

4. Marketing and logistics approach to the functioning of agri-food markets in conditions of instability

4.1. The impact of government marketing on the functioning of of Ukraine's agri-food markets in the face of instability

Given the existing imbalances in the development of national commodity markets, in particular, between production and consumption, intersectoral distribution of value added, the raw material nature of domestic exports and imports of processed goods, etc., there is a need to introduce mechanisms, measures and instruments for selective regulation of vertically adjacent commodity markets that allow for the efficient use of the resource potential of the national economy. Under conditions of instability, traditional methods and tools for regulating economic systems are ineffective. Unpredictable changes in the external environment prompt the development of new mechanisms and measures for selective regulation of the functioning and development of vertically adjacent commodity markets based on preventive and protective, adaptive and marketing approaches.

The marketing approach in the context of the development of the theory and mechanisms of public administration is considered in the works of O. Agarkov, M. Belyavtsev, A. Druhovv, M. Oklander, M. Porter, K. Romanenko, E. Romat, V. Shcherban and other researchers.

State marketing has an adaptive nature, i.e., the ability to anticipate changes in the internal and external market environment and to adapt the processes of economic policy implementation to them. The integration of a set of public marketing instruments into the system of mechanisms and measures for selective regulation of commodity market development in Ukraine requires their adaptation to the specifics of certain markets and Ukrainian realities. Existing scientific research on the marketing component of public administration is mainly theoretical. Accordingly, there is a need

for applied research in the area of public marketing as a component of selective regulation of the development of national commodity markets.

In the context of instability and variability of the external environment, one of the innovative instruments of state selective regulation, successfully used by foreign countries, is *public marketing*. The DM paradigm, which arose at the intersection of public administration and marketing theories, is relatively new in economic theory, the study of which is accompanied by scientific discussions of scientists [1, 2, 3, 4, 5]. The marketing paradigm in public administration is focused primarily on identifying, forming and meeting consumer needs. According to R. Lawson, at the macro level, "consumer behavior is considered from the point of view of the impact of the consumption process on socio-economic conditions within society. Prediction of consumer behavior is used ... to formulate social policies aimed at improving the efficiency of the market system" [5, p.191].

In the context of a modern socially oriented society, the strategy of sustainable development of the national economy, civil society and the state, focused on ensuring the growth of the level and quality of life of the population [6], public administration should be marketing in its methodology. The basis of public marketing is the identification and realization of the socio-economic interests of consumers (citizens), which is, in general, the ultimate goal of the state. The market interpretation of state functions on the basis of the priority of their marketing component was developed by M. Porter [4]. The main thesis that M. Porter laid down in the basis of the concept of state marketing is that "promising competitive advantages are created not from outside, but in *domestic markets*, respectively, state marketing is needed, first of all, within the country to achieve its main goal - to ensure the competitiveness of the country and its individual sectors of the economy". This position is particularly relevant in today's environment of instability, when there is a need to use new adaptive tools of public administration of national commodity markets.

The comparative characteristics of micro-marketing and public marketing in the market dimension are shown in Table 1. Compared to the goals and objectives of marketing at the level of an individual enterprise, the goals and objectives of

government marketing are much larger and more complex. While micromarketing promotes a fairly narrow product range, at the state level it is multi-vector, which requires an integrated approach to meeting consumer needs. The main goal of state marketing has a dual social and production dimension and involves, on the one hand, identifying, forming and satisfying consumer needs, and, on the other hand, stimulating producers to meet demand rationally.

**Table 1: Comparative characteristics of micro-marketing
and public marketing in the market dimension***

Signs	Micro-marketing (enterprise marketing)	Government marketing
1. The main objective	1. Satisfying consumer demand for certain goods to maximize profit	1. Identification and formation of consumer needs and ways to meet them 2. Stimulating domestic producers to meet rational demand
2. Objectives.	1. Increase in the market share of the entity 2. Development of new sales markets 3. Building effective sales networks 4. Diversification of the product range 5. Strengthening competitive advantages, etc.	1. Increase the competitiveness of national producers 2. Stimulating domestic exports of processed goods with added value 3. Supporting domestic exporters to develop new foreign markets 4. 4. Balanced import substitution of goods, etc.
3. Subjects of regulation	Business entities (enterprises)	State
4. Objects of regulation	1. Product range 2. Pricing. 3. 3. Target segments of commodity sales 4. Sales volumes of goods 5. 5. Channels of goods movement, etc.	1. "Gaps" in commodity and financial flows between the consumer and distribution and sales sectors of the commodity market 2. Resource-forming sectors (growth points) in the system of related commodity markets
5. Dominant interests	Entrepreneurial economic interests	Economic interests of the state, as a carrier of public interests
6. 6. Essential characteristics	1. Consumer orientation, the formation of strategic and social and ethical marketing 2. Adaptive nature (reactive and proactive marketing) 3. Maintaining product quality and competitiveness 4. Organization of the goods circulation system	1. Social orientation of public marketing 2. Adaptive nature of state marketing 3. Coordination and harmonization of the development of related and connected commodity markets 4. Spatial and temporal balancing of supply and demand of goods in the systems of adjacent markets 5. Mostly indirect influence of government agencies on the parameters of market reproduction processes
7. Period of implementation of the tools	Short- and medium-term	Medium- and long-term
8. Marketing technologies	1. Analysis of the external environment 2. Segmentation of the consumer sector of commodity markets 3. Alternative choice of target markets 4. Planning of commodity sales 5. Goal tree, etc.	1. Information support 2. Marketing communications 3. Financial selective support for processing sectors of markets ("growth points") 4. Sales support for exporters of processed goods 5. Stimulating the development of import-substituting industries in the country
9. Prerequisites for use	The changing environment, sales problems, increased competition, etc.	Economic instability, unpredictable external and internal changes; emergence of problems in the systems of related

Signs	Micro-marketing (enterprise marketing)	Government marketing
		markets that cannot be solved by the "invisible" hand of the market and require government intervention; violation of market proportions of reproduction
10. Scale of impact	Business entities and their associations	Consumer and related distribution and processing sectors of commodity markets

**Compiled by the authors based on sources [1, 2, 3, 7, 8, 9, 10].*

The tasks of enterprise marketing are focused on building effective sales networks, diversifying the product range, increasing the market share of the business entity, etc. In our opinion, the main tasks of state marketing in terms of reproductive development of adjacent commodity market systems are to increase the competitiveness of national producers, stimulate domestic exports of processed value-added goods and balance import substitution (see Table 1). It should be noted that the tasks of state marketing correlate with the strategic goals of Area 5 "International Economic Policy and Trade" of the National Economic Strategy for the period up to 2030 [11], and therefore are relevant to strategic formal institutions. At the same time, a number of tasks of state marketing aimed at achieving its binary goal are of general economic importance, focusing on employment, regional development, reduction of negative impacts on the environment, etc.

The peculiarity of the *objects of regulation* at the micro level is the implementation of marketing activities, the content of which is determined by a particular product (product nomenclature); these are various marketing aspects of the sales activities of enterprises. In the case of state marketing, the objects of regulation are the "gaps" in commodity-financial flows between the consumer and distribution and sales sectors of the commodity market, as well as resource-forming sectors ("growth points") in the system of adjacent commodity markets (see Table 1).

There are two types of regulatory impacts: the first characterizes its direction - direct or indirect impact; the second determines the consequences of its action - positive or negative impact. Direct influence is aimed at sales volumes, sales geography, product mix, and other sales indicators. The indirect impact is due to broader tasks that state marketing solves: determining priority measures for controlling product quality, standardizing it, combating counterfeiting, i.e. measures that primarily

determine the social orientation of state regulation of commodity markets. It should be noted that the connection of state marketing with micromarketing allows for an additional positive impact on the performance of commodity market participants, which is manifested in the cumulative effect.

Comparison of public marketing and micromarketing shows that their *essential characteristics* are somewhat different, which determine the specifics of the use of certain tools (see Table 1). Micro-marketing corresponds to the features of commercial marketing, which is directly aimed at satisfying consumer demand for a certain group of goods for profit. Today, the commodity and sales concept has been replaced by the concept of strategic and socio-ethical marketing, which has a consumer orientation and is aimed at harmonizing the interests of the consumer, enterprise and society [7, 8]. At the same time, the consumer orientation of enterprise marketing is limited by its product range.

The *social orientation of state marketing* stems from the content of its binary social and production goal and consists in identifying, forming and satisfying rational consumer demand within the country. In the pre-war period, the consumption of basic foodstuffs by the population of Ukraine did not meet rational standards; in the post-war period, the structure of consumption is expected to deteriorate in terms of quantity and quality, given the deepening imbalance between the declining purchasing power of the population and rising prices for goods, including essentials. The issue of physical and economic availability of essential goods for the population is of particular importance in the wartime and post-war periods, forming an important task for the state to flexibly balance the supply and demand of goods in the systems of adjacent markets to achieve consumer security. This determines the expediency of using marketing tools to actively influence consumers, on the one hand, and to stimulate domestic producers to meet rational demand, on the other. Therefore, we have a connection with the principle of market inclusion in the set of SR principles of adjacent commodity systems.

During the war period, labor supply and demand decreased, and unemployment remained high. While in the first quarter of 2022, the unemployment rate was 12.5%,

in the first quarter of 2023 it was 29.9%, and including migrants, it was 32.2% (Figure 1). According to the NBU's forecast, in 2023-2025, domestic employment will grow slowly due to imbalances in the labor market that have deepened as a result of the war. In the forecast horizon, real wages in Ukraine will recover at a moderate pace due to high inflation and lower than pre-war productivity [12].



Figure 1. Unemployment rate in Ukraine (including migrants from 2022)*

*Source: compiled according to the National Bank of Ukraine [12].

In times of instability, price volatility in food markets increases, which reduces the affordability of food for the population and, consequently, the quality of life. In 2022, compared to the previous year, the consumer price index for the entire food group increased by 27.1% (in 2021 - by 11.3%), with the largest increases in prices for vegetables (by 68.5%), bread and bakery products (by 29.7%), and fruit (by 27.7%). In the first three months of 2023, the consumer price index for food products increased by 30.2%, with prices for eggs (77.7%) and fruit (64.1%) rising simultaneously. During the study period, the smallest price increase was characteristic of milk [13].

The steady upward trend in consumer prices results in an imbalance in the nutrition of the Ukrainian population by major product groups. Thus, in 2022, the consumption of meat and meat products reached 66.4% of the rational norm, milk and dairy products - 52.3%, and fruit and berry products - 62.3%. Indicators characterizing the availability of a balanced diet at the level of scientifically based norms for all segments of the population in Ukraine are significantly lower than the target for 2025 (Fig. 2). In 2022, there was a decrease in food consumption; this trend is expected to continue in the postwar period.

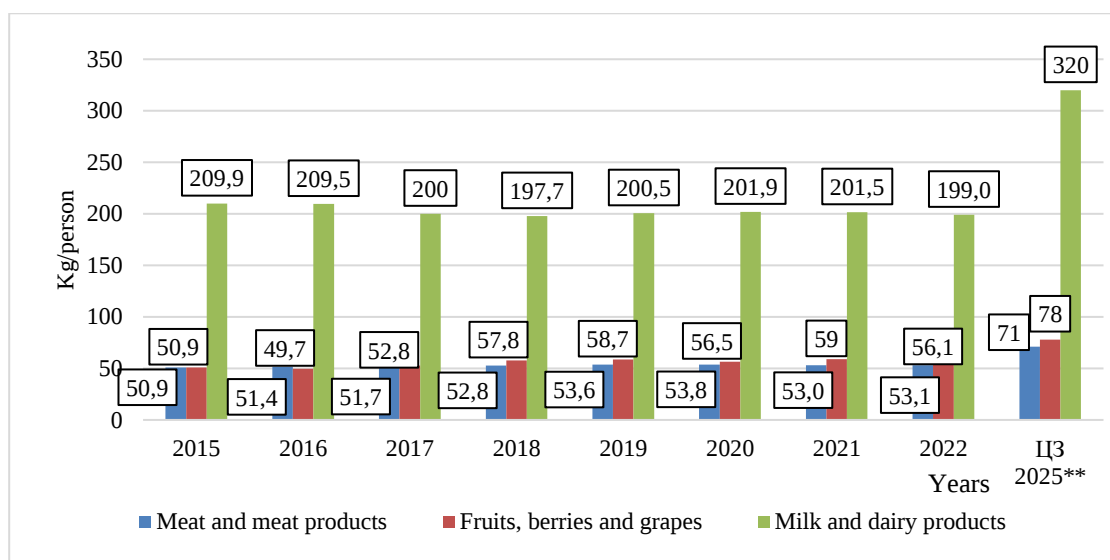


Fig. 2. Dynamics of food consumption per capita in Ukraine, kg/year*.

*Source: compiled according to the State Statistics Service of Ukraine [13];

**SDG 2025 is the target value of the 2025 indicators (Sustainable Development Goals, 2017).

According to estimates by the US Department of Agriculture (USDA), the share of food expenditures in total household expenditures in Ukraine increased from 41.2% in 2020 to 41.6% in 2021. For comparison, in the US, the level of the indicator in 2021 was 6.7%, in Germany - 12%, and on average in the world - 25.5%; its upward trend since 2019 is characteristic [14]. According to the National Bank of Ukraine, consumption during the war period decreased by 16.9 %. The decline was primarily due to private consumption, which is associated with a decline in real incomes and migration due to high security risks. As a result, final household expenditures decreased by 26.7 % in 2022 [12].

According to consumer sentiment surveys, in February 2022, 37.7% of respondents rated their households' well-being as below average, while in December 2022 this figure rose to 61.3%; medium and high well-being were rated by 20.4% and 18.3% of respondents, respectively (Fig. 3).

PROBLEMS OF SCIENCE DEVELOPMENT IN THE CONTEXT OF GLOBAL TRANSFORMATIONS

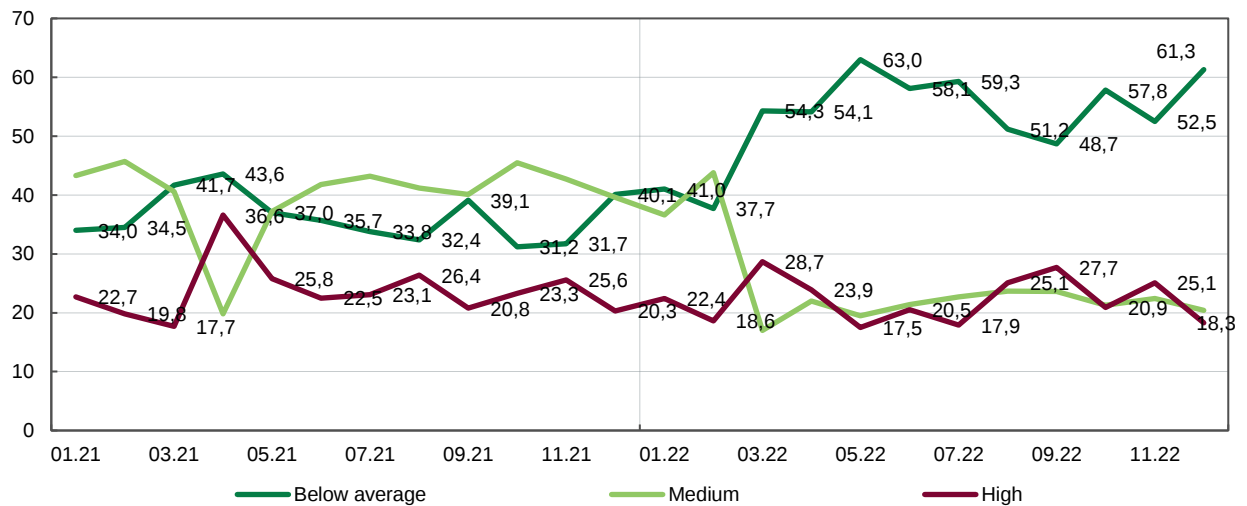


Figure 3. Assessment of household welfare in Ukraine based on the results of consumer confidence surveys, % of responses*

*Source: compiled according to the National Bank of Ukraine [12].

In the post-war period, food consumption is expected to decline, which will lead to a decrease in consumer demand, the number of interactions between the distribution and consumer sectors of commodity markets, and increased threats to consumer health.

According to experts of the United Nations Development Program in Ukraine, the impact of consumption of goods and services accounts for 75% of the total environmental impact and 60% of total consumer spending [15]. Currently, a significant part of the population is unable to buy high-quality environmentally friendly goods due to reduced incomes and lack of appropriate supply on the market. That is why it is important to combine the state policy of achieving the strategic Sustainable Development Goals with the satisfaction of consumer needs of the population, i.e. the sustainable development of the consumer sector of commodity markets, and the achievement of consumption safety. This makes it expedient to use marketing tools to actively influence consumers, on the one hand, and to stimulate domestic producers to meet rational demand, on the other.

The second key characteristic of public marketing, which is extremely important in conditions of instability, is its *adaptive nature*, i.e. the ability to anticipate changes in the internal and external environment and flexibly adapt the processes of implementing public policy in the market dimension to them. Public marketing can be a "response system" to possible changes in the process of implementing the strategy of

sustainable and socio-economic development of the country [3]. The main effect of the introduction of public marketing tools is the modernization of the system of state influence on market reproduction processes. As an adaptive regulatory tool, public marketing can contribute to the development of adaptive systems of related commodity markets that are able not only to change their internal reproduction processes but also to influence external factors. In particular, this includes the development of new foreign markets for domestic goods, the formation of consumer demand, etc. State marketing instruments are an important component of preventive and adaptive mechanisms of selective regulation aimed at ensuring the sustainability of the functioning and development of systems of related commodity markets in conditions of instability.

Micro-marketing is also adaptive in nature (see Table 1); scientists distinguish between reactive marketing, as a reaction to an event, and proactive marketing, aimed at preventing possible market situations [8, p.32]. It is focused on the formation of an adaptive economic system at the micro level (enterprise), therefore, it does not have a significant impact on the sustainability of commodity market systems. Micromarketing is aimed at maintaining the quality and competitiveness of certain goods, organizing circulation systems. Scientists note the insufficient level of implementation of marketing in the practical activities of domestic enterprises, as well as the lack of Ukrainian methods of marketing practice [8], which indicates the unrealized potential of marketing management at the micro level.

An important essential characteristic of public marketing is the coordination and harmonization of the functioning of adjacent and related markets to achieve the main goal of selective regulation - ensuring the sustainability of the functioning and reproductive development of adjacent market systems and optimizing the overall market value added. The spatial and temporal balancing of supply and demand for goods implies a prompt response of the state to changes in market conditions and satisfaction of rational demand for goods both on the national, regional and local markets. This task is especially important in the context of existing territorial and sales restrictions, necessitating the development of a strategy for restoring and optimizing the links between producers and consumers of goods at the macro- and meso-levels of

market systems. The peculiarity of state marketing is the predominantly indirect influence of state authorities on reproduction processes, i.e., stimulating producers to meet rational consumer demand. The state's direct influence on consumer demand is exercised through public procurement, government orders, use of state property, etc.

Public marketing tools are focused on the medium and long-term implementation period, while the period of implementation of micro-marketing tools is short or medium-term. The main marketing technologies widely used by foreign countries for the sustainable development of domestic commodity markets are information support, marketing communications, financial support for growth points (processing sectors) of markets, sales support for exports of value-added processed goods, and stimulation of the development of import-substituting industries in the country. In addition to the variability of the external environment, a prerequisite for the use of state marketing tools is the emergence of complex problems in commodity market systems related to the violation of reproduction proportions that cannot be solved by the "invisible hand of the market" and require targeted and balanced state intervention. Compared to micro-marketing, the scope of influence of public marketing instruments is much wider, covering the consumer and related sales and processing sectors of commodity markets.

In the context of post-war economic recovery, the state should take a leading role in the formation and satisfaction of rational consumer demand, taking into account structural changes in the systems of related commodity markets using new marketing tools. As a set of actions to implement the strategic directions of sustainable development, public marketing is formed under the significant influence of external conditions that should be analyzed at the macroeconomic level. In general, state marketing is aimed at creating favorable conditions for achieving a level of supply of goods in strategic markets that will meet the country's main production and consumer needs in terms of quantity, quality and structure. At the same time, these conditions, formed with the help of marketing tools, should be based on the interest of business entities in the joint economic effect. Therefore, the combination of economic interests of producers and the state to achieve certain objectives (e.g., development of new

markets for processed goods), as well as the joint implementation of micro-marketing and state marketing tools, is intended to provide a synergistic effect in market systems.

Scientists identify a whole range of components of public marketing:

- legislative marketing (including quality standards, price regulation);
- marketing of state reserves;
- social marketing (education, medicine, etc.);
- formation of marketing communications (integration marketing);
- budget and tax marketing, etc. [1, 2, 3].

The allocation of the marketing component in the directions of the state's socio-economic policy is associated with methodological and applied problems of improving research in the context of external transformations. With the help of the latest marketing tools, it is possible to ensure the successful implementation of socio-economic development strategies, prompt response to external changes and adjustment of regulatory influences. In the market dimension, the concept of public marketing is not widely used, which makes it expedient to consider marketing technologies in more detail in relation to commodity market systems, in particular, in the area of support for exporters of processed goods.

For Ukraine, the foreign economic direction of state selective regulation is a priority, due to the need for additional financial resources to restore the economy in the postwar period. The vector of qualitative changes in the structure of Ukrainian exports is institutionalized in the National Economic Strategy for the period up to 2030. Thus, the strategic goals in direction 5 "International Economic Policy and Trade" include, in particular [11]:

- ensuring mutually beneficial trade with countries around the world and achieving expanded access to foreign markets;
- Increasing the competitiveness of Ukrainian goods and services, creating a positive image of the country and ensuring the presence of Ukrainian producers in international markets;
- implementing a balanced import policy.

The above strategic goals of international economic policy correspond to the targets of state selective regulation of adjacent commodity markets and can be realized, including through the use of state marketing tools. Given the crisis state of the national economy, its potential "growth point" in the postwar period may be a positive trade balance. In 2010-2021. Ukraine had a negative foreign trade balance (except for 2015), which increased from -\$2.89 billion in 2016 to -\$10.74 billion in 2019; in subsequent years, it had a downward trend and decreased to -\$4.77 billion in 2021 [13].

The commodity structure of Ukraine's exports is raw materials-oriented: in 2021, the share of ferrous metals amounted to 20.5%, grain crops - 18.1% (in 2020, 15.6% and 19.1%, respectively), and the share of exports of machinery and equipment is relatively low - 7.7% (Figure 4). At the same time, the structure of imports is dominated by high value-added goods (the share of machinery, equipment, and mechanisms in 2021 reached 19.5%, chemical products - 13.4%), and the share of finished food products (4.9%), for which Ukraine has its own resource potential, is also significant.

In 2010-2021, the dynamics of structural changes was upward for Ukrainian exports of grain (by 13.3 percentage points), fats and oils (by 5.2 percentage points), and ore (by 5.5 percentage points), while the share of ferrous metals exports decreased by 7.9 percentage points (*Annex 1*). In the structure of total merchandise imports, the share of mineral products decreased by 14.3 percentage points, while the share of machinery and equipment increased (by 6.1 percentage points), and land transport vehicles increased (by 4.4 percentage points). Thus, in 2010-2021 Ukraine is characterized by a trend of growth in commodity exports against the background of increasing imports of manufactured products, which indicates a negative balance of added value. In the systems of adjacent commodity markets, price differences between export and import prices of goods are deepening (for example, for the group of cereals, the level of import prices exceeds the value of export prices by an average of 7 times, for long-term storage products - by 2 times), and there is a redistribution of value added in favor of foreign countries.

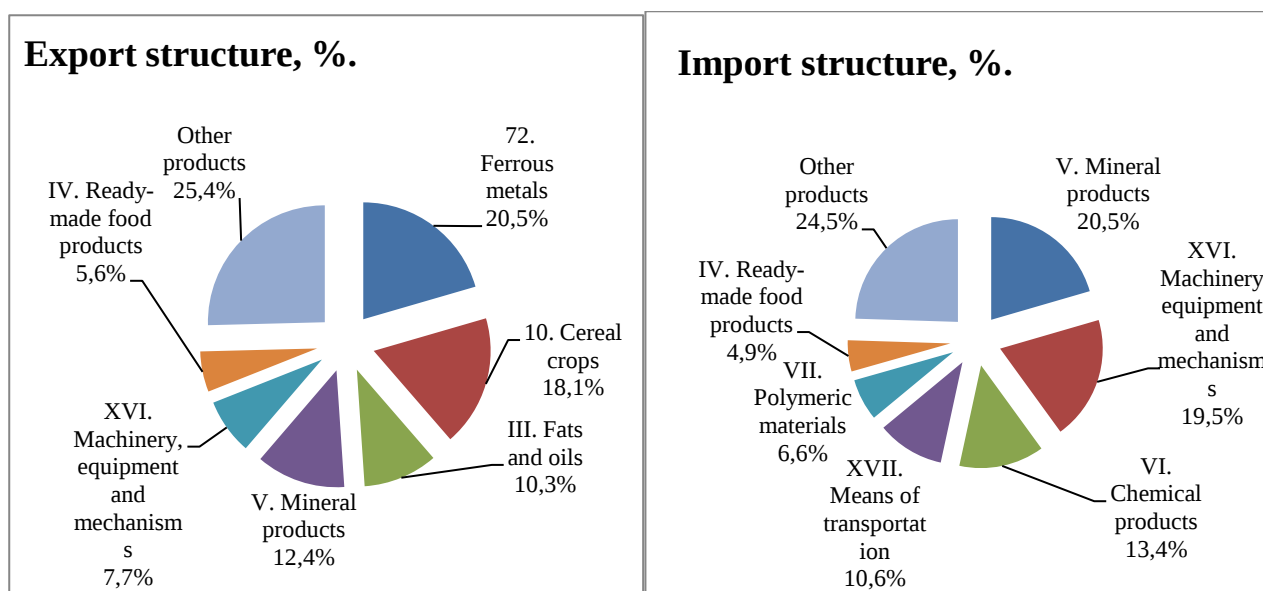


Fig. 4. Commodity structure of Ukraine's exports and imports in 2021, %.*

*Calculated by the authors according to the State Statistics Service of Ukraine [13].

To reduce the existing foreign trade imbalances, it is advisable to gradually introduce mechanisms and measures of state marketing. Adaptive state marketing tools are successfully used by foreign countries, in particular, the EU, Canada, and Australia, to provide selective support (financial, informational, sales, etc.) to domestic exporters of high value-added products, which allows them to fully realize the resource potential of domestic markets for goods and services.

Today, most market participants engaged in export activities lack a marketing vision of strategic priorities for product sales adapted to the realities of the postwar period. This problem can be solved by state marketing tools and measures, the implementation of which is purposefully focused on solving *the strategic tasks* of the state in the market dimension. *The first task* is to stimulate exports of value-added manufacturing products to change the raw material structure of Ukrainian merchandise exports (see Figure 4) and achieve a positive balance of value added in the country.

The second task involves directing a set of state marketing measures to the formation of foreign consumer demand for domestic goods in accordance with the priorities of the post-war economic recovery. This approach is conditioned, in particular, by a number of preferences that European countries agree to provide to Ukrainian exporters of goods [16]. Under these conditions, the state marketing policy

should not only adapt to external demand, but also actively seek opportunities to influence it based on the strategic priorities of economic recovery. As a result, in the process of making state marketing decisions, the consumer sector of foreign markets may turn into a leading sector that will largely shape the long-term prospects of Ukraine's exports. *The third task* involves identifying priority "growth points" in the systems of adjacent commodity markets that can be subject to state marketing regulation. The advantages of "growth points" are due to the possibility of concentrating public resources in a single point (local segment of the commodity market) for a certain period of time, which allows for a synergistic effect from the implementation of coordinated marketing measures.

The main state marketing tools to support national exporters of processed goods are shown in Figure 5.



Figure 5. Main state marketing tools to support national exporters of processed goods

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**Based on data from [9, 10, 17, 18].*

The content of *information tools* of state marketing is the state's monitoring of foreign commodity markets, structuring, generalization and transfer of the following information blocks to national producers and exporters:

- summarized information on the state of foreign commodity markets and trends in their development (commodity and territorial boundaries of the market, market capacity, its degree of openness, types of competition, etc;)
- information on market conditions (price volatility, supply and demand fluctuations, price elasticity of demand, price and technical regulations);
- information on the conditions and barriers to access of goods to foreign markets (customs tariffs, environmental and phytosanitary restrictions, technical barriers, etc;)
- comparative analysis of foreign exporters' competitiveness indicators to determine the competitive advantages of domestic producers and exporters (price, quality, technological, production, etc.).

In Ukraine, information tools of state marketing need to be improved in the direction of more active use of existing *information platforms*, in particular, the web service "Exporters Support Center", which operates in the Mission of Ukraine to the EU [19], the Export Support Department within the Department of Foreign Economic Activity and Trade Protection of the Ministry of Economy of Ukraine [17] and other information platforms.

Along with providing information services on finding foreign partners for the sale of goods and legal support for export operations, it is important to promptly inform exporters about the possible placement of branches of domestic enterprises in foreign countries, in particular, within free economic zones (FEZs), priority development areas, etc. In this area, it is proposed to provide more extensive information on the consent of partner countries to locate facilities for advanced processing of Ukrainian goods on their territory and the conditions for implementing such projects. In the postwar period, such an information tool will enable exporters to prevent additional costs for creating their own sales channels, bring their products closer to foreign markets, and thus increase export performance.

One of the most important tools for *marketing support of merchandise exports* is export credit insurance (see Figure 4), since the effectiveness of export agreements largely depends on timely payment by importers for the products received and,

accordingly, timely payment by exporters to commercial banks for the loan received. A tool for guaranteeing the repayment of loans widely used in foreign countries is state credit insurance [9, 18, 20]. In Ukraine, the Export Credit Agency was established in 2018 to stimulate domestic exports; however, due to managerial and institutional barriers, its potential in the pre-war period was not fully realized. In Ukraine, the amount of support for exporters is much lower than in European countries. For example, in 2019, the potential volume of export credits and guarantees that could be financed by the Export Credit Agency amounted to USD 7 million. For comparison, Poland annually issues USD 5.4 billion in export credits and guarantees [11].

During the wartime period (April 7, 2022), amendments to the Law of Ukraine "On Ensuring Large-scale Expansion of Exports of Goods (Works, Services) of Ukrainian Origin by Insurance, Guaranteeing and Reducing the Cost of Export Lending" No. 1792-VIII were adopted [21], which expanded the Export Credit Agency's ability to insure and reinsure export factoring, simplified the procedure for implementing the tasks and main activities of the Export Credit Agency, expanded the scope of support for the export of Ukrainian value-added products, and Export Credit Agency insurance has become the main type of loan collateral, meaning that banks do not need to form additional reserves or require collateral from business entities [20].

According to Article 3 of the Law of Ukraine No. 1792-VIII [21], the main tasks of state support for export activities are as follows:

- creating a system of insurance and guaranteeing commercial and non-commercial risks in export operations;
- expanding long-term export lending;
- creating a mechanism for partial compensation of the interest rate on export loans.

During the wartime period, the Export Credit Agency insured the first unsecured loan for the fulfillment of an export contract, covering, among other things, military risks. The insurance ensured the fulfillment of the company's obligations to the bank under the foreign economic contract in the amount of 85% of the loan [20]. The agreement is the beginning of the realization of the Export Credit Agency's potential

as an insurer of exporters' risks within the framework of the state export support policy. It is expected that the expansion of the tasks and capabilities of the Export Credit Agency will have a positive impact on the dynamics and structure of Ukrainian merchandise exports in the postwar period.

The set of instruments *for selective financial support of* national exporters of processed goods is quite broad, including tax, customs, credit, investment regulation of exports and other regulatory measures. The main task of the state in the process of applying financial instruments of state marketing is to justify the priority areas of commodity exports. In the post-war period, the vector of state marketing policy should be focused on the implementation of measures for the effective use of the export potential of commodity markets. In the process of substantiating the priority areas of commodity exports, we propose to take into account, first of all, the resilient and reproductive principles of selective regulation of the functioning and development of systems of related commodity markets, as well as to be guided by the following target benchmarks:

- selection of high-tech products that are in demand in foreign markets and whose exports have been temporarily suspended;
- identifying promising product groups with potential demand in foreign markets;
- justification of the list of processed goods with added value, the export of which will have a positive impact on employment.

Taking into account the principles of selective regulation and the proposed targets, financial instruments of state marketing can be aimed at: (1) developing measures to selectively support the process of renewing exports of value-added goods; (2) promoting equal conditions for the promotion of domestic goods to foreign markets compared to similar commodity exports from other countries; (3) intensifying the activities of trade missions in importing countries. The Ministry of Economy of Ukraine plans to create a network of trade and economic missions in different countries, primarily in China, Egypt and Germany [11].

An important component of government marketing tools to support processed goods exporters is *communication support* (see Figure 13). The export marketing policy of communications is a system of targeted actions that should ensure a favorable attitude of foreign buyers towards exported goods. Communication tools implemented with the participation of the state include activities that are difficult for exporters to organize in the territory of importing countries: promotion of participation in international advertising activities, international exhibitions and fairs, presentation events, etc. The purpose of using state marketing should be aimed at maintaining a positive image of goods, ensuring their prestige among foreign consumers, and expanding consumer demand by creating a close communication space with exporters [22].

In foreign countries, the most important direction of the state's marketing activities is the creation of general social conditions for the effective functioning of a market economy. In this regard, an important component of state marketing is budget support for those sectors of the economy that play a crucial role in ensuring the leading positions of countries in scientific and technological development. Among the most common instruments are preferential taxes, government subsidies, government orders, and special government programs aimed at obtaining a cumulative social effect of a marketing nature. An example of such a program is the U.S. government's strategy to stimulate research and development. The implementation of the program has all the features of a marketing strategy, as it aims not only to achieve certain scientific, technical and innovative advantages, but is generally focused on the development of education as a market resource of the state [23]. Australia is implementing a program of information support for exports to Korea, Japan and China, using the tools of targeted state macroeconomic promotion [9].

Another positive experience in the use of public marketing is related to strategies for enhancing the socio-economic development of countries and their individual regions. In the EU countries, public marketing successfully solves the problem of uneven distribution of productive forces on the principles of mutual coordination of state, regional and local programs [24]. In the United States, the Pennsylvania state

administration used public marketing as a strategy for transforming the economic structure of the Pittsburgh agglomeration, one of the centers of global steel production. After analyzing the marketing environment, a strategy was developed to develop an updated production structure of the agglomeration, which included the introduction of a new technological level of leading activities along with the development of networks of related, servicing and complementary industries. This example has been used in many countries (Norway, Ireland, Greece, Turkey) [23].

Based on the analysis of foreign experience in the use of state marketing instruments, the main conclusion can be drawn that in the context of post-war economic renewal, state marketing measures should, on the one hand, be systemic in nature, covering different levels of government, and, on the other hand, be capable of flexible adjustment of reproduction processes in the systems of related commodity markets under the influence of external and internal changes.

A comparative characterization of micromarketing and *public marketing* in the market dimension is carried out, and a binary social and production goal of public marketing is established: (1) identification, formation and satisfaction of consumer needs; (2) stimulation of commodity producers to rationally meet demand. The main essential characteristics of public marketing are its social orientation and adaptive nature, coordination and harmonization of the development of adjacent and related commodity markets, spatial and temporal balancing of supply and demand of goods in market systems, mainly medium- and long-term period of implementation of instruments, their focus on the consumer and related sales and processing sectors of commodity markets.

4.2. Logistical and institutional factors in the functioning of agri-food markets during the war and postwar periods

According to scholars, the integration of the Ukrainian economy in the context of globalization should be based, first of all, on: "...the integration of commodity

markets by extending logistics value chains in the geographical (international) dimension" [25, p.110]. Nakovtsy identify 4 main areas for the use of global value chains [26]:

- 1) As a set of measures necessary to ensure the movement of goods from producer to consumer with value added at each stage;
- 2) As production and resource networks in the global dimension;
- 3) As a system of mutually beneficial relations between business entities to utilize all market opportunities;
- 4) As cyclical phenomena regarding the product cycle from primary production to final consumption while adhering to the principles of environmental friendliness [26].

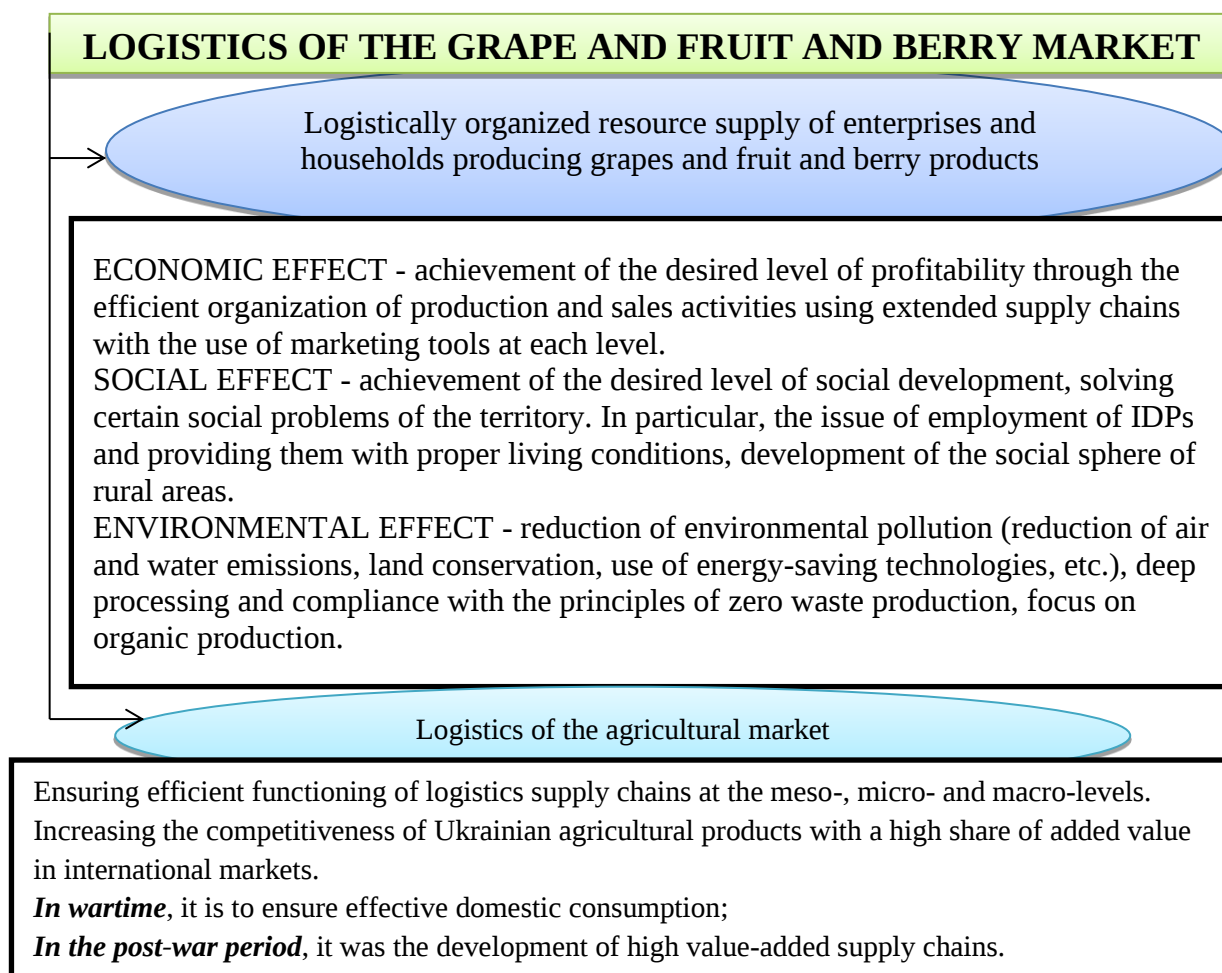
The activities of agricultural market participants are clearly dependent on the state and conditions of international commodity markets. In particular, in recent years, due to the disruption of certain international value chains, there have been risks of a shortage of certain inputs that cannot be fully replaced by imports (nitrogen fertilizers, plant and seed protection products, spare parts for agricultural machinery, etc.), a decline in export activity (restrictions on sales by quotas, tariff and non-tariff measures), and falling prices on global markets for key exports of the agricultural sector.

In order to form global value chains in the agricultural sector, it is necessary to clearly define its commodity markets that are able to compete internationally and ensure the growth of not only a separate sector of agricultural production, but also the economy as a whole. This is due to the fact that the agrarian sector of the economy, its state and level of development, affect the development of related industries and the country's economy as a whole, both directly and indirectly [27].

The logistics of the agricultural market conditionally involves improving the efficiency of the functioning of two complementary systems (Fig. 6): logistically organized resource supply of agriculture and logistics of the agricultural market.

It is worth noting that the balanced and systematic development of agriculture directly affects the agricultural market, as the quality of agricultural products depends

on the quality of raw materials and farming technology. Logistics should be present at every stage of the commodity flow from production to final consumption. This means not just transportation, but also production, warehousing, and information support for all processes.



***Figure 6. Logistics of the grape and fruit and berry products market*.**

Source: Developed by the authors

It is obvious that the development of logistics chains should take into account the realities of today and contribute to the strengthening of the domestic food system. One of the key requirements for agricultural markets (vegetable, fruit and berry, grape, and other strategically important markets) should be transparency of supply chains. This is necessary to control product quality and reduce costs.

The next requirement is environmental friendliness. According to experts, logistics is currently one of the main sources of pollution - transportation accounts for

20% of global CO₂ emissions. That is why, as analysts emphasize, supply chains must be environmentally sustainable for economic sustainability.

Ukrainian specialized exporters, despite the constant shelling and destruction, are developing new markets and looking for alternative logistics routes [28]. In particular, in 2023, sea transportation accounted for the largest share in the structure of export routes - 6.14 million tons, which is 86.5% of the total cargo flow [29].

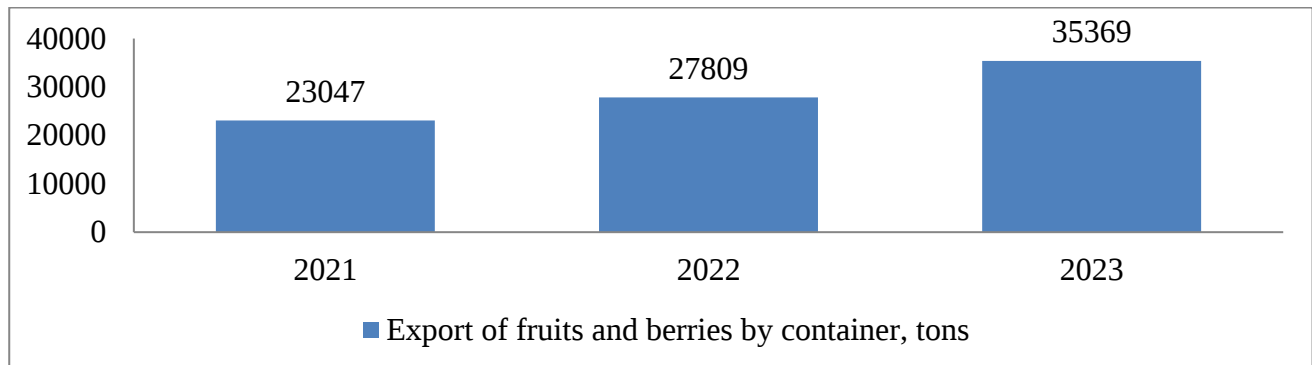


Fig. 7. Dynamics of containerized exports of fruits and berries by sea, tons

**Source: built by the authors according to [28].*

However, it is not enough to change the logistics routes and routes, as the main task is not only distribution. The key task now is to increase the production of fruits and berries. And the first priority is to ensure domestic consumption and reduce import dependence. This is confirmed by the fact that in the first nine months of 2023, total revenues from exports of fruit and berry products from Ukraine decreased by 30% to \$167 million [30].

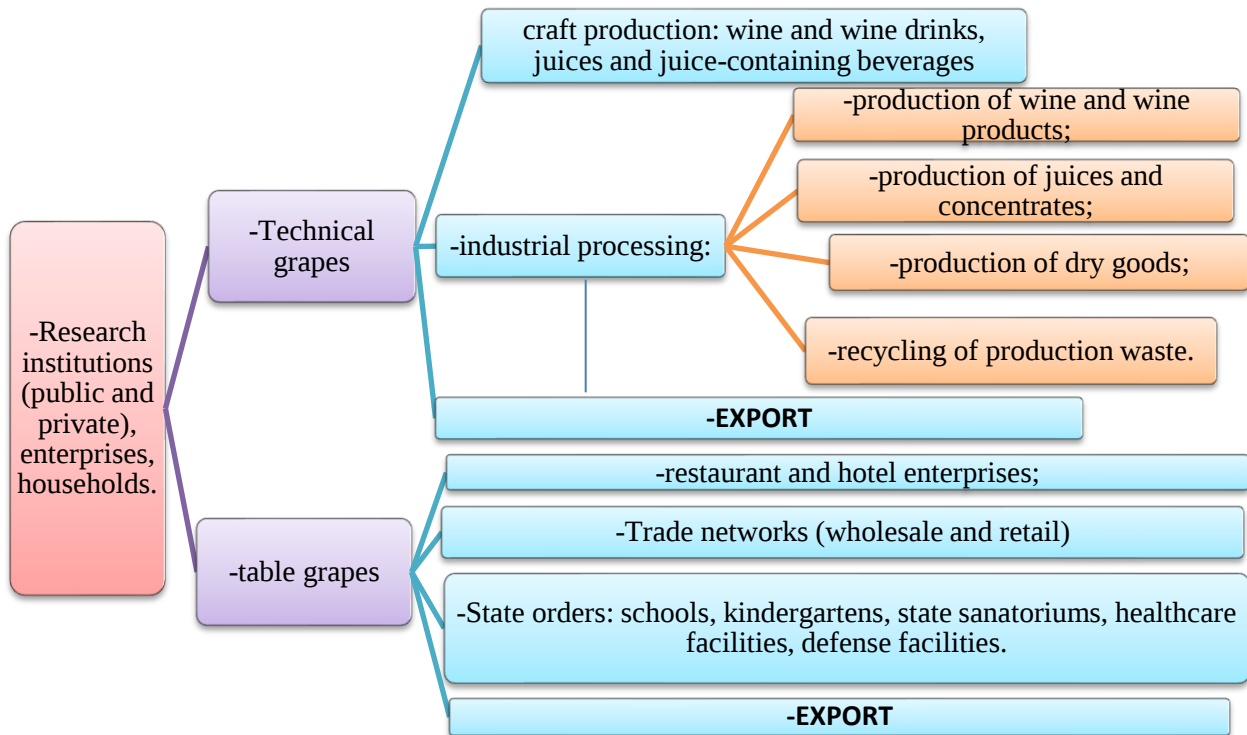


Figure 8. Channels of grape distribution in the war and postwar periods*.

*Source: Developed by the authors

We agree with the research of scientists [31], who believe that in building regional and international logistics systems, the organizational and economic mechanism for the formation of logistics chains in commodity markets is important, taking into account the characteristics of the product itself (production and storage and transportation conditions). Thus, the development of import-substituting industries requires the timely development of logistics not only in a particular relevant market, but also in adjacent markets.

The development of both regional and international logistics chains should be based on a clear understanding of distribution goals and end users (Figures 8, 9).

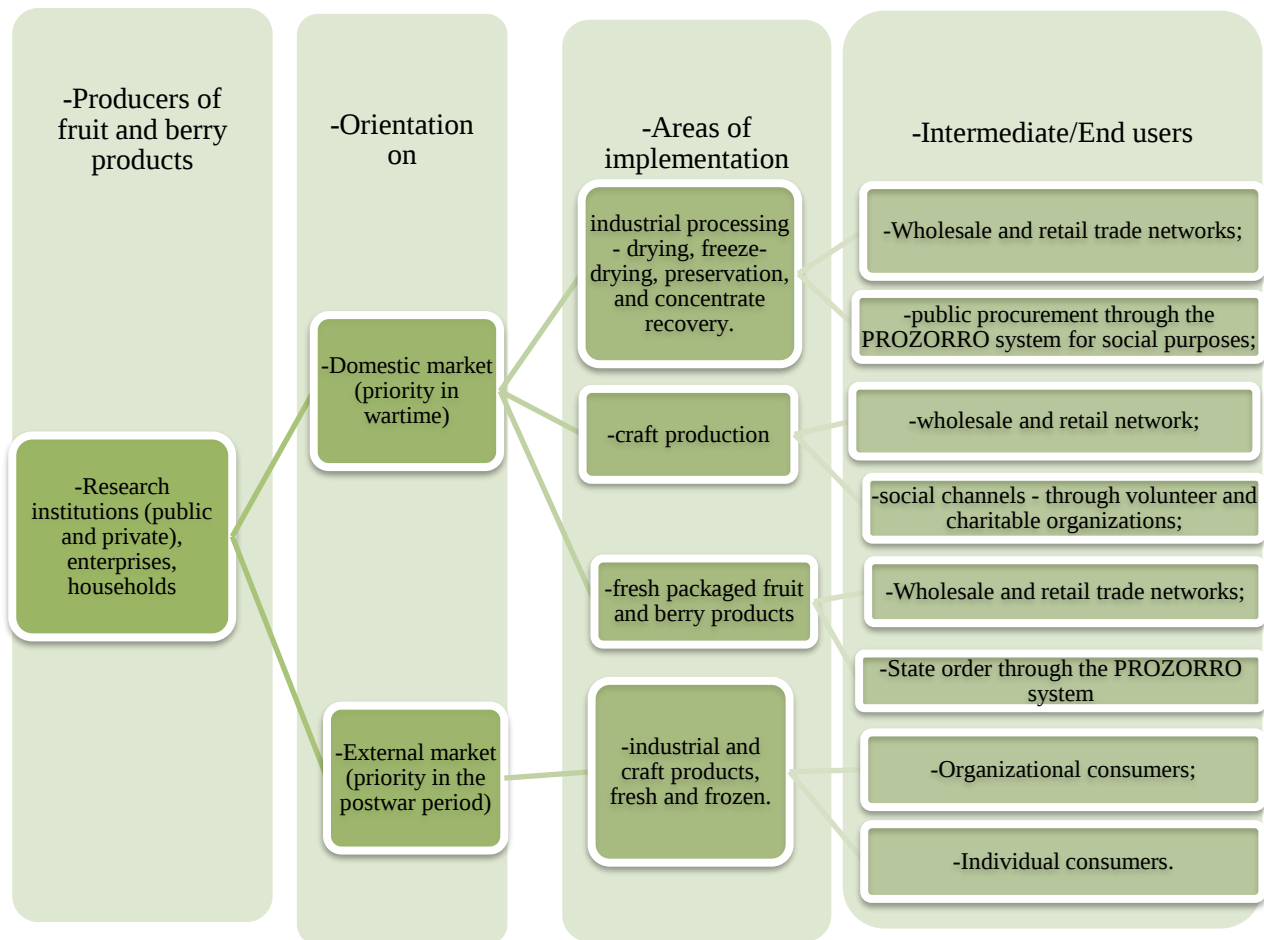


Fig. 9. Channels of distribution of fruit and berry products in the war and postwar periods*.

*Source: Developed by the authors

In order to support and protect domestic producers in the postwar period, it is advisable to use *a strategy of selective import substitution* in combination with a policy of neo-protectionism.

The principle and mechanisms of import substitution in the postwar period were used by different countries in different periods of time. In particular, this approach is most often used during the reconstruction period. For example, this tool was used in the first decades after the war in France, Italy, and China. The results of this approach can be observed today in the analysis of economic indicators and their dynamics.

The key *signs and characteristics of import substitution* in commodity markets are as follows:

- replacement of imported goods in the market with domestically produced goods that are of the same quality and characteristics as foreign ones;
- Increasing the production of goods within the country (development of the real sector of the economy and the processing industry, in particular);
- structural changes and shifts in the national economic system;
- improving the structure of Ukraine's trade balance;
- increasing exports of goods with higher added value.
- impact on the socio-economic situation in terms of employment, as increased import substitution will help create new and expand existing production facilities, which means additional jobs.

The war with Russia has led to the final breakdown of all trade relations with both the aggressor country and the countries that support it. According to research by scientists at the National Institute for Strategic Studies, in 2021, the share of the Russian Federation and Belarus in foreign trade with Ukraine was 7.1% (third place among the countries of the world) and 4.5% (sixth place), respectively, and in terms of imports, the second place was 9.1% and the fifth place was 6.6%, respectively. In addition, in 2021, imports from the Russian Federation and Belarus increased by one and a half times. Ukraine's main dependence was on imports of fertilizers, including inorganic ones [32]. The situation is also difficult in the agricultural machinery market. It is difficult to quickly launch its own production in the face of constant shelling and the resulting, and possible, destruction due to the inability to attract foreign investment. It will be possible to establish production only in the postwar period. Especially if we take into account the fact that the projects of the national program "Development of Sectors of the Economy with Added Value" envisage the development of agricultural engineering [32].

One of the strategic directions, according to the Recovery Plan of Ukraine, is to increase the production of fruit and vegetable and meat and dairy products. The war resulted in the loss of 25% of berry fields and 20% of orchards. Ukraine remains a net importer of vegetables, fruits and berries: the trade balance in 2021 was \$0.5 billion. After the full-scale invasion of Russia, there is a growing shortage of jobs in rural areas.

The main problem is the ability to provide raw materials to meet the needs of the processing industry. The steady, rapid and continuous decline in the level of production potential in livestock, in particular in the meat and dairy cattle segment, has led to increased dependence on imports (up to 30%) and progressive risks to Ukraine's food security. For agricultural producers of grains and oilseeds, the development of livestock is an opportunity to diversify sales channels. For the processing industry, the restoration of livestock production is the only guarantee of a stable existence[32].

Scholars distinguish between two types of import substitution strategies: external and internal. In our opinion, when using import substitution in commodity markets (for their development and sustainable development in the postwar period), it is worth focusing on internally oriented import substitution.

The crisis phenomena that have accompanied the domestic economy in recent years (first the pandemic and then the war) have led to the destruction of the usual supply chains and encourage companies not only to change the geography of production, but also to transfer them to their home markets [33]. In our opinion, this can be the impetus for the development of a new logistics system and at the same time contribute to the development of strategically important import-substituting industries.

Neo-protectionism is a complex mechanism of economic policy aimed at stimulating economic growth, increasing the competitiveness of the national economy and solving social development problems [34]. Neo-protectionist policies, combined with import substitution, should help to increase the competitiveness of the economy both in wartime and post-war periods. Correctly defined priorities will stimulate the development of strategically important markets, in particular, agri-food.

Institutional support is important for market development. In the work of Yanenkova I.G. and Lyakhovets O.O., on the example of the industrial complex, institutional support for economic development is interpreted as "...actions of the authorities aimed at establishing institutions (norms, rules, restrictions) and determining the procedure for their observance, aimed at achieving the goals and objectives set by the authorities in cooperation with the subjects of the PC" [35]. In the

context of the development of the market of grapes and fruit and berry crops, it is necessary to focus on specific goals and objectives in the wartime and post-war periods.

Having studied the nature and essence of agrarian commodity markets, we agree with the opinion of scholars that their institutional support should be considered from two perspectives [35]:

- Institutions as institutions and organizations - regulatory, development, enterprises and associations;

- Institutions as rules, norms and mechanisms - legislative and regulatory acts, formalized and informal norms of behavior of market participants, mechanisms to encourage the implementation and compliance with certain rules and norms.

The main institutions, agencies and organizations include: regulatory institutions - relevant ministries and departments; development institutions - research institutes and institutions within the National Academy of Sciences of Ukraine and the National Academy of Agrarian Sciences of Ukraine; enterprises and associations - all business entities operating in the agricultural sector of Ukraine (both production and processing enterprises).

The researchers outline the main areas of functioning of institutions that effectively influence the development of markets, including commodity markets:

- 1) the purpose of the institutions is to create and purposefully distribute information on the main characteristics of commodity markets - product features and characteristics, market participants, key market indicators (profitability, creditworthiness of market participants, etc.);

- 2) it is institutions that determine and facilitate the exercise of property rights in relation to assets and income. In particular, the issue of ownership is relevant for the functioning of the land market, which is an integral production resource of the agricultural sector and requires special protection, in particular in terms of the intended use of agricultural land;

- 3) institutions ensure competition as a stimulating force of the market economy, in order to create equal opportunities for activities and direct resources not only in the national market but also in the EU markets [36, p. 56].

The regulatory framework of the VNFM market is focused mainly on the processing of grapes and fruit and berry products and regulates the technology and quality of the final product (see Table 2).

Table 2 Main regulatory acts in the system of regulation of the grape and fruit and berry market in Ukraine*

Name of the regulatory document	Contents.
Law of Ukraine "On Grapes and Grape Wine" [37].	"This Law regulates legal relations in the field of viticulture and winemaking in Ukraine related to the management of vineyards and production of grapes, wine and other winemaking products, defines regulation and control in these industries, the rights and obligations of producers, the powers of executive authorities and is aimed at strengthening the fight against counterfeiting of wine products in Ukraine" [37]. Regulation of legal relations regarding processing. Regarding production, there are insufficiently defined rules and regulations for cultivation (Article 4. Regulation of Production).
The Law of Ukraine "On Amendments to Certain Legislative Acts of Ukraine on Stimulating the Development of Viticulture and Horticulture" [38].	Art. 93, para. 11 "The term of lease of agricultural land plots for commercial agricultural production, farming, personal farming may not be less than 7 years, for agricultural land plots for laying and/or growing perennial plantations (fruit, berry, nut, grape) may not be less than 25 years" [38]. Creating favorable conditions for the development of viticulture and fruit and berry crops. Since investors will be interested in investing in the land because of the long-term perspective.
The Law of Ukraine "On Amendments to Certain Legislative Acts of Ukraine on Bringing the Legislation on Protection of Plant Variety Rights and Seed and Seedling Production in Compliance with the Provisions of the European Union Legislation" [39].	This regulatory document introduces significant changes to the legal regulation of the procedure for state registration of new plant varieties and further circulation of seeds and planting material in accordance with the requirements of the EU Directives, Regulations, and the International Convention on the Protection of New Varieties of Plants (UPOV). The amendments also take into account the compliance with the principles of legal protection of varieties and control over the circulation of seeds and planting material in the United States. In particular, the following Laws of Ukraine are amended: "On Protection of Rights to Plant Varieties" and "On Seeds and Planting Material". The main provisions came into force on 10.06.2023.

**Source: compiled by the authors based on [37-39].*

Instead, in our opinion, there are currently insufficient tools, institutions, and regulations to form the commodity sector of commodity markets. This, in turn, creates preconditions for the emergence of negative trends in both domestic consumption and foreign economic activity. There is a dependence on imported products, both fresh and processed (fruit juices, jams, baby puree, wine, grape drinks, etc.). If we consider this

issue in the context of Ukraine's accession to the EU, there is a need to revise and supplement the existing rules, regulations and mechanisms for the development of the market for grapes and fruit and berry crops to preserve the domestic market and ensure competitive advantages at the international level.

The beginning of negative trends in the wine industry was marked by the annexation of Crimea and the seizure of the National Institute of Grapes and Wine "Magarach" from the National Academy of Agrarian Sciences of Ukraine, along with the loss of vineyards. In particular, during the occupation of the Crimean peninsula by Russia, the area of fruiting vineyards decreased by 30% - from 20.5 thousand hectares to 14.1 thousand hectares (as of 2017) [40].

According to experts from the Ministry of Agrarian Policy and Food, viticulture is one of the most promising areas. In particular, they are currently discussing the creation of a "*Viticulture and Winemaking Register*" and its maintenance in accordance with European standards (a certain information and communication platform for collecting, accumulating and analyzing information on grape production and its further processing), and zoning of territories to determine clear boundaries of the viticulture zone [41]. The creation of such a registry will make it possible to track the development of the grape market, taking into account the peculiarities of post-war recovery. It will also facilitate the search for opportunities to reorient production capacities due to the damage to vineyards in the south and the search for alternatives for planting vines, as well as the search for new promising grape varieties that will be productive in areas that are atypical for this industry.

The adoption of amendments to the Land Code of Ukraine in terms of priority protection of the interests of Ukrainian tenants who use agricultural land for growing perennial plantations should also contribute to the development of the grape and fruit and berry market [42].

The study of trends in the area of perennial plantings of fruit and berry crops revealed a tendency to reduce them, which leads to a decrease in gross harvest and, as a result, a decrease in domestic consumption. Instead, there is a tendency to increase the volume of imports of these goods both in fresh and processed form (high value-

added products). To avoid further deepening of the crisis in the market of grapes and fruit and berry crops, it is necessary to find ways to improve the institutional environment (subject to the implementation of EU regulations into the national legislation of Ukraine) to create favorable conditions for the development of these commodity markets in the period of post-war recovery.

Priority areas for the development of the spent fuel assemblies market during the war and postwar recovery should be as follows:

1. Selective production, saturation of the domestic market, and the simultaneous establishment of orchards to build capacity in the postwar period - the period of recovery. For example, we are growing permanent varieties now (raspberries, strawberries, strawberries, currants, etc.), and apples, pears, and grapes for the future with further access to foreign markets.
2. Developing programs for 0% lending to IDP businesses (enterprises in Kherson and Mykolaiv regions). Since under the 5-7-9% program and with grant support, funding is not enough for them (the % of coverage by grant funds is 70%, and 30% must be their own funds, which they simply do not have, and credit funds are not enough to plant the same gardens).
3. Developing a program to support the development of logistics hubs (warehouse logistics, transport logistics), which will focus on the export of import-substituting industries.
4. Development of logistics chains (global, regional and local) with a marketing focus.
5. Spread the Buy Ukrainian trend, involving the Ukrainian Chamber of Commerce and Industry.
6. Research of consumer behavior - organizational (industrial) and individual - is the ultimate goal.
7. Improving the distribution of products through retail chains by developing our own brands.

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APPENDIX 1

Dynamics of changes in the commodity structure of Ukraine's foreign trade, %*

Code and name of goods according to UKTVED	2010		2020		2021		Changes in the structure (+, -), %, %.	
	Export	Import	Export	Import	Export	Import	Export	Import
							(6-2)	(7-3)
1	2	3	4	5	6	7	6	7
I. Live animals; products of animal origin	1,5	2	2,4	2,3	2,0	2,2	+0,5	+0,2
II. Products of plant origin	7,7	2,6	24,2	3,7	22,8	2,9	+15,1	+0,3
10. Cereal crops	4,8	0,2	19,1	0,3	18,1	0,2	+13,3	-
III. Fats and oils of animal or vegetable origin	5,1	0,7	11,7	0,5	10,3	0,6	+5,2	-0,1
IV. Ready-made food products	5	4,1	6,8	5,5	5,6	4,9	+0,6	+0,8
V. Mineral products	13,1	34,8	10,8	15,5	12,4	20,5	-0,7	-14,3
26 ores, slag and ash	5	1,8	9	0,7	10,5	0,5	+5,5	-1,3
VI. Products of chemical and related industries	6,8	10,6	4,1	13,6	4,1	13,4	-2,7	+2,8
VII. Polymeric materials, plastics and products from them	1,3	6	1,4	6,3	1,6	6,6	+0,3	+0,6
VIII. Raw hides, tanned leather	0,3	0,3	0,3	0,4	0,2	0,4	-0,1	+0,1
IX. Wood and wood products	1,6	0,6	2,9	0,6	2,9	0,6	+1,3	-
X. Mass of wood or other fibrous cellulosic materials	1,8	2,7	0,8	2	0,8	1,5	-1,0	-1,2
XI. Textile materials and textile products	1,4	3,3	1,6	4,2	1,3	3,7	-0,1	+0,4
XII. Footwear, hats, umbrellas	0,3	0,8	0,3	0,8	0,8	1,3	+0,5	+0,5
XIII. Products made of stone, gypsum, cement	0,8	1,5	0,9	1,4	0,8	1,3	0,0	-0,2
XIV. Natural or cultured pearls, precious or semiprecious stones	0,1	0,5	0,2	0,3	0,2	0,3	+0,1	-0,2
XV. Precious metals and products from them	33,7	6,8	18,3	5,8	23,5	6	-10,2	-0,8
72. Ferrous metals	28,4	3,2	15,6	1,9	20,5	2,1	-7,9	-1,1
XVI. Machinery, equipment and mechanisms; electrical equipment	11	13,4	9,1	21,3	7,7	19,5	-3,3	+6,1
XVII. Means of land transport, aircraft, floating craft	6,3	6	1,5	10,6	1,0	10,4	-5,3	+4,4
XVIII. Optical and photographic devices and apparatus	0,5	1,5	0,3	2,4	0,3	2,1	-0,2	+0,6

*Calculated by the authors according to the State Statistics Service of Ukraine [13].