

FINANCIAL AND ECONOMIC ASPECTS OF FOOD MARKET SECURITY

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The development of market relations creates a competitive environment 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 considered as an appropriate level of food security of the country's citizens, which guarantees the financial, economic and socio-political stability of life, its diverse development, economic growth [1]. In addition, food market security is also interpreted as a state of the economy that, under the influence of external and internal threats or opportunities, creates the conditions for providing the population with essential food products of the appropriate range and quantity [2]. Therefore, it is important to conduct a qualitative study to identify and justify the financial and economic aspects of the formation of the food market security system. In addition, the analysis of these elements is necessary in terms of studying their role in the formation and use of the advantages and opportunities of the agricultural sector of the country in ensuring the competitive position of the national economy in the world market. At the same time, such features of the agricultural sector as natural and climatic conditions, geostrategic position, intensive development of recycling, diversity of organizational and legal forms of management, development of scientific support of production, etc. determine the impact on competitive opportunities and conditions of the national economy. in the world food market; increasing economic, food, environmental and energy security; formation of socio-economic bases of rural development; offer of innovative products on the world market; universality and adaptability to any integration structure [3].

The issue of security of the food market of the country, its factors and conditions of provision is quite relevant among domestic researchers. Thus, the author [4] explores the concept and features of food security, [5] – the conceptual and categorical essence of food

security, [6] – the scientific principles of food security in general and the category of "national food security" in particular. More extensive research on the principles, tools and methods of food security in the food market are presented in [7] and [8] – study the methodological approaches and criteria for assessing the level of food security in Ukraine, its current state, as well as areas for improvement) [9-10].

Thus, when studying the concept of food market security, it is necessary to consider this category comprehensively and from all possible points of view for the purpose of detailed and scientifically based analysis.

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