interventions are also carried out when prices for fruit and vegetable products are below the minimum price. If there is a shortage of fruit and vegetable products on the market and prices rise above the maximum level, state agents organize the sale of products from the state reserves, i.e., carry out commodity interventions in the market. In this case, the state reserve fund can be replenished from the following main sources:

- procurement for state needs at guaranteed purchase prices for fruit and vegetable products;
- purchases on wholesale markets;
- purchases abroad (those types of fruits and vegetables that are in demand on the market but not produced in the country).

Along with procurement and commodity interventions, one of the forms of regulation of the fruit and vegetable market and support for agricultural producers is state participation in pledge operations with fruit and vegetable products.

The subject of pledge may be both already produced fruit and vegetable products and products of the future harvest. The state's participation in the pledge of fruit and vegetable products and raw materials consists in the allocation of budgetary resources; lending; budgetary allocations or lending necessary to compensate for the costs of storage and processing of fruit and vegetable products and raw materials acquired by the state.

The pledge of agricultural products and raw materials may be terminated at the initiative of the pledgor upon fulfillment of the obligation secured by the pledge or acquisition of the pledged agricultural products and raw materials into state ownership in accordance with the established procedure.

The pledged products and raw materials that have become the property of the state are used for state commodity interventions and the formation of state food funds for other purposes.

Direct participation in the production of fruit and vegetable products is carried out through state-owned enterprises or enterprises with state participation.

The quality of fruit and vegetable products is managed through standards depending on the end use of the products (fresh or processed consumption), which are developed according to appropriate methods.

Legal and methodological support for the system of state regulation of the regional market of fruit and vegetable products requires the following measures:

- development and formation of a system of state regulation of the regional agricultural market as a whole, as well as its main segments (the fruit and vegetable market in particular);
- development of methods and recommendations for calculating indicators used in the state regulatory system.

A prerequisite for the preparation of laws, legislative and regulatory acts and other documents to regulate the fruit and vegetable market should be a clear division of responsibilities between the state and domestic producers, as well as defined state powers. For each of the measures to be developed and implemented, it is necessary to determine the source of funding and the procedure for using the allocated funds.

In the transition to market relations and the abandonment of state planning of all sectors of agricultural production, the most effective tool for forming market structures and mechanisms for their regulation is targeted comprehensive programs covering not only production itself, but also other sectors of agricultural production in the region, as well as various aspects of production relations between them.

The program for the establishment and development of the food market of both Ukraine and its particular region should include measures to create the necessary level of supply (production) of agricultural products, measures to create market infrastructure, to maintain the profitability of agricultural producers at the level necessary for expanded production, the level of guaranteed prices and other organizational and economic measures necessary to organize the normal functioning of the food market. The program also provides for the amount of state budget funding, as well as various benefits and incentives provided to program participants.

Targeted comprehensive programs link most areas of state regulation into a single system, but at the same time do not exclude the independent use of other levers of state regulation, such as prices, financial and credit policy, taxes, etc. Targeted comprehensive programs are adopted for a limited period of 3-5 years.

Along with comprehensive programs covering the entire agricultural sector, development programs for its individual sectors and areas may be adopted.

In accordance with the adopted program, the system of state regulation of the supply of fruit and vegetable products on the regional food market should be aimed at achieving the following priority goals:

-ensuring stable economic and social conditions for the development of the agricultural sector of the fruit and vegetable market;

- formation of regional food funds;
- protection of the regional market from the external market (imports);
- integration of the market space;
- reducing the negative impact on the environment.

To achieve the set goals, the state intervention in the fruit and vegetable market should be carried out in the following main areas:

- state guarantees for the purchase of all products sold by agricultural producers on the market;
- introducing a system of regulated prices for fruits and vegetables;
- state subsidies for certain types of fruits and vegetables;
- state subsidies for the purchase of material and technical resources necessary for the normal functioning of the fruit and vegetable market;
- preferential lending and preferential taxation;
- funding research programs on breeding, seed production, and improving

production, processing, and preservation technologies for fruits and vegetables.

Speaking about the state's guarantees for the acceptance of all products, we note that this does not exclude the free entry of agricultural producers to the market, but only means that if a producer refuses to directly access market channels for one reason or another, the state guarantees the acceptance of its products at guaranteed prices (purchase and pledge prices). Thus, the guarantee of acceptance of products gives agricultural producers confidence in protecting them from bankruptcy, stimulates the growth of fruit and vegetable production, which ultimately contributes to the stabilization of the regional fruit and vegetable market.

The formation of a single market for fruit and vegetable products on the basis of mutually beneficial economic conditions, taking into account the territorial division of labor, is required:

- a unified price strategy for state support of agricultural producers for the entire territory of the state;
- abolishing any restrictions on interregional exchange of products in the fruit and vegetable market;
- government programs to support agricultural producers, especially those operating in unfavorable natural and climatic conditions;
- formation of state and regional food funds.

The existence of state and regional food funds is necessary, first of all, to accumulate inventories and intervene in the fruit and vegetable market. The state fund is also used to supply certain areas of the country, such as the northern regions, where fruit and vegetable production is impossible or extremely limited due to harsh climatic conditions. Regional food funds nowadays perform similar supply functions.

In today's environment, replenishment of state and regional funds should be based on the conclusion of contracts with agricultural producers for the supply of fruit and vegetable products. At the same time, the contract should be economically attractive for the producer. In this case, the following conditions must be met when concluding the contract:

- Guaranteed purchase prices for fruit and vegetable products should provide normal agricultural producers with conditions for expanded production;

- preferential loans and tax benefits, government support for agricultural producers through relevant programs, which specifically stipulate the conditions for the allocation of various grants, subsidies, and subventions upon fulfillment of the terms of the contract.

It should be noted that similar requirements may be formulated in relation to other sales channels available to state regulation.

State support and protection measures for agricultural producers should help to reduce production costs and redistribute profits from the sale of the final product rather than increase retail prices. In this case, measures aimed at reducing the cost of material and technical resources, transportation tariffs, and the use of various forms of compensation will be more effective. Such a mechanism will be effective at the first stage, until certain relations between agriculture and other sectors and areas of agro-industrial production are established. However, this approach does not exclude, but rather provides for the use of guaranteed prices for the procurement of products that cannot be sold at market prices, commodity purchases, interventions and other forms of regulation of the fruit and vegetable market.

Another group of measures aimed at normalizing economic relations in the fruit and vegetable market is related to the formation of the wholesale link of the food market. In today's environment, the small retail sector is developing rapidly, diverting huge financial resources from the normal circulation of money capital.

The system of wholesale food markets should cover all levels: state, regional, and local. Wholesale markets will perform their functions at each of them. At the same time, it is extremely important that agricultural producers everywhere participate in the market, as a rule, in organized associations, mainly of the cooperative type. In our opinion, in this case, agriculture will have more opportunities to receive a part of the profit from the sale of final products.

Given that these are markets for specific types of products, such as the fruit and vegetable market, it is also advisable to create appropriate combinations: vegetables, fruits, processed products, and others. This process should start from the basics, from direct agricultural producers, and require government support at both the regional and national levels. First of all, it is necessary to have the state participate in financing the creation of capital-intensive infrastructure facilities for wholesale food markets: storage facilities, transportation, and information support.

One of the important problems in agricultural production today is also the relationship between agriculture and the processing industry. The analysis showed that the share of agricultural producers in the final price of the product is unacceptably small and does not reflect the real contribution of all participants in the food chain "from field to store."

In the current situation, we see a way out in changing the forms and content of economic relations in the agro-industrial complex, the main participants of which are agricultural producers and processing enterprises. They are in a single technological chain, working for a single end product (result), so their interests must be harmonized. This task is difficult to solve without active government intervention. There are many options here, one of which is the creation of various associations and cooperatives on the basis of partial participation in order to pool resources and attract investment. The direct members of the association are enterprises that process fresh fruit and vegetable products and nearby horticultural and vegetable farms.

An agreement on joint activities related to the purchase of fruits and vegetables, their processing, storage, and sale may serve as the basis for an association that ensures that the interests of all its members are respected.

The main point in regulating relationships is the economically justified distribution of the share of the cost of the final product among all participants. Such distribution should be based on a methodology that takes into account the standard capital, material and labor intensity of production in each of its links.

State regulation of the fruit and vegetable market can be effective only if it is carried out on a legal basis. The adoption of legislative and regulatory acts, resolutions of the Cabinet of Ministers of Ukraine, namely the State Contract of the Ministry of Agrarian Policy "On the State Contract and State Order for Agricultural Products, Raw Materials and Food", contributes to solving this problem to some extent [243].

This contract provides for the establishment of general legal and economic norms for the formation, placement and use of orders for the purchase and supply of agricultural products, raw materials and food, including fresh vegetables and fruits, as well as their processed products for state needs on a contractual basis. The contracts are based on prices guaranteed by the government and executive bodies of the entities, which ensure that producers cover production costs and receive a profit sufficient to expand production. Partial prepayment under the concluded contracts and price indexation are provided for. Various privileges for producers supplying products to the state and regional funds, as well as sanctions for breach of contract, have been established.

All these and other provisions of the law create a minimum stabilizing framework for the fruit and vegetable market, but unfortunately, the government is not yet fully implementing it.

Currently, purchases of agricultural products, raw materials and food for state needs make up a small percentage of total production.

Another important law that addresses this issue is the Law of Ukraine "On State Support of Agriculture of Ukraine" adopted by the Verkhovna Rada. The law stipulates that state regulation ensures the economic influence of the state on the production, processing and sale of agricultural products, raw materials and food, as well as on production and technical services and logistics of agricultural production. The law identifies the following forms of influence: state guarantees of price parity for agricultural products and agricultural inputs and services, sale of agricultural products at least at guaranteed prices, financing of fertility restoration measures, development of social infrastructure in rural areas, preferential lending, partial compensation of costs for fuel and energy resources, mineral fertilizers, mixed fodder, and preferential taxation of agricultural producers.

The Law pays special attention to the state regulation of lending and subsidizing agricultural producers. Analyzing the provisions of the Law "On State Regulation of Production and Circulation of Ethyl Alcohol, Cognac and Fruit Alcohol, Alcoholic Beverages and Tobacco Products" and the Law of Ukraine "On Supply of Products for State Needs", it can be noted with great confidence that these documents address many complex and ambiguous issues in the Ukrainian agro-industrial complex that arose during the transition to market relations. But, as we have already mentioned above, state regulation of the fruit and vegetable market should be carried out both at the national and regional levels. Therefore, it is very important that the state executive bodies, together with the executive authorities, take all possible measures to implement the main provisions of the Laws being adopted.

Regional regulation of the market of fruit and vegetable products in modern conditions should use all existing mechanisms to increase the real responsibility of public authorities for fulfilling their obligations to regulate both the regional food market as a whole and its main segments, to perform functions of protecting the domestic market and controlling the quality of imported products, regulating prices and timely public procurement, stimulating scientific and technological progress in the agro-industrial complex, preventing the destruction of the material and technical base of agricultural products, and preventing the destruction of the agricultural sector.

Summarizing the research, it is clear that the scheme of information, product and money flows in the marketing service of rural producers is not sufficiently rational. Therefore, the main task was to create a scheme in such a way that it would be based on a combination of efforts of processing enterprises by industry, located within several adjacent districts. The article also presents a scheme of information, product and cash flow in the marketing of small rural processing enterprises. Existing proposals for the formation of a scheme of interaction between various services of processing enterprises for the purpose of attracting investment cannot be considered effective. The solution to this problem is to improve it so that the interaction of departments is carried out taking into account the principle of decentralization of management. To do this, a number of stages are used, which are presented in the organizational flowchart. In order to improve the performance of fruit and vegetable enterprises, there is a need for consulting activities, the creation of agricultural cooperatives, the availability of highly qualified personnel and the improvement of domestic practice.