

INNOVATION IN VEGETABLE MARKET AND ITS ROLE IN FOOD SECURITY

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The article is devoted to innovative processes in the vegetable market. Aspects of the formation of food security of Ukraine are based on the assessment of levels of production and consumption. It identifies directions of development of the industry in the future.

The article deals with relevant enough issues – development of vegetable production on the innovative basis, because vegetable production is a source of vitamins, minerals, fibre and other nutrients for the human body.

The author aims to reveal problems of development of vegetable growing and to plan ways of their decision, to consider aspects of the formation of food security of Ukraine based on the assessment of levels of production and consumption and to identify areas for development in the sector. The article presents the analytical material on the development of vegetable production in selected countries of the world. The article

provides in the dynamics data for the production of vegetables. The analysis of consumption of individual kinds of vegetables for one person is made. The causes hindering the development of vegetable production in agricultural enterprises are considered.

The author determines the ways of effective development of vegetable production on the basis of innovation and results in the main directions of development of vegetable growing in the future.

It is established that for the effective development of vegetable growing in modern conditions it is necessary to implement innovative-investment model of development of the industry, the constant saturation of innovation technologies of growing, storage and marketing of vegetables. Specialized large-scale farms have a significantly large advantage with respect to these issues before finely commodity producers. Given this, it is necessary to strengthen a work on innovation at agricultural enterprises.