

## Economic justification of measures to improve efficiency of beef cattle

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A cattle breeding is a problem industry of stock-raising. That it is related to the insufficient level of production efficiency. Increase of beef production and improvement of its quality depend on the cattle breeding intensification.

Increasing slaughter yield in intensive growing of young cattle is a large reserve of a high-quality beef production. Economic calculations show that in the intensive growing of cattle productivity and profitability of the industry are greatly increased.

In conditions of innovative development of beef production for the purpose of the cattle intensive growing is feasible a revival of the practice of using feeding grounds.

On condition of loose keeping on the feedlot cattle have free access to the feed table. Therefore, consumption of feed is unlimited and depends on its energy value and taste appeal. Cattle in the conditions of such a feeding are gaining more weight than on grazing. The organization of young cat-

tle feedlot will improve its performance and increase production of beef.

The traditional channel of cattle sales are meat processing plants. They offer the highest purchase price. Their share in the structure of sales channels increased from 36,6% to 85%.

Implementation of meat production through exchanges does not take place. This channel implementation makes fraud impossible from the direction of leaders. The leaders steal most of the revenue provided for implementation of meat products through other channels.

Problems of the realization of cattle products should be addressed when developing marketing policy. Implementation of marketing strategic planning will positively affect the development of this industry

The choice of distribution channel defines the activity for several future years. Thus the main objective is to determine the sales strategy. This avoids decisions that hinder expansion of sales of the company.