

16. Development perspective in the Ukrainian food industry. Problems and Solutions.

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Introduction. The Ukrainian food industry consists of thousands of large, medium and small enterprises of various forms of ownership, which produce almost 20% of the total amount of industrial products. The largest part of them is composed of drinks, meat and dairy products, tobacco, bread and bakery products, and, of course, oils. But nowadays we can see that all Ukrainian industries suffer from crisis because of the temporary economy stagnation. Our bad economic situation is caused by several factors. These are war in the East of Ukraine and, unfortunately, overall corruption in the authorities. But despite all these negative factors, Ukrainian food industry is still developing and it increases its powers to freely enter the European market!

Material and methods. Among other countries, Ukraine has the most favorable natural, human, geopolitical and resource potential for the development of the food industry, the rational use of which would provide it a leading position in the world and regional food markets. As a result, it could boost Ukrainian economy and make our international economic and trade relationships with Western countries better and more reliable. Only 200 out of 2000 enterprises could become partners to the foreign companies. This cooperation will allow them to master the latest technologies, to purchase modern equipment, the necessary raw materials, to produce new types of products which qualities are as high as the European ones.

In my opinion, any of other 1800 enterprises can do the same procedure. But the main problem which makes some sort of «barriers» between Ukrainian and European enterprises is that we have radically different quality standards. This could be explained with the fact that Ukraine was a part of the Soviet Union during a long period of time. The whole Soviet propaganda, aimed supposedly to «develop» industries and to make them «better» than the European ones led to extremely huge difference in standards.

Secondly, we should not forget about competition. Personally I was in Europe many times and saw their supermarkets, filled with all kinds of food products – from Spanish pork ham to Polish dairy products. Some experts say that, probably, European enterprises are afraid that Ukraine could take over more than the half of the European customers, because obviously we have the necessary potential. And maybe, these experts are right. And popular Ukrainian slogan «We can feed the whole Europe» is not a fantasy anymore, and European authorities do realise that!

Now we can see attempts to integrate Western standards into our products, but the process is not completely successful. To make this process as effective as possible, all these reforms should have legislative support from the parliament and the government. So, obviously, we need a powerful, non-oligarchic parliament, which would represent the interests of the population and intelligentsia, not only the oligarchs. Also, if I could, I would recommend our officials to pay more attention to higher education by creating more and more international connections with the other universities abroad so that our students could earn all the necessary experience and apply it in the development of our food industry!

Conclusion: I would like to say that Ukraine has all chances to become the European biggest food producer, and that is not a dream at all! Imagine how we would boost our economy, by creating new jobs, new factories and providing innovational technologies in production. This may become a reality with the assistance of the state and hard work provided by the new generation of technologists like ourselves.