

Meat Sector in Ukraine: Assessment of its Development

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Introduction. Production of meat worldwide has always been and remains a priority to ensure the proper functioning of food market. The market of meat and meat products is constantly monitored and analyzed in order to thoughtfully assure the national food's safety. The essence of the meat processing industry is a balanced and interconnected system of various sectors of production, including processing and sale of meat products that provides citizens with meat and its produce.

Materials and methods. To conduct the research, the general and special methods were used, in particular methods of system analysis and synthesis (concerning research prerequisites of the industry) as well as statistical, logical, factor analysis. Apart from that methods of economic-mathematical modeling and grouping were applied to prioritize regional groups in meat production and research subjects, factors and processes of marketing environment.

Results and discussion. On average over the past five years, the share of meat processing industry in the structure of the food industry has amounted to 15.5%. Following the events of 2013 with a number of objective reasons, the share of industry decreased to 12.5%. Modern processing industry is territorially different, marking a distinctive trend, due to the development of forms of production's social organization, such as concentration, specialization, cooperation and combination as well as rapid scientific and technical progress. Apart from that the market of cattle meat by the end of 2015 decreased to slightly more than 10%. Over the past 4 years, the total number of cattle decreased by 14%. In 2014, it approximated to about 1.6 thousand heads. Prospects for the market in 2016 are not yet clearly defined, but it is expected that in the near future the reduction up to 8% in sales is quite possible. According to the data analysis and market research, the internal market of meat processing might face greater difficulties and therefore its future is vague. However, export orientation can open wide horizons for the implementation of the product.

Conclusions. The analysis showed the presence of a number of difficulties evident in meat processing industry in Ukraine in recent years. They primarily include insufficient raw materials (meat) for the manufacture of a sufficient quantity of products of the industry to meet consumer demand. This indicates the urgency of the problem and the need to find ways to solve it.