

## INNOVATIVE ASPECT OF FOOD ENTERPRISES ACTIVITIES IN UKRAINE: ANALYTICAL ASSESSMENT

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Innovative vector of Ukraine's food industry today stands as objective conditions for its effective functioning and ensuring food security. Therefore, more actual become the research of current state and innovation of current trends in modern food business transformation conditions with regard to their backward logistic situation and increasing requirements for quality, safety and environmental technologies and finished products in terms of increasing globalization and integration.

An assessment of the dynamics of innovative activity of food industry of Ukraine shows that the number of enterprises that implemented innovations, engaged in innovative activities and produced innovative products from 2005 to 2012 is characterized by well-established tendency to increase, which from 2013 to 2015 changed to the opposite vector of development. However, against the background of a rapid reduction in the number of innovation-active, their share in the industry over the past decade has increased. It should be noted that the presence of this positive trend is relative, since in general levels of innovation activity remains low and does not even reach the level of the early 90's.

The part of the food industry, which carried out technological innovations made in 2015 just 16,8%, well below the same indicator not only for the country-leaders on the implementation of technological innovation,

but also in Eastern Europe. Formed as a tendency to increase technological innovation: in 2015 compared with 2005 product innovations were implemented by 27,7% more of food manufacturers, innovation process increase – 15,9%.

The negative feature is that the number of food companies that implement technological innovation has a variable-based character, but not a stable trend. We can see that similar dynamics is also shown by a change of the number of technological innovations: periodic growth is changed by fall, resulting in that performances in 2015 do not even reach the performance in 2005.

Negative dynamics is shown by the number of new low-waste processes. Thus, their share has decreased for the period from 55% to 35%, constraining food enterprises transition to a sustainable development strategy and preventing the formation of highly competitive manufacturers of food products in domestic and international markets.

Summarizing the results of the analysis of the prevailing trends in the development of innovative activity of Ukraine's food industry it could be argued that the current level of technical and non-technical innovations significantly lags behind those in developed countries. Despite the generally positive trend indicators of innovation activity significantly inferior are not similar to European indices. According to experts, the effective development of the industry

at present is possible while increasing the share of firms introducing innovations to the level of 40-45%. The above activation requires actions at all levels (micro, meso,

macro) in the direction of forming a single joint strategy of transition to an innovative model of development of the food industry of Ukraine.