

MARKETING MANAGEMENT IN AGRICULTURAL PRODUCTION

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Marketing is one of the key elements in management under current conditions. The aim of the article is to focus on the necessity to introduce marketing in agricultural business, in particular in vegetable production.

The author defines marketing as a complex of managerial measures aimed at a problem solution: assortment and scope of farm production, processing level of the output, fixation of real prices of finished produce, which will ensure further reproduction and development of farm production, proper distribution of the finished output, and also the creation of good-quality communication systems with consumers, buyers and partners in accordance with current market requirements and technological potentials.

The attention is concentrated on the fact that the development and implementation of marketing commodity policy by the businesses in vegetable production envisage the following: taking into account consumers' and market demands when forming commodity assortment, consideration of producers' potential and resources when introducing new goods in the assortment and placing them in the market, guaranteeing quality and competitive power of the goods, positioning

goods in market segments, studying new market segments.

A network model of correlation ties between production indicators, marketing and consumption of vegetables, which confirms a strong direct connection between index of average-monthly real income per person and such indicators as sale index of vegetables produced at farm enterprises, consumer price index, index of retail turnover of fresh vegetables, is suggested.

It is advisable for local vegetable producers to use foreign experience in the sphere of marketing. In well-developed European countries producers unite in cooperatives (horizontal integration) and a formalized association of a company-producer with a wholesaling or retailing company based on partner relations (vertical integration).

It is proved that under current conditions domestic farm producers can and must actively use Internet opportunities to promote their output: to create own internet-site in the world network, to use known non-specialized/general announcement-sites; to use specialized (agricultural) announcement-sites; to use specialized web-sites of farm enterprises.