

FORMING STRATEGIC DIRECTIONS OF ORGANIC FARMING DEVELOPMENT IN UKRAINE USING THE TECHNIQUE OF SWOT-ANALYSIS

Senyshyn O.S.

Candidate of Economic Sciences,
Senior Lecturer at Department of Management,
Ivan Franko National University of Lviv

Problems of development of organic farming in Ukraine are shown in this article. Basic problems of its functioning in Ukraine are proved, namely to settle the issue of accreditation of authorized certification of organic production and certification inspection process of organic production and turnover of organic products by the Resolution of the Cabinet of Ministers of Ukraine; the development of national organic production rules based on international requirements and standards; ensure keeping the register of state producers of organic products; training on issues of organic production by introducing special programs and courses in basic training programs for specialists and managers specialized in agricultural universities of Ukraine and others.

The absence of legislation to pass state producers of organic products certification

procedures of organic production is emphasized, causing state producers are in the process of organic certification under existing international standards, often the standards of the European Union.

SWOT-analysis of organic farming is made, as a result, the major opportunities and threats, strengths and weaknesses of its functioning and development are identified. The development strategy of national organic farming is chosen, which allows in the future realizing it through certain strategic areas: introduction of certification procedures for organic production according to the EU standards; formation of a legal framework that regulates the system of organic farming; development of cooperation of households in rural areas through the cooperation of agricultural service cooperatives, etc.