

## **PECULIARITIES OF OPERATION AND INNOVATIVE DEVELOPMENT OF FLOUR-MILLING ENTERPRISES IN THE UKRAINIAN FOOD MARKET**

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The article analyses peculiarities of the operation of flour mill enterprises and the strategy of their innovative development. In order to determine the level of economic stability of flour mills, the distinction of peculiarities of their activities, socio-economic processes at the enterprise, formation of a new system of management of its development becomes important, becoming an extremely important scientific and practical task.

The present state of competitive relations in the market of flour mill products is determined. It is proved that the decline of

the competitiveness of domestic flour mills is caused by the considerable physical and moral depreciation of equipment and the use of outdated technologies of grain processing and flour production by enterprises.

The minimum and maximum intervention prices for flour, the structure of the cost of flour, the dynamics of the export and import of flour mill products are analysed.

The effective mechanisms of development of the flour-mill industry as one of the perspective branches of the agro-industrial complex of Ukraine are offered.