

Problems of Enterprises' Development of Meat Processing Industry of Ukraine

Ivanna Shevchenko, Maria Molozhon

National University of Food Technologies

Introduction. The meat processing industry plays a significant role in addressing food security of Ukraine, providing the consumer with fresh meat, offal, sausages, smoked meat, canned meat and semi-finished products. The market of meat and meat products is the most important segment of the food market of the country, sustainable development of which is of strategic importance. The meat processing industry is the basic food complex of Ukraine, but now it is facing some difficult conditions. The acute problem today is the shortage of meat products, although through the low purchasing power of the population, the visibility of overproduction is created. Low demand for meat products leads to an adequate level of demand for raw meat, which proposal due to the high loss ratio is constantly decreasing.

Materials and methods. In the research, general scientific and special methods were applied, in particular, the methods of analysis and synthesis, generalization and scientific abstraction as well as economic and statistical analysis and forecasting. Information base of research comprises of works of national and foreign scientists as well as statistical materials published in periodicals.

Results and discussion. According to the data of the main statistical office, in 2013 all categories of farms sold for slaughter around 77.5 thousand tons of livestock and poultry in live weight, which is 3.1 % more than the previous year. Following the results of 9 months of 2014, all categories of farms in the region sold for slaughter 56.1 thousand tons of cattle and poultry in live weight, which is 12,2 % more from the period of January to September last year. The market today requires high-quality items requiring innovative production techniques, technical re-equipment that would allow increasing the competitiveness of products not only on internal, but also on external markets. Today at the market conditions of development, it is necessary to allocate the main problems of meat processing enterprises, namely the outdated material and technical base, non-compliance with modern international standards as well as contraction of sales channels.

Conclusions. To improve the efficiency of production in meat industry, it is primarily necessary to create or expand its own resource base, which would make products of better quality and at much cheaper prices. The conquest of new markets through the creation of private trading networks is also possible. The application of modern energy-saving technologies and technologies of complex processing of raw materials will help reduce production costs and increase production volumes, hence, the profit. Finally, it would be unlikely to improve the production without qualified personnel.