

IMPORTANCE OF ORGANIC MARKETS DEVELOPMENT IN UKRAINE

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Ukraine is the second-largest exporter and producer of organic produce in the EU. It is significant to develop organic markets in Ukraine to provide sufficient foodstuffs for the population and to promote 'green' land usage. Ukraine possesses many conditions that permit it to successfully achieve these goals, for instance: the geographic location, temperate climate and abundant natural resources.

The economic downturn in 2014 caused a decrease in traditional Ukrainian export. It led to a significant increase in green products. Such interest is provided by several factors [1]. First of all, it enables a country to deal with economic, ecological, and social problems. And secondly, it raised the level of employment and stabilization of trade balance:

1. It is leading to the re-establishment of soil fertility, water quality, and reduction of energy sources [2]. Produce of organic food means no chemical ingredients, less tilling, and GMO.
2. Cessation of groundwater pollution and water basins. Purification of water sources from any toxic chemicals.
3. With the development of the organic market, it is expected the growth of vacant job places in rural areas.
4. Fundamentally organic markets are multifunctional agroecological industries. It procures to the reduction of power consumption in agriculture output.

Market reconnaissance requires certain reasons for the procurement of goods and customer wishes [3]. It ensures people with ecologically clean food, who suffered from technical consequences. All of these achievements will help Ukraine to become independent from external sources of funding. New marketing and commercial support in this sphere will help representatives of the food industry to add organic products in stock [2]. Furthermore, with legal and government assistance, Ukraine will strengthen the competitive position in the world steel market.

Ukraine possesses the suitable natural and climatic conditions to warrant and support successful sustainable food production. The country also displays a solvent demand for increasing its competitive position on the international food market, in the spheres of food production and export, so the outlined direction may prove promising for the agricultural sector.

References:

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