Четвертий етап даної моделі – оцінка ефективності стратегії. Цей етап не менш важливий, бо дає змогу кількісно та якісно оцінити процес реалізації стратегії, довести її обґрунтованість для всіх учасників, визначити ефекти. При цьому ефективність стратегії можна розглядати в двох аспектах – економічному та соціальному.

Висновки. На сучасному етапі формування й розвиток інтеграційних систем в Україні є складним процесом. Їхня неоднозначна роль у подоланні кризових явищ в агропродовольчій сфері та на сільських територіях зумовлює необхідність перегляду механізму їх функціонування, який не тільки підвищить ефективність усієї системи, але й забезпечить її гармонійний і збалансований розвиток. Це сприяє ефективнішому управлінню виробничими, фінансовими, логістичними процесами, освоєнню інвестицій та інновацій, створює передумови для структурно-технологічної модернізації вітчизняного агропромислового комплексу й підвищення його конкурентоспроможності на внутрішньому і зовнішньому ринках.

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Ways of domestic maize competitive ability increasement under present-day conditions

Scientific problem. Nowadays, our country is quite a big exporter of grain crops, taking up leading positions at global market. Preconditions for this served the increase of grain crops production that reached its record volumes during last years. It was taking place, mainly, due to maize. Its croppage achieved 30 million tons. In view of the reduced demand at the domestic market it allowed a significant export of maize. This situation is substantiated by high competitive ability of this crop in comparison with other kinds of cereals.

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Analysis of recent researches and publications. Under conditions of globalization the issue of competitive ability at the world market and producers of definite crops is the matter of numerous researches for many scientists. Among them there are such scientists-agrarians as V.G. Andriychuk [1], N.A. Borkhunov [2], V.M. Geets [3], N.E. Golomsha [4], S.M. Kvasha [5], I.I. Lukinov [6], T.A. Ostashko [7], B.I. Paskhaver [8], P.T. Sabluk [9], I.G. Ushachev [10], A.M. Shpychak [11] and others [14-15].

In terms of latest alterations at maize market, more and more in-depth researches related increase of competitive ability of maize grain required, as well as specification of this process.

The objective of the article is to make a research of competitive ability of maize production in Ukraine, conditions of its formation, as well as directions of its increase. This will ensure its investment attractiveness of corn production sector, formation of balanced food reserve for livestock sector, leadership at the world maize market.

Statement of the main results of the study. One of the reasons for increasing the total yield of maize, and increase of its competitive ability is climatic changes that take place in Ukraine. In particular, area of its growing spread over northern regions of the country. So, during 1990-2013 in northern regions of the country, previously unfavorable for this crop increase areas ten times. This in turn contributed to the emergence of early maturing maize hybrids with high moisture absorption and high yield potential. In recent years, technology of maize cultivation improved. In involves foliar application for plants with micronutrients. It involves spraying the leaves and stems with the respective solutions of nutrient compositions and concentration [12]. As a result, balance and adequacy of nutrient application allows you to realize the full genetic potential of maize hybrids. Together, these factors resulted in an increase in crop yields, which increased by 2.1 times during 1990-2013.

Income gained by agricultural enterprises from 1 hectare of maize in 2012 was 1300 UAH, average over Ukraine. This constituted 2,5 and 4,3 times more than in comparison with wheat and barley profitability, accordingly.

Ukraine is characterized by significant polarization in the amount of corn among the direct producers. Its crop areas vary from 0,3 hectares of personal peasant households to 100 thousand hectares of large agro holdings. In comparison, in 2002 correlation between maize production at agricultural enterprises and personal peasant households were 1:0,9, but in 2012 it was 1:0,2, accordingly.

Number of agricultural enterprises dealing with maize production in 2012 increased 1,7 times comparing with 2006. In addition, there is a tendency to enlargement of the enterprises. So, in 2006 65% of croppage was grown by an enterprise with corn acreage more than 400 hectares, which specific weight constituted 13 % of total number of enterprises. In 2012 two third of maize croppage was grown by 11% of enterprises with acreage more than 1000 hectares.

In was found that formation of competitive advantages of maize in Ukraine can be defined by more powerful influence of large agricultural enterprises – agro holdings.

We researched the influence of a size of an enterprise upon the economic effect from maize production. It was found that croppage rates and net income take the lead over the crop acreage enlargement rates. In 2012 is was especially typical for agricultural enterprises, which have been growing maize on the are more than 200 hectares. So, if the enterprises from 100 to 200 hectares for 1% of acreage enlargement is 1,2 and 1,1% of croppage increase, and net income, accordingly, than the enterprises with acreage more than 1000 hectares these indices are 1,7 and 2,7%, accordingly.

It was also defined that with the increase of acreage production costs reduce per unit of production, and sales price of maize increase (Figure1).

Thus, competitive ability of maize grains increase on the condition that scientifically substantiated growing technologies are implemented, optimal spreading of mineral fertilizers, planting of high-yielding hybrids and high-lysine hybrids, and maximal realization of their potential by means of scientifically substantiated correlation of maize hybrids of various ripeness groups. This is available for large farms. As a result, average crop capacity in Ukraine can reach its stabile rate 70-75 centners

from 1 hectar, in comparison with 64 centners in 2013. Researches show that with the increase of crop capacity one can also trace prevailing rates of increasing incomes for 1 hectare, in comparison with production costs increase, including costs for fertilizers and seeds (Figure 2).

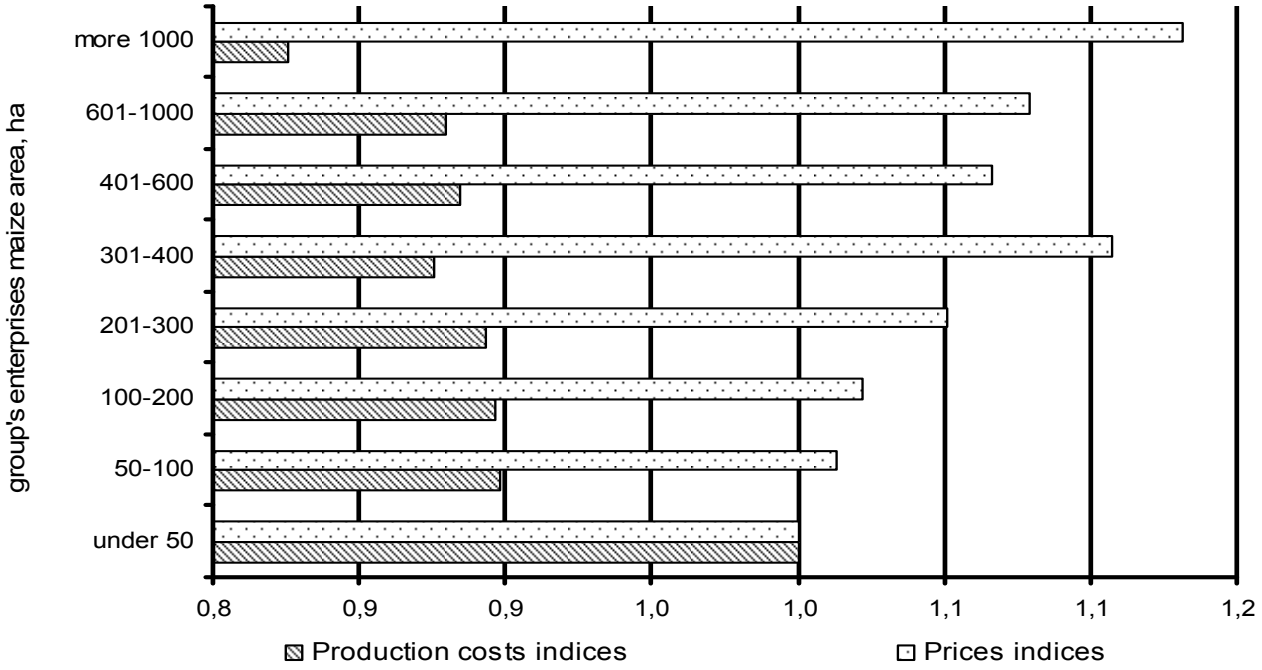

Figure 1. Maize production costs and prices indices depending on acreage of agricultural enterprises of Ukraine in 2012

Source: compiled by the author according to the State Statistics Service of Ukraine.

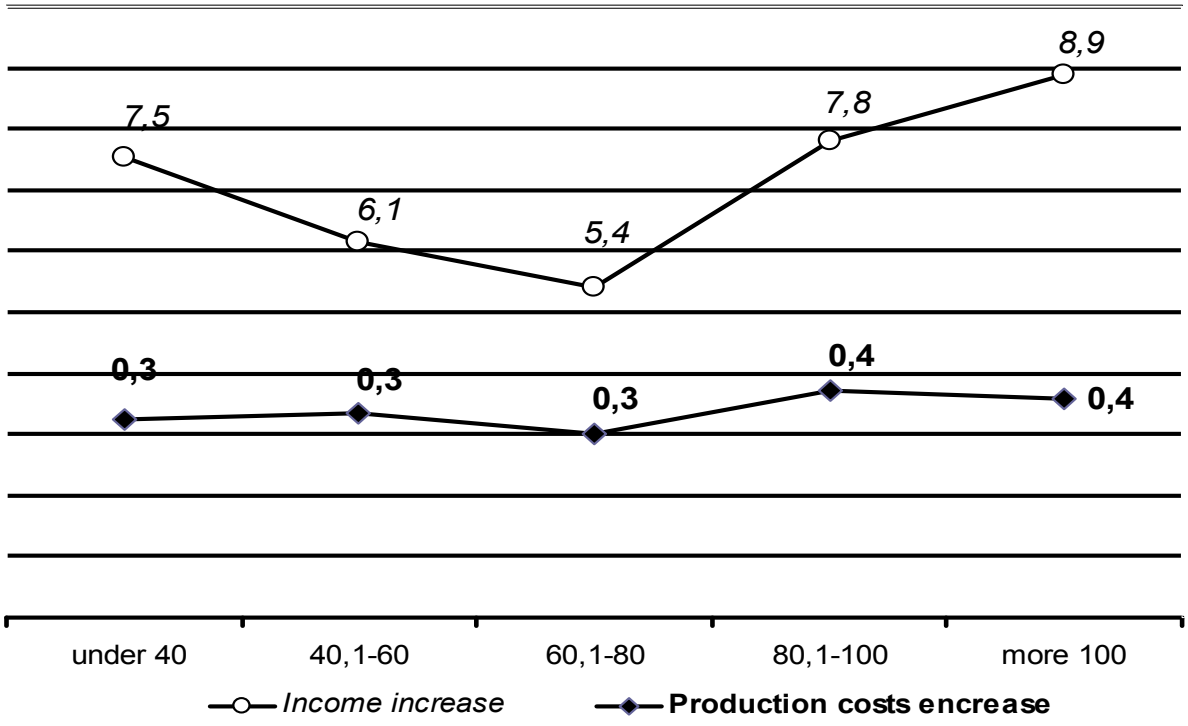

Figure 2. Net income accrual and costs for maize production depending on its crop capacity in 2012 in Ukraine

Source: compiled by the author according to the State Statistics Service of Ukraine.

One of the reserves for increase of competitive ability of domestic maize is the use of seeds of such hybrids that require the least production costs, and ensure high-quality products.

It is worth to reject high-lysine maize hybrids with lysine content more than 40-60% in comparison with ordinary maize. Creation and utilization of such sorts will ensure competitive ability not only cereal, but also livestock sector. Feeding with the use of high-lysine crops is more economically substantiated, as per 1 kg of growth it is spent 40-50% less maize than the ordinary one. Besides, this is the way to resolve a problem of balanced feeding of cattle in Ukraine, because wheat prevails nowadays in the fodder fund. But, it is worth noting that unit cost of 1 fodder unit of maize is 30% lower in comparison with wheat. In high-developed countries, such as USA, Argentina, China, Japan maize is mostly used to feed the livestock, and occupies 88-96% of fodder fund.

We have researched the situation at maize seeds market. Today, the demand for maize seeds in Ukraine is satisfied due to the tree compounds:

- production of seeds with the use of domestic selection institutions (mainly, seeds of the State institution "Institute of agriculture of steppe zone" of National Academy of Science are used, also "Institute of crop-growing agriculture of National Academy of Science of Ukraine", Institute of crops named by V.Y. Yuriev of National Academy of Science of Ukraine, LLC «Rasava», Company «MAIC»);
- production of seeds of hybrids F1 of foreign selection by way of importing to Ukraine of parental kinds and growing of hybrid seeds on the leased lands. Such western companies work in Ukraine: Pioneer, Syngenta, Monsanto, Maisadour, Euralis, KWS and others;
- imported deliveries of seeds of western selection, mainly, from USA, Canada and other countries of Western Europe.

Within the demand structure of domestic market a part of domestic maize seeds is about one third. Imported hybrids in 2012 constituted 49,6 thousand tons, that is 39% of the domestic demand. In addition, the cost of imported seeds exceeds domestic hybrids more than 1,5 times. According to data from scientific selection establishments and seed-production enterprises crop capacity rate and qualitative indices the last ones are equal to the imported analogues. On such a condition, the loss of competitive positions of maize seeds on the domestic market, in our opinion, is stipulated by the lack of modern system of additional processing and storage of seeds. In accordance with the scientists' appraisals to satisfy 80-100% of internal needs in Ukraine there is a necessity to erect 5-6 maize-processing plants with a combined capacity 30-40 thousand tons, taking into account scientifically substantiated recommendations with reference to their location [13].

In addition, foreign companies have more improved goods procurement policy from the producer to the consumer, possessing experience in the distribution system of own products.

Apart from this, it is necessary to form new state standards for maize seeds with the purpose of adaptation of sorting and sewing quality to European ones. Equivalence of domestic seeds and world standards will ensure the strong positions of competitive ability of domestic commercial maize.

Competitive ability of the last is also defined by bilateral influence between the domestic market and price tendencies of the world market. It is stipulated by significant export volumes of this maize, specific weight of which already exceeds 60% in Ukraine, in particular, in 2012/13 it was 65%. From one side, there is a strong dependence of the situation at the domestic market from the world market price dynamics. In 2011/12 and 2013/14 lowering price dynamics at the world maize market and high crop yield inside the country stipulated slump of prices at the domestic market.

From the other side, Ukraine, being one of the largest exporters of this crop contributes to lowering of world prices by increasing proposal for the world maize market.

It is also worth noting that there is a tendency for convergence or closing the size of domestic prices to the level of world market prices. It was defined that the cost of 1 ton of domestic maize export in 2010-2011 constituted 83% of the world rate, whereas in 2005-2006 this rate was 76%. There are many reasons for the difference between the indicated prices. Quite often domestic crops delivered with lower quality class. On the whole, it hap-

pens due to the non-compliance of domestic and world standards for maize grains. When exporting maize Ukrainian exporters are governed, mainly, by such normative documentation: national standard ДСТУ 4526:2006 "Maize. Specification"; EU 742/2010 – European Union requirements applied in contracts between EU countries, also Mediterrenean countries and Nothern Africa; USDA standards, most widespread applied by countries of America, Africa, Near East, Asia and Australia.

Quality control of domestic maize and international standards in relation to the content of grain and weed impurities is becoming more complicated due to the difference of impurities fraction composition, their interpretation and method of determination in accordance with ДСТУ 4526:2006, EU 742/2010 and USDA. This lead to the lack of objective determination of quality of domestic maize grain quality, and accordingly, it reduces its competitive ability at the world market.

Conclusions. At the present-day stage and in future competitive ability of domestic maize will be achieved by way of enlargement of production. Researches show that maize acreage growth rate significantly leg behind the croppage increase rates and net income. In addition, with the increase of crop acreage production costs per unit of production go down, formation of uniform and large high-quality consignment of goods ensures increasing of sales prices.

Principal ways to increase competitive ability are: usage of scientifically substantiated growing technologies, including optimal spreading of mineral fertilizers, planting of high-yielding hybrids and high-lysine hybrids, with observance of maize hybrids of various ripeness groups.

Internal demands in maize seeds are satisfied mainly at the cost of import (39%), irrespective of the price for imported seeds is higher 1,5 times comparing with domestic hybrids. The loss of competitive ability by the last at the domestic market is stipulated by the lack of modern system of additional processing and storage of seeds, which must ensure overall storage of yield and increase of seed quality in accordance with regional location and sorting composition of hybrids. There is also a lack of duly support for national selection by the state.

In addition, in order to increase competitive ability of domestic maize grain at the global market it is necessary to ensure the compliance of quality control marks, according to the domestic and international standards.

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Формування виробничих витрат у сільськогосподарських підприємствах

Постановка проблеми. Виробничі витрати у галузі тваринництва як і будь-який виробничий процес формуються відповідно до дії об'єктивних економічних законів, а з погляду економіки загалом (макроекономіки) – згідно з вимогами загального закону економії праці, тобто суспільні виробничі витрати мають бути зведені до мінімуму, оскільки економічний розвиток суспільства визначається саме величиною затрат праці на виробництво рівнозначного сукупного продукту. З іншого боку, закон додаткової вартості (мікрорівень) підпорядковує формування виробничих витрат завданню максимізації прибутку конкретного підприємства. І хоча кожний виробник прагне звести затрати своєї праці до мінімуму, з позиції економії праці ці окремі мінімуми не сумісні й не можуть бути еквівалентом мінімуму затрат праці на макроекономічному рівні. Несумісність окремих мінімумів виробничих витрат із позиції закону економії праці проявляється в неможливості задовольнити попит виробників на кращі виробничі ресурси через їхній дефіцит та ціни, що не відповідають їхнім виробничим витратам.

Аналіз останніх досліджень і публікацій. Зв'язок особливостей функціонування ринкового механізму в сільському господарстві з формуванням виробничих витрат підприємств цієї галузі чіткіше проявляється через призму співвідношення постійних та змінних витрат. Тому цей чинник змушує сільськогосподарських виробників не припиняти виробництво навіть в умовах його збитковості, що вигідніше, ніж зупинка виробництва, адже тоді збитки будуть більшими (дорівнюватимуть сумі постійних витрат). Джерелами формування виробничих витрат є виробничі ресурси, які використовуються у виробничому процесі, – природні (земля, вода, ліси тощо), трудові, капітал і підприємницька діяльність. Згідно з принципами функціонування цих ресурсів формуються й відповідні виробничі витрати [1 – 10]. Отже, функціонування природних ресурсів формує такі витрати, як рента або плата за землю й орендна плата, функціонування трудових ресурсів пов'язано із заробітною платою, капітал породжує такі витрати, як амортизація, відсоток на капітал і відсоток на позику.

Особливості формування певних видів виробничих витрат пов'язані з особливостями функціонування відповідних ресурсів.

Мета статті – обгрунтувати механізм формування виробничих витрат у тваринництві, пов'язаних з особливостями функціонування відповідних ресурсів (землі, трудових ресурсів, капіталу і підприємницької діяльності).

Виклад основних результатів дослідження. Виробничі витрати, пов'язані з функ-

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