

Major trends of vegetables' sales and pricing in Ukraine

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The article examines the main trends in the market of vegetables, makes a monitoring of the vegetable market, studies peculiarities of forming vegetable market of Ukraine establishes the relationship of demand, supply and sale prices of vegetables. Ways to improve the efficiency of production of vegetables are proposed, the forecast of vegetable production in the near future is done.

The objective conditions of the market of vegetable products is to improve the infrastructure elements, which create prerequisites for moving goods from producer to consumer, optimally combining internal and external communications, possibility of production on the basis of greening, ensuring food security. In the current economic conditions, production and market potential of the company, providing the appropriate level of business activity, should promote quantitative and qualitative augmentation of agricultural production by types, particularly towards the functioning of the vegetables market.

For the effective functioning of regional vegetable production subcomplex it is

needed to focus on expanding the range and safety of vegetable production, improve the quality of vegetables. It is necessary to ensure a high level of farming, timely preparation of the soil, of all agricultural measures, rational use of organic and mineral fertilizers. An important role in the establishment of adequate regional market should play a vegetable wholesale market, which would create conditions for organized wholesale. To increase vegetable production in the region is necessary to examine a number of issues, including: pricing, supply and demand, the solvency of companies and people, and resolve ecological problems of production and sales of vegetable products. In the regional market formation there is no stable sales channels, stable relationships between producers and buyers.

The vegetable market does not meet requirements of modern marketing, which focuses on retail and wholesale. The effectiveness of the regional vegetable market depends on a rational combination of production, processing, storage and sale of vegetables.