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### 63. The problems of management of raw materials and goods flow on the dairy enterprises of Ukraine

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**Introduction :** In recent years the number of competitive markets in Ukraine has increased, especially in the production of food. As a result, the level of profitability of business enterprises decreased. This situation forces companies to minimize costs at various stages of production and marketing. The most significant item of expenditure in the production costs are logistics costs, which in the food industry, according to experts, is estimated at the rate of 5-40% [3].

**Resources and methods :** Internet searches – online library catalogues, publications, books, manuals, guides related to the topic.

**Results:** Positive European trend of using the system of Supply Chain Management has spread among domestic dairy enterprises recently. There are two basic approaches to improve this pull and push. Most managers believe push to be better approach. This system is aimed at need in the particular product, it depends on consumer demand and, a supplier corrects his forecasts, and transfer them to the manufacturer. In turn, the manufacturer plans the product production on the basis of these forecasts. Today Ukraine follows the other scheme - push, the idea of which is to have goods on the shelves and only after to promote and sale.

Currently, the main problem of domestic dairy producers are connected with raw materials and quality control, logistics costs because dairy companies expenditures on milk in households are higher than expenditures on milk from specialized farms. However, by the results of official statistics, recent years the structure of milk sale for industrial processing in Ukraine has been in favor of households. Thus, only in three regions - Kyiv, Donetsk and Zakarpatska regions - the part of milk for further processing from farms is higher [3].

In most regions of Ukraine proportion of milk collected from population is more than 60%, but in Kyiv region, it is 62%, and in eight regions and the Autonomous Republic of Crimea it is more than 90%.

Such companies as Unimilk Ukraine (“TM Bio-Balance”, “Galakton”, “Kremez”, “Prostokvashino”, “Ukrainske”) Mylkylend-Ukraine (TM “7th”, “Dobryana”, “Caliada”, “Krunka”) and Wimm-Bill-Dann Ukraine (TM NEO, “Veselyi molochuk”, “Houses in the wood”, “Slovyanochka”) are the most influential in the Ukrainian market in milk today. The total share of the three largest companies in this industry on the market is 22%. Such producers as Hercules (TM “Hercules”, “Dobrynya”, “Glechk”, “Utrechko”), Western Milk Group (TM Optimal, “Gurmanika”, “Family milk”), Lactalis Ukraine (Lactalis Group) (TM “Fanny”, “President”), “Liustdorf” (TM “The zdorovic”, “Selianske”, “Burynka”, “Totosha”) Rainford (TM “Daily”), Galicia (TM “Galicia”, “Molochar”, “Chabany”) Pridneprovsky Works (TM “Zlogoda”), a group Danone (TM “Activia”, “Actimel”) are in the list of leaders. The activities of these companies are focused on profit increase and efficient operation on the market. Logistic centers of these companies have created the optimal commodity and commodity flows control system [4].

One of the positive examples in the field of raw materials and product flow control is the concept of supply chain management of company “Danone Ukraine” which is an affiliate of international dairy producer. “Danone” works only with big dairy owners, helps farmers to learn modern European technology of feeding, milking dairy cattle, their keeping and raw materials storage. The company uses monetary incentives. For example, premium milk

“European” (milk of healthy cows with a minimum content of bacteria and somatic cells) is 15% from basic price for extra class milk plus bonuses for fat and protein content [2].

**Conclusions:** Strategy and tactics of work with raw milk suppliers, in Ukraine should focus both as creating large households on the costs of public funds, as on the development and implementation of state support programs, for farmers. In Europe producers are able to make only selective control of raw materials, because all farmers are mandatory certificated by ISO and HACCP. Thus, the problems of domestic dairy enterprises in general and in logistics could be solved by increasing the number of European level dairy farms in Ukraine, creating an extensive network of milk collection points from the population, as well as by creating high quality transport and warehouse facilities for dairy industry needs. Carrying out of these activities should be combined with the interests of major holdings in uninterrupted supply of raw milk according the forecasted volumes and state protection policies.

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