

ENSURING THE COMPETITIVENESS OF FAMILY FARMING BASED ON THE INNOVATIVE POTENTIAL GROWTH

Osadchuk I.V.

Candidate of Agricultural Sciences (Ph. D), Associate Professor,
State Higher Education Institution
“Kherson State Agricultural University”

Bolila S.Yu.

Candidate of Agricultural Sciences (Ph. D), Associate Professor,
State Higher Education Institution
“Kherson State Agricultural University”

Globalization processes in economy make Ukraine develop family farming and ensure its competitiveness; this is determined by the availability of favorable technical, economic and organizational conditions for the development, production and sales of high-quality products, which meet the requirements of specific groups of consumers, on an innovative basis, the costs being not higher than those at the international level. There are many studies on the peculiarities of innovative processes, theoretical and methodological foundations of innovation activity, problems of innovative potential realization and ensuring the innovative development of enterprises. At the same time, the issues of family farming competitiveness based on the innovative potential have not been studied in detail, which suggests the relevance of further research. Our research was aimed at determining the essence and peculiarities of the innovative potential of family farming in Ukraine, developing a mechanism for its improvement in order to ensure the competitiveness of this component of the agricultural sector of economy.

The object of the study was an aggregate of Ukrainian farm enterprises and individual peasant farms that could potentially acquire the status of family farms, as well as newly created family farms. The subject of

research was the essence and structure of the innovative potential of family farming as the basis of its competitiveness.

The study shows that the innovative capacity of family farming should be understood as the ability and willingness of farm enterprises and separate types of individual peasant farms that could potentially acquire the status of family farms, as well as of newly created family farms to launch an innovative process based on the creation, development and diffusion of innovations, that is developing innovative products, processes and taking measures for the development of these farms and their adaptation to the dynamics of the environment.

It is determined that the innovative potential of family farming depends on the peculiarities of management, professional qualifications and skills of family members and hired workers, external conditions of the economic activity under market conditions. The authors identify factors influencing the innovation activity of the investigated farms. They propose a mechanism of enhancing the innovative potential, which includes organizational and economic measures, and develop a number of recommendations for their introduction in order to ensure the competitiveness of family farming in Ukrainian realities.