

## **SUCCESSFUL DEVELOPMENT OF FAMILY FARMS WITHOUT THE STATUS OF A JURIDICAL PERSON IN UKRAINIAN REALITIES**

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It is legally allowed to establish family farms on the basis of individual rural farms in Ukraine.

The purpose of the research is to determine the main conditions of successful development of domestic family farms without the status of a juridical person as a small-scale enterprise in rural areas.

One of the main conditions of successful development of family farms without the status of a juridical person in Ukraine is rural dwellers' understanding of the advantages of such farms over individual rural farms. The formation of this understanding must be done stage by stage: establishing an appropriate legislative base concerning the support for the activity of these farms through subsidizing, implementing a simplified system of taxation considering the location of a region; organizing consultations involving advisors; sharing the experience of advanced family farms, especially those who are the members of cooperatives, clusters etc. It is very important to explain the prospects of joint work of family members under the leadership of a competent head of a family farm.

The Ukrainian pattern of the manager of a family farm must be based on the

national moral values, obtained through religion and historical culture, on the traditions of accuracy, on the ability to manage time, on the mechanism of counteracting the subjective spontaneity. Such a manager is able to maintain successful development of his farm.

In order to involve costs necessary for the development of family farms, it is expedient to promote crowd-funding in our country, the major condition of its development is creating an appropriate eco-environment with a high level of trust, which corresponds to Ukrainian traditions of establishing relationships both in families and between the farm and the external environment.

Before implementing the Law of Ukraine "On Farms" concerning the stimulation of creating family farms and their activity, it is necessary to establish appropriate conditions for successful development of new small-scale economic entities in rural areas (governmental support, competent managers, crowd-funding platforms), to generate the understanding of the necessity of changes, willingness and readiness for cooperation of initiative rural dwellers.