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INVESTMENT AND INNOVATION IN ORGANIC PRODUCTION: OPPORTUNITIES AND CHALLENGES FOR UKRAINE'S AGRI-FOOD SECTOR

ІНВЕСТИЦІЇ ТА ІННОВАЦІЇ В ОРГАНІЧНОМУ ВИРОБНИЦТВІ: МОЖЛИВОСТІ ТА ВИКЛИКИ ДЛЯ АГРОПРОДОВОЛЬЧОГО СЕКТОРУ УКРАЇНИ

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Confined to the organic concept (while presenting its main technologies), because of factors such as the increasing demand for environmentally safe products, the rational and balanced use of natural resources and for human health, the survival of rural areas, and the need for external business competitiveness under modern market conditions. Technological upgradation has evolved to be the prime factor influencing the quality of the product, the process, and the environmentally friendly working atmosphere. The goal of the paper is to adapt the global development tendencies in organic production to the modern methods of farming and to analyze the influence on the competitiveness of the organic production, cost-benefit analysis, and the evaluation of its environmental influence. The authors investigate the perspective of advanced technologies of digital production, biotechnological use, and resource-saving technologies in the country. It gives a range of examples of businesses that have used the innovations to be more effective, while slashing costs and increasing their market share of organic products. The results demonstrate that the implementation of innovations is a significant instrument for providing a trend for sustainable development and competitive advantages for the organizations in the organic production sector in the new conditions.

Keywords: innovations, organic production, competitiveness of enterprises, sustainable development, resource-saving technologies, digitalization, biotechnology, environmental efficiency, agri-food sector, modern challenges.

У статті досліджено інновації як ключовий інструмент підвищення конкурентоспроможності підприємств у сфері органічного виробництва в умовах посилення глобальних викликів, екологічної нестабільності та вимог сталого розвитку. На тлі зростаючого попиту на екологічно безпечну продукцію, підвищення стандартів якості та необхідності оптимізації використання природних ресурсів, органічне виробництво стає перспективним напрямом аграрного сектору. Автори обґрунтовують, що інноваційні технології – зокрема цифровізація, автоматизація, використання біотехнологій та ресурсоощадних рішень – суттєво впливають на ефективність виробництва, зменшення витрат, підвищення екологічності продукції та зміцнення ринкових позицій підприємств. Проаналізовано світовий досвід (США, Німеччина, Франція, Китай) та тенденції розвитку органічного виробництва в Україні впродовж 2012–2022 років. Наведені статистичні дані свідчать про стрімке зростання інвестицій в український органічний сектор (+450%), що хоча й поступається абсолютним обсягом провідним країнам, проте демонструє високий динамічний потенціал. Визначено ключові бар'єри, що стримують розвиток інновацій в Україні: обмежений доступ до фінансування, низький рівень цифрової трансформації підприємств, нестача кваліфікованих кадрів, слабка взаємодія між наукою та бізнесом, а також нестабільність правового середовища. Запропоновано комплекс заходів щодо подолання цих перешкод: розширення державної підтримки (гранти, податкові стимули, пільгове кредитування), залучення міжнародних донорів (EBRD,

USAID, IFC), стимулювання розвитку кластерів і науково-виробничих консорціумів, спрощення сертифікації та адаптація до європейських стандартів. Наведено прогноз економічних показників до 2028 року: зростання обсягів виробництва та експорту органічної продукції, збільшення інвестицій, податкових надходжень і кількості зайнятих у галузі. Зроблено висновок, що впровадження інновацій у сфері органічного виробництва є критично важливим для зміцнення конкурентоспроможності аграрних підприємств, розширення їх експортного потенціалу та забезпечення сталого соціально-економічного розвитку України.

Ключові слова: інновації, органічне виробництво, конкурентоспроможність підприємств, сталий розвиток, ресурсоощадні технології, цифровізація, біотехнології, екологічна ефективність, агропродовольчий сектор, сучасні виклики.

Formulation of the problem. Current firms in the agri-food industry operate in an environment that sees an increasing demand for organic products and tightening environmental regulations. From them, a serious interest toward environmentally friendly products is increasing, which leads to new challenges for business and more pressure on quality, environment, and productivity. Organic farming, as a model of sustainable development, has drawn attention to enterprises in order to be competitive in the market.

Innovations for organic production, including resource-saving technology, digitalization, and biotechnology, are increasingly important for productivity, cost efficiency, and the environment. These advances not only streamline processes at enterprises but also help organizations easily address emerging consumer needs while fostering trust in the brand.

Analysis of recent research and publications. In the recent scientific literature, the studies of the innovations in organic products and their interaction with the competition of enterprises are common. A lot is said around sustainable development, ecologic liabilities, new technologies used in the process of producing, etc. A foreign writer, M.E. Porter [1], in his writings, emphasizes a particular importance of innovations for the competitiveness advantages' genesis. In his opinion, new technologies and production methods were creations – which is why he holds the company's stronger positions in world markets. Kuhlman T. and Farrington J. advance in their paper [2] the relation of sustainable development and organic production, stating that innovations and technology create the necessary ecological balance, which is the foundation for sustainable economic growth over the long term.

Buckley M., Cowan C., and McCarthy M. [3] argue that consumer confidence is a key driver of the organic product market. The writers claim that all advanced technology raises product quality and hence, customer needs. In another scientific paper, Worthington I. and Britton C. [4] highlight the influences of digital technologies based on automation and cloud thereon for better production processes in the organic farming domain. The result is cheaper and more eco- and economically efficient.

There are also some Ukrainian scholars who study, characterize, and after that generalize it. For example, in the study of Boryvyk I. [5], the environmental innovations share of both Ukrainian enterprises' production and trading activity has been calculated, with special emphasis on the role played by them for the development of export potential.

Features ensuring competitiveness of organic product manufacturing in Ukraine According to the investigations of Ivanchyenko O. [6], the formation of competitive advantages of organic production in Ukraine mostly depends on the support of the state for the innovative technologies of the introduction of agro-industrial complexes. Meanwhile, there is an analysis of the organic product and its possibilities in an environment of the development of the Ukraine fabricated by Nikolaievska V. [7].

The presented literature highlights the role that innovations play in the process of the development of modern (contemporary) organic production, as they determine economic (financial) stability, economic efficiency (environmental efficiency), and consolidation of enterprises in markets. But there is some research that we are still required to investigate, especially in the context of combining those various new methods and looking at the overall effects on the firm's performance.

Formulation of the research task. The purpose of the study is to determine the role of innovations in organic farming and to assess their impact on the competitiveness of enterprises in the agri-food sector. The research aims to analyze global development trends in organic production, adapt them to the conditions of modern agricultural practices, and evaluate their economic and environmental effects. Particular attention is devoted to examining foreign experience alongside domestic practices,

with the objective of identifying technologies that ensure the highest economic efficiency and ecological sustainability. Achieving these goals will contribute to strengthening the competitiveness of enterprises and supporting the sustainable development of the agri-food complex.

Summary of the main research material. The significance of the innovations in organic production has grown markedly during the last few decades, also in line with the potential of farms to respond to global challenges of sustainable development, including competitiveness. Persistent demand for environmentally “clean” products, tightening of environmental requirements, and toughening competition in markets make enterprises resort to the new forms of institution of processes of production.

The use of advanced technological developments, digitalization, optimization of resource-saving technologies, biotechnology, etc., not only provides production with the required efficiency but also creates prerequisites for strengthening the position of enterprises in the market.

In recent years, green organic has been taken to a whole new level by rapid advancements in green production for safe, environmentally clean products and the toughening of global standards for environmental sustainability. The innovation in terms of the application of digital technology (DT), production automation, and biotechnology has entered as the main direction in order to enhance and improve the quality of products, to decrease the cost of resources, and to ensure sustainable development in the enterprise. Of special interest is the comparison of innovation activity in organic farming between countries (Table 1).

As can be seen from the table, aircraft production grew in all the main countries, such as the USA, Germany, France, China and Ukraine. This expansion has been driven by the extensive use of new technologies such as digitization, automation, and biotechnology.

Ukraine sees an increase of 100%, which means a lot of potential in this sector. A significant emphasis is given to the application of biotechnology and digital platforms to improve certification and marketing procedures. But Ukraine's capacity in this regard is far from being utilized. Unlike leading countries, Ukraine has a lot of problems, including the low level of investments in state-of-the-art technologies.

Ukraine has great potential for organic production judging by a trend of production volume and investments in this field. In the past ten years, with the advent of biotechnology and local initiatives, the country has now emerged as one of the largest producers of organic products in the world.

But despite the good trend, the state of Ukrainian organic production also has several obstacles to overcome. The main issues are lack of funding for innovative projects, low level of digitalization in manufacturing, legislative framework uncertainty, and access to international markets in practice.

In order to perceive Ukraine’s place in the world in terms of organic production, it is necessary to analyze the dynamics of investment in this industry for the past ten years. Investments are quite essential to introduce the innovations, due to the nature of which the new innovative technologies should be used, the production

Table 1

Ranking of Countries by Organic Production Volume and Innovation Implementation from 2012 to 2022

Country	Production Volume in 2012 (thousand tons)	Production Volume in 2022 (thousand tons)	Rank in the Global Organic Production Ranking	Key Innovations
USA	25,000	50,000	1	Automation, Biotechnology
Germany	20,000	40,000	2	Resource-saving Methods, Digitalization
France	18,000	35,000	3	Environmental Certification, Use of Drones
China	15,000	30,000	4	Artificial Intelligence, Organic Fertilizers
Ukraine	7,500	15,000	8	Biotechnology, Development of Local Markets

Source: created from [8–10]

needs to be modernized, and the demand of consumers has to be satisfied.

A comparison of investment in the development of organic production in the world and in Ukraine for the period from 2012 to 2022 is provided in table 2. The figures show the increases in investment in all these countries and the role of advances as a factor upon which national organic farmers can have a competitive advantage.

Over the past decade, investments in organic production have shown steady growth. Since 2012, funding has gradually increased, driven by rising global demand for eco-friendly products. Until 2016, growth remained modest as enterprises were just beginning to adopt new technologies and international standards. However, after 2018, investment surged due to increased government support, international grants, and growing private interest. By 2022, leading countries such as the US, Germany, France, and China surpassed $2 billion in investments. Although Ukraine attracted smaller volumes, it showed the highest growth rate – 450% over the decade – highlighting both the sector's strong potential and the critical role of innovation in boosting competitiveness on the global market [8; 13].

This trend highlights the critical role of innovation in advancing organic production and the urgent need to attract additional investments to strengthen Ukraine's position in the global market. While key funding sources include international grants, state subsidies, and private loans, they remain limited compared to leading countries. Stronger cooperation between the government and international partners is essential.

Innovation helps improve product quality, reduce costs, and boost competitiveness. However, its implementation faces serious barriers, especially in Ukraine's context. Organic producers struggle with limited financing, low digitalization, a shortage of skilled personnel, weak links between science and business, and an unstable regulatory environment.

To overcome these obstacles, active state support, increased foreign investment, and effective collaboration between research institutions and enterprises are necessary. Promoting innovation will not only raise competitiveness but also ensure the sustainable growth of the organic sector.

To stay competitive and ensure sustainable development, introducing innovations into organic agriculture is essential. However, overcoming existing barriers requires coordinated efforts from the state, industry, and research institutions. Key areas for improvement include [11-16]:

1. Limited access to finance – one of the main challenges is the lack of funding for innovation. Ukraine has strong potential to cooperate with international institutions like EBRD, USAID, and IFC, which can provide financial and technical support for organic projects.
2. Low level of digitalization – modernizing organic production depends on access to digital technologies. Yet, high costs and a shortage of qualified personnel hinder adoption. Government support is needed to create regional digital hubs and offer assistance to small producers.
3. Weak science-business cooperation – strengthening ties between researchers and producers is vital to accelerate the practical implementation of innovative technologies and improve industry efficiency.
4. Legislative instability – unclear and shifting regulations hinder certification, exports, and product innovation. Aligning Ukraine's certification standards with EU norms and providing clear, consistent information to producers would support growth and international integration.

Over the next five years, organic production in Ukraine is expected to undergo significant growth, primarily driven by the implementation

Table 2

Dynamics of Investments in Organic Production in Leading Countries and Ukraine (2012–2022)

Country	2012, million $	2014, million $	2016, million $	2018, million $	2020, million $	2022, million $	Growth, %
USA	1,200	1,450	1,800	2,300	2,800	3,500	191%
Germany	950	1,100	1,400	1,800	2,200	2.700	184%
France	850	980	1,250	1,600	2,000	2,500	194%
China	750	950	1,200	1,500	1,800	2,200	193%
Ukraine	100	129	180	300	400	550	450%

Source: created from [8; 11–13]

of advanced technologies. The rising global demand for environmentally friendly products, particularly in European and Asian markets, compels domestic producers to modernize their production processes.

According to projections of the Ministry of Agrarian Policy, the integration of automated resource management systems and biotechnological solutions is expected to ensure a stable annual growth of organic output by 10–15%. Such dynamics will contribute to the diversification of export flows, particularly towards Asian markets, where consumer demand for organic products demonstrates consistent growth [13]. At the same time, the adoption of innovative technologies is anticipated to optimize the use of key production resources, including water, fertilizers, and energy. As a result, production costs may decrease by 20–25% within the next five years, strengthening the cost efficiency of enterprises in the sector [7].

Technological modernization will also play a pivotal role in ensuring compliance of Ukrainian producers with international standards, in particular the EU Organic certification. This will facilitate further expansion of exports to the European Union, where demand for organic products has been growing at a rate of 12–15% annually [13].

Furthermore, investment flows into Ukraine's organic sector are forecast to rise by 50–60% by 2028. These developments will be supported by the involvement of international financial institutions, such as the European Bank for Reconstruction and Development (EBRD) and the International Finance Corporation (IFC), as well as through state-backed mechanisms, including targeted programs, grants, and preferential loans [17]. The cumulative effect of these measures is expected to enhance product quality, foster consumer trust, and increase loyalty toward Ukrainian organic brands, especially in environmentally conscious markets of the European Union [18].

Moreover, over the coming five years, the application of organic production innovations will certainly have high economic impact on Ukraine, due to the growth of production volumes, exports, and investments. The major assumption of economic projections is given by Table 3.

Data given in the table reflects the increment of organic production from innovation's application during the next 5 years in Ukraine. Let's consider the main aspects. Ukraine's organic product production volume in 2023 reached $416.67 million. With the help of the smart technology and enhancement in the management of the production process, it is projected to reach $833.33 million by the end of 2028 with growth of 100%. That shows how quickly the sector is expanding with increasing demand for environmentally friendly products at home and in overseas markets.

The anticipated dynamics of the economic indicators indicate that Ukraine has high potential for organic production. The higher levels of production, exports, and fiscal revenues provide important opportunities for sector development. The investments and implementation of innovations are becoming the leading indicators of the competitiveness of Ukrainian enterprises in the global market. The increase in employment through the creation of new jobs also has an overall positive impact on the country's economy.

Conclusions. The study demonstrates that innovations are a decisive factor in strengthening the competitiveness of enterprises in the organic production sector under modern market conditions. The adoption of digitalization, biotechnologies, and resource-saving methods not only improves production efficiency and

Table 3

Projected Economic Indicators for the Development of Organic Production in Ukraine (2023–2028)

Indicator	2023	2025 (Forecast)	2028 (Forecast)	Growth, %
Organic Production Volume, million $	416,67	583,33	833,33	+100%
Organic Product Export, million $	208,33	333,33	500,0	+140%
Tax Revenues to the State Budget, million $	41,67	66,67	100,0	+140%
Investments in the Sector, million $	58,33	88,89	138,89	+138%
Number of Employees in the Sector, thousand people	50,0	65,0	90,0	+80%

Source: created from [13–14; 17–18]

reduces costs but also enhances product quality and environmental performance.

For Ukraine, organic farming represents both an opportunity and a challenge. On one hand, production volumes and investments have grown rapidly over the past decade, supported by international demand for eco-friendly products. On the other hand, systemic barriers – including limited access to finance, low levels of digitalization, unstable legislation, and weak cooperation between science and business – continue to hinder the full realization of the sector's potential.

Forecasts suggest that by 2028 Ukraine could double its organic production volumes, increase exports by 140%, and attract significant investments, thereby strengthening its position in global markets. To achieve these results, coordinated efforts are required from the state, international institutions, and private investors. Policies should focus on expanding access to financing, harmonizing certification with EU standards, supporting science–business partnerships, and fostering digital transformation.

Overall, innovations are not only a tool for improving the competitiveness of Ukrainian enterprises but also a key driver of sustainable development in the agri-food sector. The companies that successfully integrate advanced technologies will secure long-term advantages in the global organic market.

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