

Міністерство освіти і науки України

Національний університет харчових технологій

**80 МІЖНАРОДНА НАУКОВА
КОНФЕРЕНЦІЯ
МОЛОДИХ УЧЕНИХ,
АСПІРАНТІВ І СТУДЕНТІВ**

*“Наукові здобутки молоді –
вирішенню проблем харчування людства
у XXI столітті”*

Частина 4

10–11 квітня 2014 р.

Київ НУХТ 2014

9. Problems of development of infant food enterprises

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Introduction: Transition to the market relationships of economic management accomplished by the rapid increase of number of enterprises and appearance of new methods of their management, increase of environmental influence on the activity of enterprises and aggravation of their competition has considerably changed conditions of activity of enterprises and caused the appearance of new problems which need an effective solution. The restriction of profitability level and distribution margins takes place under conditions of the strict state regulation activity of national producers and distributors of infant food market of Ukraine. It slows down the physical distribution of baby food products and, so, development of baby food industry, because owners of supermarkets and specialized child's stores are not interested in the realization of national products of baby food products in connection with restrictions of level establishment of distribution margin while trade establishments are entitled to fix margin rates at their own discretion and to receive a larger profit.

Resources and methods: The widest kind of food products for infants was liquid processed milk in 2012. It covered more than 50% of total production volume. The parts of cultured milk foods for infant food and dry infant food on the milk basis are almost equal (14% and 12%). Infant juice and acid curd cheese and goods made of it covered almost 8% and 7% of market, respectively. The least parts of market belong to infant canned fruit and vegetables (4,8%) and infant food on the meal basis (1,3%). It gives an opportunity to make a conclusion about insufficient volume of manufacturing of these products for satisfaction of consumer needs. The analysis of ratio between own production and consumption has shown that Ukraine doesn't provide the home consumption of infant foodstuffs at the expense of own production during last years satisfying the needs of Ukrainian infants with foodstuffs only by 45-65%. Tendencies developed in the import of foodstuffs for infants has shown that import has increased in average by 30% every year, and the decrease of import volumes has been noticed in 2010 in comparison with the previous year by 37% [1, p. 195-197]. The largest part among the import production belongs to baby food products packaged for retail trade (dry adapted formulas and porridges on the or without milk basis)

(55-72%). The market of infant canned fresh, vegetables and meat and fish belongs in full to import producers whose part fluctuated in the general import of baby food products during 2006-2011 within 11-14%. In 2012 the largest part belonged to Czech (34,4%), Hungarian (15,0%), Swedish (12,5%), German (9,3%), Finnish (9,1%) producers.

Results: The completed analysis regarding state of market for national baby food products is the evidence of narrow range of these products that restricts opportunities for satisfying of infant needs in foodstuffs. The consumers are offered no more than 150 commodity items while import producers offer approx. 550 ones. Consumer requirements and competition from the part of foreign producers make the national producers to extend the assortment range of competitive production. The infant food market can be conditionally divided into such segments: market of foodstuffs for infants from birth till one year and market of foodstuffs for infants from one till three years; market of initial infant formulas, market of infant formulas for further feeding, market of lure products, market of drinks and water.

Dry milk formulas are one of the technologically difficult baby food products. Although there is noticed the increase of manufacturing of this production during 2000-2012 by 19%, its volumes satisfied infant needs in 2010 only by 10%. Enterprises rise volumes of manufacturing of traditional production types and put in order issue of new types corresponding with ultimate and sensible nutrition. Promising development plans is extension of instant pap assortment in the range of up to 10 types with fruit and vegetables fillers. The production of drinking still water is carried out by LLC "Econia". It is at the market since February 2009; however it has already conquered its customer and continues its development. In the near future the enterprise is going as first to tap the market of canned meat, fish and vegetables and meat for infants that will allow to drive out the Ukrainian market foreign producers and to sweep step by step markets of other countries.

Conclusions: The completed analysis of baby food products market allowed to determine main factors which have an influence on the level of demand on these foodstuffs: number of born babies, quality and price of production, assortment variety of available products at the market, level of income of parents-customers, trust to the trade mark, volume of domestic production and import volume. The undertaking study of situation at the baby food products market gives an opportunity to mark out following main problems which have a negative influence on the activity of national enterprises and at the same time on the state of economic security: an intervention increase from the part of foreign producers; an ineffective system of state regulation which provides untimely grant payment for pollution-free raw material, restriction of production profitability and production sale; general instability of national economy, deficit of pollution-free raw material etc.

References

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