

## HOW TO IMPROVE COMPETITIVENESS OF FOOD INDUSTRY ENTERPRISES

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To improve competitiveness of a product, that is achieve its highest quality according to world standards at a relatively low price is possible only by introduction of modern, advanced technology and machines, efficient methods of labour organization and management by innovation and investment development of production. This requires government support in the form of appropriate laws and regulations which have to simulate innovation process and create favorable conditions for local and foreign investment.

Today, there are difficulties and obstacles which make it impossible to improve competitiveness of food products in full compliance with international requirements.

By this time, the Ministry of Health had not reviewed all medical and biological requirements and sanitary standards of quality of food resources and food products, they were adopted in 1989 in the former Soviet Union and are so outdated that in the distant approach do not meet international requirements as to the number of indicators and on their values. For many years there is no support for at all levels initiative to implementate the state program on the development of methods measuring ratings, food resources, products and additives.

There isn't regulated legal framework for the use and distribution of genetically modified organisms in Ukraine. Laboratories at enterprises are unable control food resources for GMO because of lack of necessary procedure and equipment. Recently the situation on world food markets has become more complicated significantly because of decrease in production of agricultural raw for food purposes, which led to decrease in production of finished products and a substantial rise in prices.

Taking into account significant potential of agro-industrial complex, Ukraine with appropriate government support can take a leading position in the global food market.

**KEY WORDS:** competitiveness, food industry enterprises