

THE LOGISTIC SUPPORT FOR INNOVATIVE PROJECTS AT ENTERPRISES OF THE GRAIN PRODUCT COMPLEX

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At present, most of the small- and medium-sized farms pay very little attention to the logistics efficiency. Implementation of innovation is carried out with a certain sequence and at each stage is accompanied by the relevant material and cash flow, making appropriate the use of conceptual approaches of logistics for the management.

Logistic principles can perform management tasks more effectively than simple control. However, better results can be achieved if you clearly define what kind of effect can be achieved from such integration due to the innovative content of the planned innovation changes, the nature of innovation, innovation goals, and more. It requires a preliminary analysis of the impact of logistics on the implementation process of innovation.

The choice of the strategy of innovative development of the company depends on the innovation potential. Depending on available innovative resources, a company has to choose the path of innovative development strategies, which will be the most favourable. Innovation resources should include information, logistical, intelligence, financial, scientific, technological, human, and organizational.

Today in Ukraine, there are very powerful integration processes, through which opportunities appear to use the modern technological developments, which are quite proven and widely used in other countries and can be adapted and used in our conditions. To these innovative technologies of the grain storage material technology, we can include storing the grain in hermetic flexible plastic bags, which appeared in 2000, Argentina.

The urgency of the use of the sealed flexible plastic bags of logistics management positions is associated with the seasonality of the grain since the peak load on the carriers and the excess supply of new crop increases under transport rates and reduces purchase prices for grain.

We have carried out our own research on the effectiveness of storing the grain in bags, sleeves, and comparing this technology with other storage options, we concluded that this option of storing the own grain yield for small- or medium-sized farms with a capacity of grain production at 3,000 tonnes was the best financially and from the logistical point of view.