

Theoretical aspects of ensuring of competitiveness agricultural sector

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The problems of ensuring the food security of the country and satisfying needs of the population in food, as well as the globalization of the world economy highlight the task for increasing the competitiveness of the domestic agricultural sector and the development of domestic food market.

Food market is considered as a set of commodity-money relations between market participants in order to satisfy needs of different income population groups in food products, differentiated by quality, price, quantity of nutrients, characterized by numerous segments, stability and inelastic demand in general.

Competitiveness of the food market depends on the degree of food independence, balance in supply and demand of domestic food market, rapid technological and investment reproduction, improving the quality of agricultural products, social stability and the growth of living standards.

Food-production sector of any national economy is a sphere of the state's strategic interests, which requires special attention and protection. Nowadays the risk to lose the food independence increases due to the socio-economic and political instability, adverse climatic changes.

Availability of food is one of the most pressing problems of global importance. This includes both the physical availability of food for all social groups and, above all, for the low-income, and the quality and amount of consumed food.

Under the influence of globalization Ukrainian food market has acquired a number of specific properties: an export specialization (cereals, etc.) and import dependence (meat, fruit, etc.) have been formed, import has been diversified and presented by products with higher added value.

The main factors of competitiveness of agriculture complex and providing food security are defined. Among them: long-term strategic plans of reforming agriculture and food security, public agriculture support which aims are the direct stimulation of producers in the subsidies forms, easing of credit, taxation, and increasing efficiency by promoting agricultural science comprehensive, assistance in implementation of advanced technologies of agribusiness in production process, ensuring the high quality of life for

people engaged in the agricultural production, rural development priorities and social and economic infrastructure, export promotion and assistance in promoting products on the world market.

KEY WORDS: food market competitiveness, globalization of the world economy, country's food security