

### 30. Shortcomings and Prospects of Ukrainian Sausage Producers on the World Market

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**Introduction.** Food industry plays a special role in the food problem solving in any country, as it is determined by a large social significance of products, produced by its factories. Also, the food industry has a strong industrial and economic relation with almost all branches of the state economy and affects significantly on their development.

**Resources and methods.** Preparing the report we analyzed the data of official reports and literature.

**Results.** Ensuring of stable, efficient, balanced and proportional development of the food industry is one of the main tasks of the government economic policy, and its implementation is essential not only for satisfying the domestic market with food, but also in forming of a strong export potential and creating of food security.

Ukrainian meat processors managed to increase the production of sausages by many times. According to the State Statistics Service [1], last year in Ukraine 285.7 thousand tons of sausages, were produced which is 1% less than in 2012. It should be mentioned that the total meat production in Ukraine in 2013 increased by 8.5%, but as you can see, this growth did not affect on the sausage producing. The largest share in the structure of production, 65% belong the boiled sausages, frankfurters and wieners. Last year their production increased by 0.4% and reached 185 thousand tons. It allowed to reduce the import of these products by three times, according to operative analytical data of the Ministry of Agrarian Policy and Food (MAPF) [2]. In general, in the field of export and import of meat products and sausages Ukraine holds the surplus in foreign tradeoff the mentioned above products. "Import of sausages decreased by almost 30% - to 0.9 thousand tons which is \$5.5 million. Thus, the balance of foreign trade of meat and sausage products, as still positive although it is small. The main market for our products was Russia - 68% and Moldova - 30%", - said in the analytical review MAPF. The geography of import changed: if in 2012, half the sausage products imported from Belarus, last year most of sausages imported from European Union countries such as Italy, Spain, Poland and Slovakia.

**Conclusions.** In the market of sausages there is fierce competition that determines the assortment, quality and pricing. That's why in order to maintain competitive positions, domestic meat processing enterprises should pay more attention to the improvement of the safety and quality of products, reducing costs, expanding product range, - according the academician M. V. Filippov. All this things make meat processing companies to produce high quality brand products, find new niches and create innovative products [5, p. 187].

Therefore, a deep understanding of the situation, professional market analysis in order to plan production, the vision of their own place in this sector of economy will enable manufacturers of sausages to be competitive in the situation of fierce competition.

#### References

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