

# **PRIORITIES OF ENVIRONMENTAL MANAGEMENT IN AGRICULTURAL PRODUCTION**

ПРИОРИТЕТИ ЕКОЛОГІЧНОГО МЕНЕДЖМЕНТУ В АГРО ВИРОБНИЦТВІ

LES PRIORITÉS DU MANAGEMENT ENVIRONNEMENTAL

DANS LA PRODUCTION AGRICOLE

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Due to environmental concerns in its versatile manifestation, the question about taking into account the need of including environmental requirements in the system of production and consumption of food nowadays is not a subject to debate. Development of food markets and consumer's desire for a healthy lifestyle makes business in its industrial and business change many priorities, since environmental demands make corresponding adjustments to the business policy makers. For this reason, high quality of food products can be achieved by growing agricultural eco-friendly products.

Application of improved farming machinery, modern biotechnology and speeding of information transferring significantly improved business performance and productivity of agricultural production. However, significant technogenic impact on the environment, the use of methods close to factory ones face the inertial resistance of nature. For this resistance people use stronger tools of influence that affect ecosystems and cause significant damage to nature. Thus, the dialectic of development of conventional agriculture (the way of the vast majority of the world's food), its interaction with nature lead to aggravation of the situation.

Studies show that significant use of fertilizers and pesticides leads to the destruction of soil (humus) of land, which killed a large number of beneficial microorganisms. In particular, a study conducted by the U.S. shows that 92 % of all used chemicals, do not reach those organisms for which they are intended.

The situation in agriculture, which is a direct supplier of raw materials for food production, consumption of which directly affects the health of consumers is of great concern. The solution of this situation, in our opinion, may become widespread adoption of ecological agriculture, which will allow to correct the situation towards the production of safe food products for which demand is growing not only in Ukraine but also in the world.

**KEY WORDS:** ecological requirements, quality of food production, international standards, fertilizers, eco- friendly products