

# STRATEGY FOR THE DEVELOPMENT OF THE FOOD INDUSTRY IN UKRAINE

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Ukrainian food industry occupies a significant market share, so it is important to highlight a number of problems, their solutions and, hence, the prospects for the development of the food industry in Ukraine.

The research was conducted on the basis of several editions that qualify in the food industry in Ukraine, such as «Problems of development of dairy industry of Ukraine», Gedroits G.Yu. «Food industry in Ukraine, problems and ways of their solution», Pashnyuk L.O. «Food industry of Ukraine: state, trends and prospects of development». The main problems were identified and some perspectives of development of the food industry in Ukraine are presented. Considering that in Ukraine the number of population is decreasing it is expedient to consider certain possibilities of export of products, this will open up big prospects for industry. However, a certain disadvantage of this strategy is that the cost of Ukrainian products is still high, which impedes many export opportunities [1].

Analyzing problems that restrain innovative directions in the development of the food industry perspective in Ukraine, one can distinguish the main ones:

- lack of funds for the implementation of new innovative projects; • high level of expenses for improvement of technical equipment, innovative technologies, salaries for highly skilled specialists;

- a long payback period for various expenses. The famous economist believes that this problem has a solution to «the need to ensure the implementation of state plans to provide capital transfers to enterprises, the establishment of a mechanism for the use of internal loans for innovative enterprises and the introduction of an effective system of tax benefits» [2].

The solution of the topical problems of the strategy of development of the food industry in Ukraine may be the establishment of export of products with a decrease in its cost.

## REFERENCES:

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