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28. PROBLEMS AND PROSPECTS FOR INTRODUCING THE REQUIREMENTS OF THE STANDARD GLOBALG.A.P. BY NATIONAL AGRICULTURAL PRODUCERS

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Global G.A.P certification is precisely the tool that, based on the tracking of production technology, allows you to confirm or disprove the conclusion about product safety. Global G.A.P takes into account not only chemical contamination of products. At us it is accepted to pay attention first of all on chemical and radiating pollution. But the possibility of mechanical clogging of products, as well as microbiological contamination, is almost not taken into account. Although these risks are high enough, they are dangerous and can lead to big problems with the health of consumers. Today, the main engine of the Global G.A.P standard is trading networks, processing enterprises and catering enterprises. Guaranteeing the safety of products on the shelves is one of the main requirements. For example, in the vast majority of European supermarkets, the compliance of purchased products with Global G.A.P requirements is a key condition. In Ukraine, some companies that are members of Global G.A.P are also represented.

Why is Global G.A.P certification interesting in Ukraine? First of all, the consumer wants to buy exactly the safe products. Supermarkets understand this desire and are interested in purchasing exactly such products. A farmer who has implemented the Global G.A.P system demonstrates openness and responsibility for its products. This always has a positive effect on the image and promotes implementation. Products certified by the Global G.A.P standard are safe for consumption. In this regard, the threat of complaints about its inferiority disappears. The past three years have shown that it is very important to diversify sales markets. The threat of overproduction of products or a more favorable market conditions cause the need to enter foreign markets. Today, a certain part of domestic fruit and vegetable products is exported to other countries of the world. First of all, these are the countries of the post-Soviet space. However, a certain share of our products also falls on the European market. The Ukrainian farmer, here loses a lot, since the lack of certification automatically leads to understatement of procurement prices. According to many foreign experts working in the field of agriculture and trade, certification of Global G.A.P is the most important component of a successful and equitable access to the world market. Certified products are an excellent raw material for processing, because the use of safe raw materials is the key to obtaining a benign end product. Global G.A.P certification acts as an important element of trust, which allows creating trustful and reliable relations between the consumer, the farmer, the supermarket and the processor.

Based on previous experience, I would also like to expose a number of problems that can be encountered in the process of implementing the Global G.A.P system.

1. Unfortunately, in the understanding of the Ukrainian consumer, products grown in the private sector and sold on the market are safer, and therefore more useful, in comparison with that grown by farmers and sold through supermarkets. What is wrong. After all, a private producer, like a farmer, uses mineral fertilizers and pesticides. And here the risk is not in the fact of using chemicals, but rather in the regulation and technical regulation of the process of chemical treatments. For example: for each chemical preparation, technical

regulations for their use have been developed: dosage, tank mixture consumption per hectare, waiting times and climatic factors of application (temperature, wind speed, precipitation). Since the farmer cultivates larger areas in comparison with the private sector producer, the costs of plant protection products are much higher. Therefore, in order to save and reduce the cost of production, to strive to reduce the use of pesticides and to more efficient use of pesticides. On the other hand, under what conditions is the application of pesticides and fertilizers more uniform? When using manual sprayers (or often even brooms) or using a wide-grip technique?

2. Both the farmer and the consumer, as a rule, do not have information about the permissible level of residues of pesticides and other chemicals in the finished product. In Ukraine, there is a well-developed technological regulations for the use of pesticides and fertilizers and sanitary standards for the allowable level of residues in cultivated produce. To appease the domestic consumer, it should be noted that in Ukraine, as a rule, the permissible level of residues in products is much lower than in a number of other countries.

3. Many of the Ukrainian farms, for the time being, do not have a well-developed infrastructure. At the same time, the most necessary facilities are often absent: storehouses for products, fertilizers and pesticides, suitable premises for finalizing the products. Often, the modification takes place in the open air or in emergency rooms, sanitary norms in which are not observed.

4. Recycling of tare from fertilizers and pesticides remains a rather complicated issue. Sometimes these containers are simply burned or distributed and used in the household.

5. Unfortunately, we still have a poorly configured system for registering and filing complaints regarding the good quality of products, while this is an indispensable element for the successful certification of Global G.A.P.

6. A sufficient number of agricultural enterprises use equipment that does not meet technical standards for field work. First of all, it concerns the dosage of fertilizers and sprayers. The procedure of calibration and verification of this technique is almost not applied.

7. The overwhelming majority of farms do not consider it necessary to analyze possible production risks. The absence of such an analysis does not allow to react efficiently and in a timely manner to changes in the production situation in order to prevent product contamination.

8. Sometimes the planned fertilizer application rates are not credible, as they are developed on the basis of general recommendations, and not on the basis of soil analysis results. Only an annual determination of the nutrient content in the soil makes it possible to develop a sound fertilizer system.

9. There is concern about the increasing use of generics, as their use increases the risks of chemical contamination of products.

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