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STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF THE AGRI-FOOD MARKET IN THE CONTEXT OF ENSURING FOOD SECURITY

The relevance of the research topic is due to the fact that the strategic priorities of the development of the meat market are an important prerequisite in the mechanism of ensuring food security. The conducted research made it possible to form an algorithm for the formation of strategic directions to promote the meat market, taking into account the peculiarities of the development of regional markets, the level of their self-sufficiency under conditions of a rapid increase in the demand for meat, the implementation of which is expedient to ensure by stimulating the economic potential of the livestock industry, to favour the acceleration of the pace of quality increase in meat production, the level of state support, effective pricing, income level, promotion of family farming, cooperation, vertical and horizontal integration, etc. The research is based upon statistical and analytical materials in domestic and foreign periodicals. When writing the work, the methods of analysis and synthesis, comparison, grouping and systematization, elements of the institutional approach were implemented.

The results of the study made it possible to form a scheme-model of the development of the meat market, that provides an opportunity to distinguish the characteristic features of the market of meat and meat products in relation to other types of markets of the food segment pertaining to the agrarian market. One should stress upon the constant demand, limited shelf life of products, mismatch between supply and demand, etc. It should also be noted that the market of meat and meat products is at one of the important levels along with other markets of the food segment, which form the protection of the population against possible under-consumption of the main types of agri-food products. It should also be taken into account that consumers buy the lion's share of meat from the producer. Therefore, the market of meat and meat products, on the one hand, is an institutionalized environment, ensuring the interaction of agriculture and the processing industry, as well as between consumers and food producers, on the other hand, it is a disorganized (spontaneous) environment. The necessity of improving the organizational and economic mechanism of its effective development, which involves the implementation of social, economic, stimulating, controlling, regulatory functions of the meat market on the basis of adaptation to new conditions caused by quarantine restrictions, is also argued about. The implementation of the proposed mechanism in accordance with the formed strategic directions of the development of the meat market makes it possible to obtain socio-economic effects and is a determinant of the meat market evolvement model. Prospects for

further research may relate to the disclosure of areas for developing a methodological approach to produce long-term forecasts for the development of the meat market.

Keywords: *Strategic priorities, development, market, meat market, mechanism, food security.*

Goal setting. One of the components of the institutional and economic reality of agro-food market development is the search for an effective paradigm of sustainable market development institutionally integrated system that includes formation of methodological provisions for assessing production, sales and consumption of agricultural products. In our case, these are the products of the livestock industry as the basis for the development of the meat market. Accordingly, the mentioned paradigm should be based on theoretical concepts and definitions, as well as on the existing practice of forming the organizational and economic foundations for the development of the agricultural food market as an integral market system. Under existing conditions the aforesaid facts can be viewed as an 'identity indicator' of today's meat market first and ultimately as a component of the country's food security.

Analysis of recent research and publications. A significant contribution to the study of the development of the meat market in the context of food security was made by both domestic and foreign scientists, including I. Artimonova [1], Boyko [2], P. Sabluk [3], O. Varchenko [1], V. Mesel-Veseliak [3], and other scientists.

The development of theoretical and methodological provisions and practical recommendations for the organization of the meat market, its assessment, competitiveness, pricing was carried out by such scientists as P. Sabluk [3], N. Kopytets [1; 4], O. Varchenko [1], V. Mesel-Veseliak [3, 5], and others.

The purpose of this article is to assess the strategic priorities for the development of the meat market as a component of the agri-food market in the mechanism of ensuring food security of Ukraine.

Summary of the material researched. Having joined the global process of sustainable development, declared by the UN General Assembly Resolution 'Transforming the world: the 2030 Agenda for Sustainable Development' [6], and having formed 17 global goals and 169 targets for their achievement, Ukraine started to define a strategic framework for its national development based on the principle of 'leaving noone behind' and an inclusive process of adapting the Sustainable Development Goals (SDGs). These issues are reflected in the Presidential Decree 'On the Sustainable Development Goals of Ukraine for the period up to 2030' [7] and the National Report 'Sustainable Development Goals: Ukraine' [8].

The development and formation of strategic directions for the market development and mechanisms for their implementation are not only timely, but also necessary for our country, since, as the analysis has shown, it is at the stage of formation, but has significant potential for development and is able to meet both the demand in the domestic market and significantly increase its presence in foreign markets.

The indicators and targets set out in the national report will serve as the basis for the formation of strategic priorities and indicative indicators for the development of the meat market. It should be noted that the National Report 'Sustainable Development Goals: Ukraine' reveals the guidelines for the implementation of the SDGs by our country through the established system of goals, according to which 86 tasks have been identified, 172 indicators for their monitoring have been identified, which will provide the basis for further planning of the country's development and tracking the level of achievement of the goals. They include, in particular, the development of agriculture and entrepreneurship. We have chosen these areas as strategic benchmarks on the basis of which we intend to create a state vision of the meat market development. All of this requires a clear algorithm for forming the relevant areas, defining the main goal and objectives (tasks), priority steps, principles and methods to ensure the implementation of strategic priorities for the development of the meat market.

The mission of the meat market is to guarantee food security, ensure a scientifically sound level of meat/meat products consumption and increase the supply of Ukrainian meat products to foreign markets.

The strategic goal is to increase incentive and advisory agricultural policy, identify key areas of support for the industry, build high-quality infrastructure for market players, balance the production of raw meat by livestock subsectors, increase the industry's profitability, ensure effective pricing in the meat market, taking into account its share in the formation, ensure the full functioning of the processing industry and an appropriate level of meat consumption, increase exports, simplify business conditions, and develop effective mechanisms for the cooperation and integration, stimulating employment in rural areas, etc.

The strategic goals (objectives) of the meat market development are to ensure the availability of a balanced structure of meat/meat products consumption at the level of scientifically based standards, increasing the production of raw meat by livestock sub-sectors and categories of producers (agricultural enterprises, including farms, households, family farms), stimulating the development of cooperation and clustering of meat producers, reducing the volatility of meat/meat products prices, accelerating the growth of household incomes and reducing the share of their food expenditures.

The above-mentioned facts require the formation of strategic indicative benchmarks (indicators) for all meat market players. These are key strategic indicators of the meat market development that are the benchmarks that will ensure its functioning and development. Among such indicators the following ones have been focused on: an indicator of growth in the production of raw meat (by increasing the number of cattle and pigs), production of raw meat in the industries, increasing the level of provision of the population with meat/meat products per consumer, increasing the level of welfare of the population through increased income and reduced food costs, increasing the share of state support for industries characterized by asymmetric indicators, etc (see *Table 1*).

The key indicative benchmark for the implementation of strategic principles for the development of the meat market is to ensure an appropriate level of meat/meat products consumption.

The above allows us to formulate priorities for ensuring the functioning and development of the meat market, which are formed and shown in **Fig. 1.**

Thus, we have identified three main groups of problems, the solution of which ensures the development of both the market as a whole and its functional sector, which is livestock:

– structural imbalances in the livestock sector caused by the mismatch between the scale and structure, its scientific, technical and production potential, and the volume and structure of effective demand for the main types of products in the sector;

Table 1.

Key strategic indicators of meat market development within the agricultural food market

Indicator	Current indicating level (2019)	Target indicator (strategic goals)(2030)
Increasing the production of raw meat, thousand tons		
Total volume (thousand tons)	603	2136
Livestock sector	174	932
Pig industry	429	1204
Consumption level, kg/per capita	53,6	80
Share of food costs, %	56	25,2
Population welfare (wage level),UAH	10450	37452
Level of support for the sector,UAH (million)	4,0	79221

Source: compiled by the author according to [9,10] and own calculations [11, p.150].

– the livestock industry is mainly focused on satisfying domestic interests, despite significant economic prospects in foreign markets;

– underdeveloped regulatory framework and financial institutions to support and stimulate the development of the industry.

The current system of financial instruments to stimulate and support the full cycle of livestock production, except for poultry, which is characterized by relatively low labor and feed costs for a short production cycle, provides significant volumes of poultry production, which determines the priority attention to domestic pork and beef producers for the next 10 years in terms of state support. That is why we have focused on the development and support of these industries in the process of formulating our strategic guidelines.

The analysis of the development of the beef and pork meat markets, both from the standpoint of the primary meat market (supply) and the secondary market (demand), which shows negative trends in their production and consumption, also serves as a guideline for prioritizing them.

It is an axiom that the proper balance of supply and demand, as well as prices for meat and meat products should become a strategic factor in the system of development and functioning of the meat market, while directly addressing the issue of increasing purchasing power. Our strategic vision for the development of the meat market will be based on these four basic postulates.

In this regard, we believe that the algorithm for implementing strategic priorities in ensuring the development of the meat market should be based on compliance with the requirements of the laws to maintain a balanced and, at the same time, progressive development as a basic industry, which is livestock production, and the definition of mechanisms and tools for achieving effective relationships across all functional components. This will ensure an increase in meat production, a balance between supply and demand, etc. This, in our opinion, will allow us to allocate funds exclusively for the development of cattle and pig industries in the future.

The potential for further development of the livestock sector through support for the development of cattle and pig breeding as agricultural sectors is determined by the combined influence of macroeconomic factors, conditions at the level of individual regions, the level of state support, production and financial capabilities of farms of different categories and their competitiveness in livestock markets.

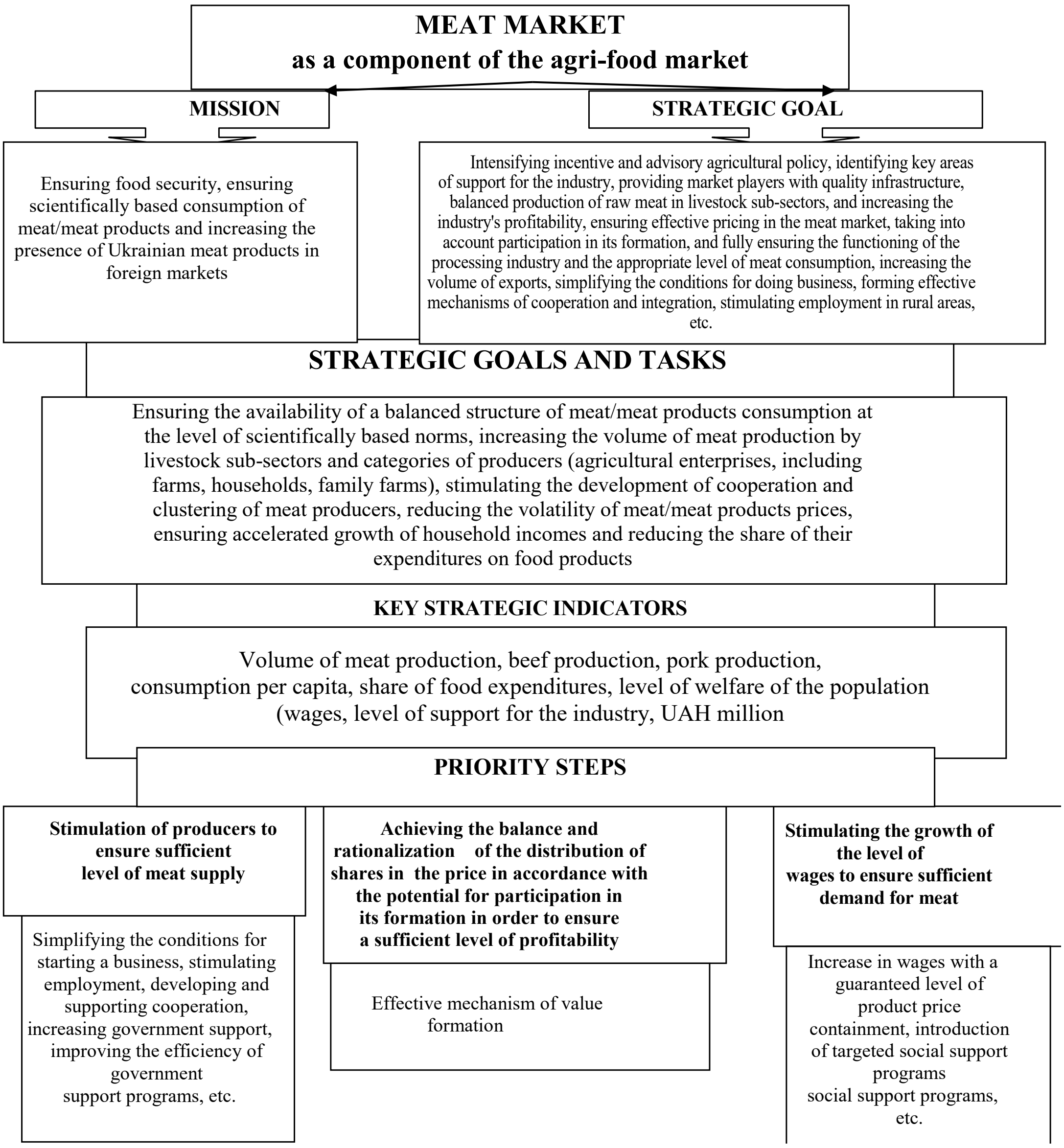

Figure 1. Strategic priorities for ensuring the development of the meat market in the food security mechanism

In order to achieve the strategic goals of the cattle and pig industries, it is necessary to ensure:

– fair competition in the meat market by creating effective barriers to massive product falsification;

– equal access to state support for the industry and credit resources for all forms of large, medium and small agribusiness and cooperative organizations;

– taking into account the long payback periods of investment projects in livestock, provide tax incentives to business entities for up to 10 years, implement projects for the construction of new or reconstruction of existing complexes and farms in order to stabilize their financial situation;

– elaboration of programs for the development of production and market infrastructure of cattle and pig breeding, which stimulate the stabilization and increase of cattle in small forms of management, including in households of the entrepreneurial type;

– intensification of breeding and genetic work aimed at increasing the productive potential of the dairy and beef cattle herd and its adaptive properties to different natural and climatic, organizational and economic conditions;

– stimulation of the increase in demand for cattle meat due to the growth of population incomes and promotion of healthy nutrition, etc.

The research conducted once again confirms our position that in order to effectively ensure the development of the meat market, an important aspect is the development of the livestock sector as an integrated institutional system, directly through state levers of regulation and incentives, through appropriate support mechanisms and tools, which will increase the number of farm animals and, as a result, increase the production of raw meat. An analysis of the experience of developing industries with low profitability, and sometimes with permanent losses, shows that cattle and pig breeding industries are also unprofitable and have long payback periods. This undoubtedly confirms the importance of state support.

In addition to these, there are other barriers that, in our opinion, affect the development of the meat market. Let's consider them, dividing them according to the areas of influence: state agricultural policy that favors the effectiveness of state agricultural policy is limited, caused by the liquidation of the relevant ministry; the model of the meat market is limited to the development of the livestock sector; interaction of state institutions – low level – causes negative communication between market players; state support programs – low level – irrational use of public spending and failure to fulfill the declared amounts of funding;

– market infrastructure – transportation of products – costs account for the lion's share of the final price; technological potential – underutilized due to the low access to financial instruments;

– production – structure of production – focused on production of low-margin meat; production productivity – high – significant gap between small and large producers; shadow market negatively affects the development of the meat market; livestock – catastrophic – resulting in a shortage and growth of imports; pig population – decreasing – resulting in a shortage and growth of imports; poultry population – significant increase – resulting in the formation of oligopolies in the market, growth in the share of consumption;

– processing – interaction of producers – negative – lack of cooperation between small producers adversely affects the share of products with significant added value; interaction of producers and processors – low level – caused by inefficient pricing policy; complete processing cycle is not guaranteed, except for poultry processing;

– sales meaning raw material orientation; sales volumes – small – low purchasing power; exports of livestock products – small, caused by the growth of live livestock trade leading to reduced profit.

Accordingly, on the basis of the formed priority steps for the implementation of strategic directions and the achievement of the outlined indicative indicators, we will forecast the necessary amount of state support required to increase meat production, thereby ensuring the implementation of the expected tasks of the strategic directions of meat market development, in particular, bringing the level of meat/meat products consumption to the rational consumption standards of 80 kg per person by 2030 (see *Table 2*).

Table 2.

Projected estimates of state support for the livestock industry for the implementation of priority areas of meat market development in Ukraine, *UAH million*

Indicators	Baseline year	Projected estimates of state support										
	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Scenario	**Compromise***											
Volume– total thousands	**603**	**1188**	**1255**	**1327**	**1403**	**1486**	**1574**	**1670**	**1774**	**1886**	**2006**	**2136**
Industry of cattle breading	174	357	393	432	476	523	576	634	698	769	846	**932**
Sector of pig breeding	429	831	862	894	928	962	998	1036	1076	1117	1159	**1204**
Increase of production, thousands of tons*												
Volume– total thousands of tons	-	585	652	724	801	883	972	1068	1172	1283	1403	1533
Cattle industry	-	183	219	258	302	349	402	460	524	595	672	758
Pig industry	-	402	433	466	499	534	570	608	647	688	731	775
Price, UAH/t												
Cattle	-	30264.4	31505.2	32796.9	34141.6	35541.4	36,998.6	38515.5	40,094.7	41738.6	43449.8	45231.3
Swine	-	38793.7	40384.2	42040.0	43763.6	45557.9	47425.8	49,370.3	51394.5	53501.6	55695.2	57978.7
Amount of support, UAH/million												
Industry of cattle breeding	-	5542	6898	8473	10301	12419	14870	17721	21016	24822	29214	34279
Pig industry	-	15609	17505	19578	21845	24321	27026	30012	33273	36830	40711	44942
Support – total	-	21152	24403	28051	32146	36740	41896	47733	54289	61652	69925	79221

In our opinion, the aforesaid and a number of additional stimulating factors will ensure the achievement of the strategic directions of the meat market development. The essence of state regulation in fostering strategic directions of meat market development is to form appropriate mechanisms and tools for their implementation, which will be aimed at supporting entities at all levels, promoting the functionality of the market, namely: at the initial stage – growing and producing meat, at the level of implementation – providing a mechanism for state reserve purchases, pricing policy, increasing the solvency of the population, without violating the interests of market participants, sellers and consumers.

Equally important for the implementation of the strategic directions of meat market development is the formation of an effective pricing mechanism, which, in our opinion, will ensure an appropriate level of supply of raw meat on the market, a guaranteed level of demand for it, a fair share of commodity producers in the price as the entities with the largest share of costs, but with the smallest share in the final price. In order to implement an effective pricing mechanism in the meat market that might ensure a fair distribution of the final price structure, taking into account the costs and time incurred, we recommend introducing a mechanism for calculating the producer's price, following the reverse mechanism of its formation.

Therefore, operating with the normative indicators of price premiums (the level of profitability), in the distribution along the entire chain of passing products from the manufacturer to the final consumer, the manufacturer will have that share in the price that can provide him with the reproduction process, additional financial resources for expanding and increasing production volumes.

Based on the above, taking into account the results of the analysis of pricing in the meat market, we have formed an algorithm for the implementation of such a mechanism. In the strategic perspective, it will provide the commodity producer, depending on the integration of production processes, with a share in the final price of more than 50%. This will contribute to the growth of profitability, opportunities for increasing investments in modernization and the use of innovations, increasing wages, etc. (*Fig. 2*).

In accordance with the proposed mechanism, we calculated its potential efficiency (*Table 3*).

As it can be seen from the above made calculations of the effectiveness of the proposed pricing mechanism, the potential can be viewed as UAH 44774 million.

Ensuring the fulfillment of both priority steps in the implementation of strategic directions of market development is possible by increasing the economic well-being of the population, namely the level of wages that would stimulate the growth of demand in proportion to the increase in meat production.

The implementation of priority steps towards the development of the meat market provides an opportunity to present a matrix of its economic recovery and development (*Fig. 3*).

Figure 3: Matrix of economic recovery and development of the meat market

Stimulation of the state agricultural policy
Stimulation of the development of agricultural cooperatives, agricultural clusters, and support farming, introduction of tools and mechanisms to promote family farming, harmonization of current legislation, maximum simplification of conditions for the transformation of private peasant farms into family farms, optimization of the structure of the Ukrainian State Fund for Support of Farms, ensuring the full functioning of the State Agrarian Register (SAR) as a system of accounting and monitoring of all agricultural enterprises, including simplifying their access to state support programs, introducing a zero tax burden for family farmers and a differentiated one for "pseudo-farmers," and creating a partial loan guarantee fund to reduce the cost of access to finance for small agricultural enterprises and farms, restoration of the specialized Ministry.
Market infrastructure institutions
Formation and development of stock exchange institutions, development and regulation of wholesale markets, food quality and safety control, trade licensing, development of food storage institutions.
Balanced production
Setting profitability limits, raising wages, limiting retail prices, subsidizing consumers of certain types of food, stimulating exports, setting prices for food products, stopping the decline in cattle and pigs, improving the structure of production (increasing the share of agricultural enterprises) by increasing the number of livestock in the organized sector, limiting food imports, financial support, public-private partnerships, state procurement, and support, tax incentives, public-private partnerships and public procurement.
Increase in added value (full-scale processing)
Stimulating the processing of livestock and food products, encouraging the unification of small farms, including family farms, into agricultural cooperatives to increase their capacity production and processing of home-grown products through partial compensation for the loss of processing equipment, ensuring that farmers are aware of the benefits of clustering production through economies of scale, digitalization of product circulation, determining ways to sell products of cooperatives and clusters through long-term contracts.
Implementation
Effective pricing mechanism, public procurement, development of market infrastructure, development of cooperation that will allow households not only to form commercial batches of products, but also to comply with the minimum requirements of biological security measures, introduction of state programs for the preservation of cattle, development of family farming, an increase of the population's ability to pay.

Source: [11, p. 159]

As expected, the implementation of these steps can ensure the achievement of the main strategic directions of the meat market development, which will contribute to the sufficient availability of food at any time, in the amount necessary for decent living conditions. Solving the problem of providing the country's population with meat through the use of an effective mechanism for developing the meat market is a realistic task, but only in case of the usage of a comprehensive and systematic approach to solve the aforesaid problems.

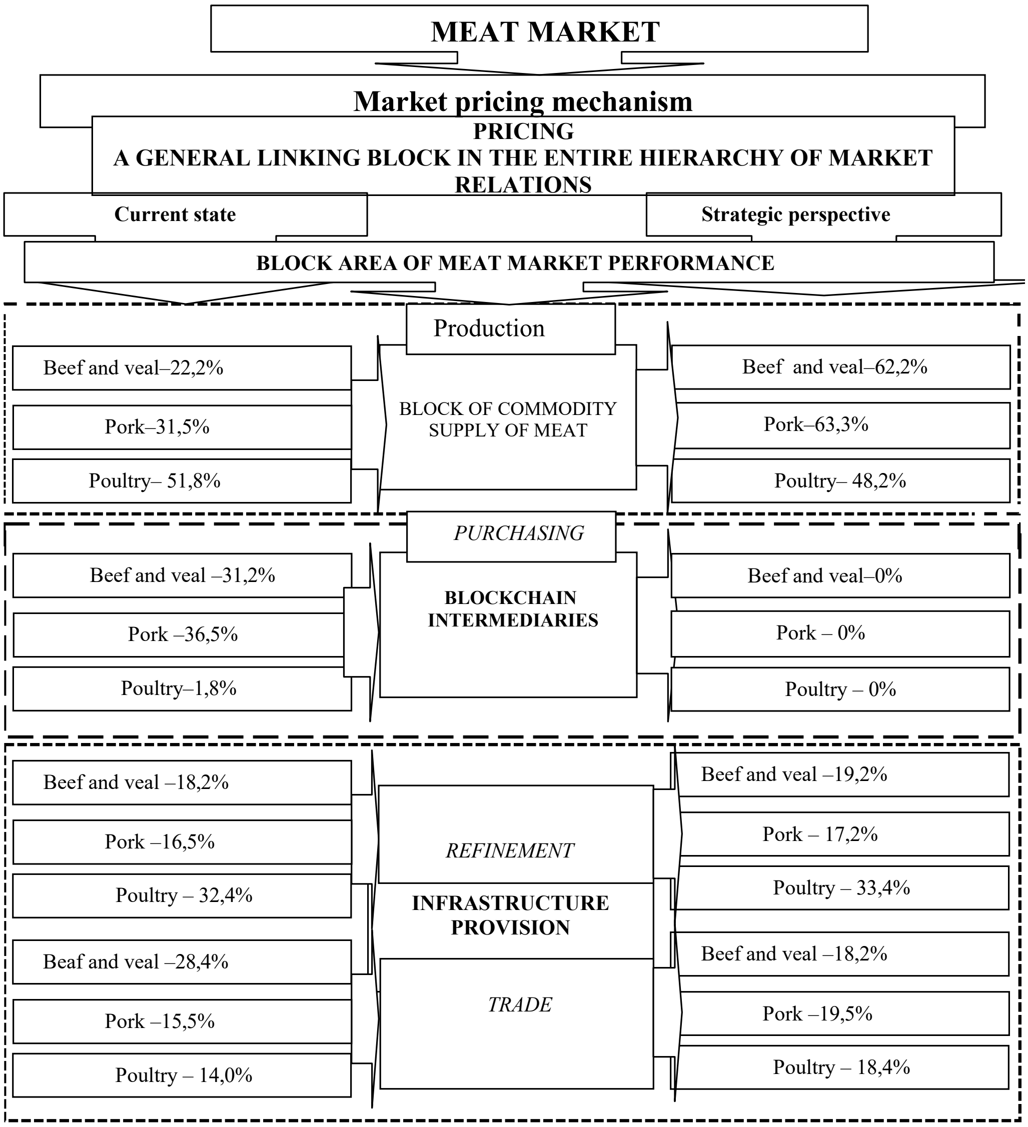

Figure 2. The reverse mechanism of meat market pricing with regard to the hierarchical component of ensuring its formation

Source: [11, p. 157]

Table 3.

The effectiveness of the proposed pricing mechanism in the meat market

Indicators	**Predicted calculations of the volume of actual income of the industry and the share of the commodity producer in it**										
	2020	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**2027**	**2028**	**2029**	**2030**
Scenario	**Compromising***										
Volume – total, thousand	**1188**	**1,255**	**1327**	**1403**	**1486**	**1574**	**1670.**	**1774**	**1886**	**2006**	**2136**
Livestock industry	+357	393	432	476	523	576	634	698	769	846	**932**
Industry of pig farming	831	862	894	928	+962	+998	1036	1076.	1117	1159	**1,204**
Price, UAH/t											
Cattle	30264	31505	32796	34141	35541	36998	38515	40094	41738	43449	45231
Pigs	38793	40384	42040	43763	45557	47425	49370	51394	53501	55695	57978
Actual income, taking into account inflation, UAH/ million											
Livestock industry	10808	12380	14180	16242	18603	21308	24423	27992	32084	36774	42149
Industry of pig farming	32232	34809	37592	40597	43843	47348	51,167	55295	59756	64576	69786
Support Total	**43041**	**47189**	**51772**	**56839**	**62446**	**68656**	**75590**	**83288**	**91840**	**101350**	**111935**
Pricing performance											
Current state of price formation, UAH/ million											
Livestock industry	2399	2748	3148	3606	4 130	4730	No. 5422	6214	7123	8164	9357
Industry of pig farming	7156	7728	8345	9013	9733	10511	11359	12275	13266	14336	15492
Support Total	**9555**	**10476**	**11493**	**12618**	**13863**	**15242**	**16781**	**18490**	**20388**	**22,500**	**24850**
Strategic perspective of price formation, UAH/ million											
Livestock industry	6723	7.700	8820	10103	11571	13254	15191	17411	19956	22873	26217
Industry of pig farming	20048	21651	23382	25251	27270	29450	31826	34393	37168	40166	43407
Support Total	**26772**	**29352**	**32202**	**35354**	**38841**	**42704**	**47017**	**51805**	**57124**	**63040**	**69624**
Market potential – Total	**-17216**	**-18876**	**-20709**	**-22736**	**-24978**	**-27462**	**-30236**	**-33315**	**-36736**	**-40540**	**-44774**

Source: [11, p. 158]

It is an undeniable fact that the basis for ensuring the country's food security should be, first of all, the efficiency of the agricultural market through its functions and tasks at all hierarchical levels, namely: production of agricultural products, ensuring their storage, promotion of food products to final consumers in the volumes necessary to meet the rational (scientifically based) needs of all social groups of the population. At the same time, as already emphasized, the role of the state cannot be reduced to passive forecasting and monitoring of external and internal threats to the country's food security, as well as to implementing emergency measures to eliminate them. The practice of countries with developed market economies confirms the introduction of special state support for agricultural production, given the constant risks of agricultural production under market conditions. In the world practice, mechanisms have been introduced to prevent such threats by supporting agricultural prices and farmers' incomes through financial resources of the state budget (the specific mechanisms of such support in this context are not of fundamental importance). An equally important and effective direction, which, in our opinion, allows the market to function more efficiently, is the formation of an appropriate organizational and economic mechanism for balancing the development of the meat and meat products market. However, before considering such a mechanism, it is advisable to develop a model of the meat and meat products market.

One of the methods that can be used to study the systemic dynamics of the development and functioning of the meat market of a national or regional level is the method of building models using simulation. In the macro model of market development, the object of modeling is the mechanism of the market as a whole and its individual structures, in the micro model – economic activity and potential opportunities for the development of market actors. In our study, we propose a scheme-model of the meat market development, which will conditionally reflect the real market reality and allows us to link the functions of the market and the principles of its functioning with the definition of promising forms based on a certain stage, source and path of its development (Fig. 4).

Having formed the corresponding scheme-model of development of the meat and meat products market, we can talk about the existence of functional features based on the fact that the monitored market acts as an intermediary between consumers of food consumers and producers, accumulates information with the help of which producers form an appropriate supply of products demanded by consumers, provides information to business entities on the need to change the range of meat products offered for sale, ensures the interaction of supply and demand through the market equilibrium price.

Therefore, it can be argued that the meat and meat products market in the overall system of the food segment of the integrity of the agricultural market is a complex institutional system of economic relations, the interests of participants of which are often different, which requires a systematic approach to justifying its development and features of functioning.

Based on the developed scheme-model of market development, we will present a scheme of its functioning with the relevant factors of supply and demand as the main market institutions, characterizing its balanced evolvement.

Figure 4: Schematic model of meat market development

MEAT PRODUCTS MARKET				
FUNCTIONAL PECULIARITIES				
Formation of appropriate rules of the game for sellers and buyers	Stimulating the production of raw materials and food	Formation of an optimal product offer	Formation of the appropriate price level	Stimulating cooperation and integration
FUNCTIONAL PRINCIPLES				
Freedom of the buyer	Freedom of the producer	Freedom of the seller		
FEATURES OF FUNCTIONING				
Defining the stages of development				
Level of market supply; number of participants; barriers to market entry; level of product differentiation				
Determining the development factors				
Ensuring food security; import substitution; integration of market participants; changing the rules of the game (internal and external); quality and safety of products, etc.				
Defining the form of development				
Endogenous, exogenous (extensive, intensive, progressive)				
STRATEGIC DEVELOPMENT GOAL				
Demand for livestock products				
Increasing economic accessibility, demand, etc.				
Market infrastructure				
Ensuring effective interaction between buyers and sellers; logistics, etc.				
Livestock products offer				
Increase in volumes, product competitiveness, quality, etc.				
Competitive environment				
Ensuring competition between market participants; achieving a balance between the number and size of producers and consumers.				
FORMATION OF A SYSTEM OF KEY DEVELOPMENT INDICATORS				
‘State of Demand’, ‘State of Supply’, ‘State of Infrastructure’, ‘State of Market Environment’, ‘Number of Entities’, etc.				
ASSESSMENT OF DEVELOPMENT EFFECTIVENESS				
Organizational and economic mechanism of the balanced development				
A set of institutions of market self-regulation and state support with conditions for all market participants				

Source: [11, p. 164]

The author’s scheme-model makes it possible to distinguish the characteristic features of the meat and meat products market in relation to other types of food markets of the integrity of the agricultural market. The main ones are constant demand, limited shelf life of products, mismatch of supply and demand, etc. It should also be noted that the meat and meat products market is on one of the most important levels along with other food markets, which form the protection of the population from possible under consumption of the main types of agro-food products. It should also be taken into account that consumers buy the lion's share of meat from producers. Hence, the market for meat and meat products, on the one hand, is an institutionalized environment that ensures interaction between agriculture and the processing industry, as well as between consumers and food producers, and on the other hand, it is an unorganized (spontaneous) environment.

Despite the existence of a range of problems that limit the possibility of forming and effectively utilizing the potential of the livestock sector, it can become a driving force of agricultural development in many regions of the country, a point of growth for the rural economy and rural development, a source of employment and self-employment of the rural population, and an increase in their income.

Conclusions and prospects for further development. The conducted research allowed us to determine the algorithm for the formation of strategic directions for the development of the meat market, taking into account the peculiarities of the formation of regional markets, the level of their self-sufficiency and the conditions of rapid growth in demand for meat, the implementation of which should be ensured by stimulating the economic potential of the livestock sector, accelerating the growth of quality meat production, the level of state support, effective pricing, increasing incomes, promoting the development of family farming, cooperation, vertical and horizontal integration, etc. Based on the generalization of the data obtained and the developed scheme-model of the meat market development, the author argues that it is necessary to improve the organizational and economic mechanism for its effective development, which involves the implementation of social, economic, incentive, control, and regulatory functions of the meat market on the basis of adaptation to the new conditions caused by quarantine restrictions. The application of the proposed mechanism in accordance with the established strategic directions of the meat market development makes it possible to obtain socio-economic effects and is a determinant of the model of meat market development.

Prospects for further research may relate to the disclosure of directions for developing a methodological approach to the creation of long-term forecasts for the evolvement of the meat market.

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СТРАТЕГІЧНІ ПРІОРИТЕТИ РОЗВИТКУ АГРОПРОДОВОЛЬЧОГО РИНКУ В КОНТЕКСТІ ЗАБЕЗПЕЧЕННЯ ПРОДОВОЛЬЧОЇ БЕЗПЕКИ

Актуальність теми дослідження зумовлена тим, що стратегічні пріоритети розвитку ринку м'яса є важливою передумовою в механізмі забезпечення продовольчої безпеки. Проведене дослідження дозволило сформувати алгоритм формування стратегічних напрямів просування ринку м'яса з урахуванням особливостей розвитку регіональних ринків, рівня їх самозабезпеченості в умовах стрімкого зростання попиту на м'ясо, реалізацію якого доцільно забезпечити шляхом стимулювання економічного потенціалу галузі тваринництва, сприяти прискоренню темпів підвищення якості м'ясної продукції, рівня державної підтримки, ефективної державної підтримки. ціноутворення, рівня доходів, стимулювання сімейного фермерства, кооперації, вертикальної та горизонтальної інтеграції тощо. Дослідження базується на статистичних та аналітичних матеріалах вітчизняної та зарубіжної періодики. При написанні роботи реалізовано методи аналізу та синтезу, порівняння, групування та систематизації, елементи інституційного підходу.

Результати дослідження дозволили сформувати схему-модель розвитку ринку м'яса, що дає можливість виділити характерні риси ринку м'яса та м'ясопродуктів у співвідношенні з іншими типами ринків продовольчого сегменту, що відносяться до аграрного ринку. Слід наголосити на постійному попиті, обмежених термінах зберігання продукції, невідповідності попиту та пропозиції тощо. Слід також зазначити, що ринок м'яса та м'ясопродуктів поряд з іншими ринками продовольчого сегменту знаходиться на одному з важливих рівнів, які формують захист населення від можливого недоспоживання основних видів агропродовольчої продукції. Слід також враховувати, що левову частку м'яса споживачі купують у виробника. Отже, ринок м'яса та м'ясопродуктів, з одного боку, є інституціоналізованим середовищем, що забезпечує взаємодію сільського господарства та переробної промисловості, а також між споживачами та виробниками харчових продуктів, з іншого боку, це неорганізоване (стихійне) середовище. Аргументовано також необхідність удосконалення організаційно-економічного меха-

нізму його ефективного розвитку, який передбачає реалізацію соціальної, економічної, стимулюючої, контролюючої, регулюючої функцій ринку м'яса на основі адаптації до нових умов, зумовлених карантинними обмеженнями. Реалізація запропонованого механізму відповідно до сформованих стратегічних напрямків розвитку ринку м'яса дає змогу отримати соціально-економічний ефект і є визначальним фактором моделі розвитку ринку м'яса. Перспективи подальших досліджень можуть стосуватися розкриття напрямів розробки методологічного підходу для формування довгострокових прогнозів розвитку ринку м'яса.

Ключові слова: *стратегічні пріоритети, розвиток, ринок, ринок м'яса, механізм, продовольча безпека.*

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ОСНОВНІ ЗАГРОЗИ ФІЗИЧНОЇ ДОСТУПНОСТІ ТА ЯКОСТІ ПРОДОВОЛЬСТВА В УМОВАХ ВОЄННОГО СТАНУ

У статті описано результати дослідження правового регулювання економічного механізму державного управління продовольчою безпекою у частині фізичної доступності та забезпечення якості продовольства з метою виявлення проблемних місць та розробки напрямів його поліпшення. В умовах воєнного стану виникають особливі вимоги до нормативно-правового регулювання, враховуючи усі негативні наслідки бойових дій, ракетних атак, мінування значної частини території, блокування логістичних об'єктів та маршрутів. Водночас, потреба забезпечити внутрішній ринок продовольством та продовжити зовнішньоекономічну діяльність в особливих умовах потребує від влади ефективних інноваційних рішень.

Розглянуто недоліки законодавчого забезпечення продовольчої безпеки та підзаконних актів, що є чинними на момент виходу статті. На основі аналізу зроблено висновки та внесено пропозиції щодо вдосконалення державного нормативно-правового регулювання фізичної доступності та якості продовольства в умовах воєнного стану. Деталізовано раніше введене поняття «економічний україноцентризм».

Методологія дослідження – монографічний, абстрактно-логічний, гіпотетичний методи, SWOT-аналіз та метод структурно-функціонального аналізу. В основу гіпотези