

## **VECTORS OF REFORMS IN AGRICULTURE OF UKRAINE FROM THE VIEWPOINT OF SUSTAINABLE RURAL DEVELOPMENT**

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The extent of agricultural land in Ukraine determines the priority of agricultural reform as the basis for rural development. The current model of agriculture in Ukraine is built on an industrial basis and does not meet the environmental and socio-economic objectives for sustainable rural development. Thus, the purpose of the article is the substantiation of the content and tools for implementing structural changes in the agricultural sector of Ukraine. A vector of structural transformation should be focused on building the regional agri-food chains that are of great socio-economic importance in terms of rural development. The effective regional chains of value, on the one hand, represent a means of formation of spatial and economic relationships in the "rural-urban" system of the region, on the other – form the basis for the economic diversification of the rural economy. The priorities of the state policy on sustainable rural development should be seen in the context of regionalization and diversification of agricultural production shift of grain and industrial crops towards consumer basket prod-

ucts. This will require improving of existing mechanisms of the state support focused on the industrialization of Ukrainian agriculture, namely: forming of the list of objects of the state price regulation with end-use products, especially those species, whose production does not satisfy domestic needs; introduction of grant financial support schemes for farmers; regulation of legal regime of private farms operation; providing processes of branding and promotion of rural areas; realization of educational programs for representatives of commercial and institutional sectors. Improving the socio-ecological-economic efficiency of agricultural production due to the process of its diversification and regionalization, in our view, will create the necessary conditions to become an impetus for the further implementation of the qualitative changes in the parameters of the use of rural resources, creating effective demand in rural areas for various goods and services, financial resources for the development of non-farm activities, social capacity to implement effective self-government and others.