

EUROPEAN BENCHMARKS OF AGRARIAN SPHERE OF UKRAINE: PROSPECTS AND POSSIBILITIES

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The article is devoted to a primary task that would provide the economic terms of growth of production of agricultural goods, which conform to the international quality standards. In the long term are directions of solution of the assigned tasks, certainly increase of capital investments in agriculture, development of agricultural science, improvement of forms of management of agricultural operations.

In the article the analysis of gradual market of countries of ES development is carried out by domestic companies, grounded necessity of increase of level of quality, unconcern, ecological descriptions of the Ukrainian products of APK, concentrated attention on improve the state of food safety of the state.

A free trade zone with European Union is the important factor of subsequent development of agrarian industry, as for Ukraine the prospects of gradual market of countries of ES development were opened by domestic companies, increase of level of quality, unconcern, ecological descriptions of the Ukrainian products of APK, improvement of the state of food safety of the state. Therefore for Ukraine the task of making of public policy mechanisms appears in relation to the increase of efficiency of the use of present potential of the agrarian sector of economy, its adaptation to the new terms, thereby tak-

ing into account possible risks which will arise up as a result of liberalization of foreign trade relationships with the European countries.

It is marked that protecting of national producers from growth of import for the agricultural commodities of the most sensible groups foresees the following: their exception is from tariff suggestion; laying of obligations in relation to the decline of tariffs to the dead-line of transitional period; establishment of tariff quotas; use of the special protective measures.

Disparity of the Ukrainian products to the European standards is the substantial threat of development of domestic agro-food sector, as restrains of the supply of products to the markets of ES countries on the period of passing of all necessary technical regulations and receipt of certificates of conformity, results in the decline of profitability of domestic small and middle farms, and also weakening of competition positions at the internal market of separate types of the Ukrainian products comparatively with European, which already is properly certificated.

It is important, topically and perspective to create and inculcate newest control the system by quality products of agro-industrial production, as one of the key factors of growth of export competitiveness of A.I.C. products in the world market.