

Problems and prospects of small fruit market in Ukraine

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An important role in providing population with fruits and vegetables belongs to small fruit crops. Food properties and economic efficiency of to small fruit crops are different, but all of them are essential for the balanced nutrition. The Ministry of Health of Ukraine calculated the rational norm of to small fruit crops consumption in Ukraine is 84 kg per person a year. In 2011 an actual consumption of small fruits was 52.6 kg, that is 4.6 kg more than in 2010. In 2011 there was 42% reduction of actual consumption of to small fruits from a rational norm. The capacity of domestic market of small fruit crops in 2011 was 2405.0 thousand tons, that is 9.2% more than in 2010 and dependence of import in 2011 decreased by 3% comparatively with 2010 that shows the positive dynamics of small fruit market development on the whole. Large areas of land, both of industrial and private farms are allocated for strawberry, raspberry, gooseberry, black and red currants. Unconventional small fruits, such as a honeysuckle, arrowwood, blackberry, actinidia, great bilberry, juneberry.

The market of small fruits in Ukraine is specific, as all markets of growing crops. The strongest risk factor is weather conditions which have great influence on the market. The complex analysis of the domestic small fruit production allowed also to distinguish and specify agricultural, ecological, economic, scientific and informative problems of small fruit market in Ukraine.

We consider that successful, high-effective production of small fruits which allows to satisfy population needs is possible only in case of development of industrial small fruit production at specialized entities at maximum optimization of the integral system of interconnected factors which influence efficiency of production.