

# **INFLUENCE OF GLOBALIZATION PROCESSES ON THE RURAL DEVELOPMENT IN THE CONTEXT OF RURAL AREA PRESERVATION MODEL OF THE AGRARIAN ENTERPRISE**

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The article considers the role of agrarian sector of the national economy in modern realities of integration processes. The key insights on the functioning of a free trade zone between Ukraine and the EU are highlighted.

It is marked that the transformation processes of forms of ownership and ménage in Ukraine are already long and contribute to positive changes in the field of agriculture, however, without regard to the realization of a row of organizational legal measures, the agrarian sphere is in the crisis. In the developed Strategy for Sustainable Development "Ukraine-2020» an important place occupies the mechanism of steady development of agriculture, which answers the modern terms of ménage and heads for providing a balanced functioning of domestic agrarian sphere. Thus foreign experience in forming sustainable development of agriculture of the developed countries of the world has a ponderable value. Agrarian industry of the Ukrainian economy, demonstrating stable dynamic development, is a reliable foundation for providing food safety of the state, base of expansion of its export potential, source of satisfaction of internal demand on an agricultural product and food stuffs. However, among the basic constituents of fall of the index of steady rural development the special disturbance is caused by a sharp reduction of business employment in the villages of Ukraine.

On the whole, under the action of market factors in Ukraine there was such a pattern

of agricultural production, in which corporate and individual economies have the niches. Corporate economies make the most commercially attractive types of products, and individual, in particular population economies, not remunerative and labour intensive, – potato, green-stuffs, garden-stuffs, milk and others like that. They are orientated to food ensuring and filling of internal food market.

Both sectors of producers of agricultural production are heterogeneous by composition, sizes and dynamics of changes. In the conditions of crisis situation in the system of the European and world safety, and also crises of European area, research of mechanisms of development exactly of agrarian sector of the national economy in modern realities of integration processes are extremely relevant. One of such modern mechanisms there is the functioning of a free trade zone between Ukraine and the EU. An academic interest is aroused by the modern state of agriculture and its "reaction" to the opening of the EU markets for Ukrainian agricultural commodities, as well as prospects of further integration.

The experience of the developed countries confirms a necessity of the realization of priority policy in the development of small and middle enterprise in rural settlements, functioning of institute of rural self-government, capitalization of resources of rural territories.

Therefore for Ukraine arises a task of making mechanisms of public agrarian policy in relation to the increase in efficiency of the use of present potential of the agrarian sector of economy. To that end a special attention must be concentrated on the creation of pre-conditions for its institutional support, which, foremost, foresees a formation of mechanisms for the co-operation of the state and business, establishment of the rural area preservation model of agrarian production, increase in efficiency of agrarian business functioning.