

IMPLEMENTATION OF PROMISING FORAGE CROPS – THE BASIS FOR INCREASING THE PRODUCTIVITY OF DAIRY CATTLE

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Dairy industry takes one of the leading positions in agriculture of Ukraine, that is why any loss of dairy cows means loss of strategic resources in rural areas where recovery can take several years. It also means employment reduction in the countryside and complication of the problem of rural population employment.

In livestock farming, innovative processes are aimed at improving the technology of production, storage, processing and sales. The major direction of innovative development of dairy cattle breeding and its efficiency is the level and the quality of feeding the cows. The presence of disproportion between the development of forage resources and existing livestock leads to the fact that dairy cattle fulfil their genetic potential productivity for only 60–70%. This is due to low-quality forage, lack of scientifically based diets balanced in terms of the main nutrients.

To increase the productive part of the feed ration, the forage must be balanced. It is, therefore, important not only to increase

forage consumption in dairy farming but also consider its quality characteristics. Only in this case the potential of livestock productivity can be realized as fully as possible.

The efficiency of milk production depends on several factors. There is determined the correlation dependence of the level of milk sales profitability on two factors: forage consumption per production of 1 metric centner of milk and the average sell price of 1 metric centner of milk that shows a close connection between the two factors and the effective criterion. The coefficient of multiple determination ($R^2 = 0.64$) indicates that the 64 per cent variation of the profitability of milk is determined by these two factors.

Thus, innovative processes related to the improvement of forage production and feeding systems make a significant impact on the growth of efficiency of dairy cattle products production. Rational and full-value feeding helps to increase productivity, to improve product quality, to consolidate and develop further the breeding traits in this field.