

## Factors influencing food market security

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**Introduction.** The development of market relations creates competitive conditions for doing business for all participants, which usually creates the call sign for improving the efficiency of doing business. The issue of food market security needs special attention here. In general, food security is seen as an appropriate level of food security for the citizens of the country, which guarantees the financial, economic and socio-political stability of life, its diverse development, economic growth.

**Materials and methods.** The main sources of research were scientific publications of domestic and foreign scientists. The methods of comparison, generalization and analytical method were used.

**Results.** Focusing in more detail on the financial and economic aspects, it is worth noting the following factors influencing food market security:

- development of the agricultural sector and food industry in general;
- level of export-import operations;
- purchasing power of the population;
- opportunities to use innovative technologies;
- financial and economic capabilities of business entities and their logistics;
- investment attractiveness of agro-industrial enterprises;
- state support of agro-industrial complex, etc. [1-2].

In general, the safety of the food market for better visual perception should be considered through the prism of factors influencing food security, which are divided into five groups: economic, social, complex, natural and technological. In this case, the economic factors that are directly important for our study, the author includes the economic model of the state, investment policy, the mechanism of state support and the concept of development of agro-industrial complex [2-3].

In general, the state food security policy is implemented on the basis of a mechanism that includes economic, administrative, legal and social levers, which are respectively directed to the production, service, social and environmental spheres. In this case, the main object of management is the food market (demand, supply, price, production volume, quality and food safety). The end result and purpose of such activities is to improve the quality and standard of living of the population; economic and social stability in society [3-4].

**Conclusions.** Thus, the paper analyzes the main economic factors and conditions for the security of the food market of the state, the principles of formation of state policy in the field of food security, etc.

### References

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