

MARKET TRANSFORMATION OF SYSTEM OF KEEPING AGRIBUSINESS SUPPLIED WITH MATERIAL AND TECHNICAL RESOURCES IN UKRAINE

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Summary. The current level of agricultural development in Ukraine today is clearly insufficient. The critical state of the industry is largely due to significant deficiencies in logistics. Further development of agricultural production is objectively related to its technical and technological upgrading that in market conditions must be settled by market methods. Due to its specificity agriculture requires a reliable system of material and technical resources. In Ukraine the level of its development is still far from optimal and does not meet market requirements: which on the one hand are provided by the availability of the free market and competition, but on the other hand, as the experience of economically developed countries shows, require objectively reasonable state regulation in this field. Like every other market, inputs for agriculture are potentially economic self-regulating mechanism that operates in the financial, economic, organizational and legal relations in the sale of these resources. Disparities in the provision of agricultural economy of material and technical means have arisen because the changes in the economic mechanism of agriculture functioning have not been taken into account. That is why market inputs in Ukraine cannot be considered civilized. The amount of market inputs for agriculture in Ukraine will be increasing gradually. It is best formed by creation and development of regional technical and commercial structures for the equipment sale. The leading role in this process should belong to machine-building enterprises, dealers and intermediary structures for equipment sales and maintenance. The final transformation of the current system of logistics in agribusiness market infrastructure may be based on certain principles and under appropriate conditions. The most important among which is the efficient support of the state and equal economic conditions for all segments of the market. In this regard, the main aspects of theoretical propositions concerning the nature and functioning of market inputs, the market and its trends, the main directions of further market transformation system of logistics in agriculture and the necessary principles and conditions are analyzed in this article.

Key words: market, inputs, competition, agriculture, dealers, leasing

FORMULATION OF THE PROBLEM

The current level of agricultural development in Ukraine has been increasing gradually, despite the un-

friendly political and economic situation in the country. However, today it can not be considered rational because it does not provide the appropriate level of food provision, which is demonstrated in the unbalanced diet of the population, prevailing bakery, potatoes, sugar, chicken and milk in their meal but not enough fruits, vegetables and red meat. Due to its specificity agriculture requires a reliable system of material and technical resources. It should include the following:

- accounting and forecasting the changes in the needs of agribusiness in main financial resources for the country as a whole and for individual regions throughout the year;

- formation of the necessary material reserves and allocating them in the country;

- operative accounting and maneuvering of reserves for the purpose of agribusiness, depending on the situation prevailing during the main technological processes in agriculture and related industries.

The problem is that in Ukraine the level of development of the system is still far from optimal and by its nature does not meet market requirements: which on the one hand are provided by the availability of the free market and competition, but on the other hand, as the experience of economically developed countries shows, require objectively reasonable and justified state regulation in this field to maximize approximation of providing material and technical resources to the needs of the customers – manufacturers of final products that in a whole creates high level of this problem relevance.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The problems and current issues of logistics in agricultural production, innovation and investment development of agriculture are investigated by a lot of scholars in Ukraine and abroad: V. Andriichuk, J. Bilouska, V. Boyarchuk, M. Zubets, M. Kisil, V. Kotelyanets, V. Kravchuk, P. Laika, I. Levitskii, M. Lobas, M. Malik, M. Mohyliova, P. Musyka, A. Peresada, J. Petrovych, G. Pidlisetskii, P. Sabluk, V. Saiko, O. Sydorchyuk, V. Sytnyk and others. However, the current level of support, the poor state of the material and technical base of agriculture in Ukraine, the dynamic changes in the market environment indicate the absence of large-scale positive trends to improve the situation. Priority and critical importance of further investigation is due to

produce several new initiatives and commitments. The key role is focused on optimization of agricultural material and technical means as well as effective usage.

TASK PROPOUNDING

The aim of this article is to present results of logistical support of agriculture in Ukraine, to identify the causes of present situation and justify the main ways and possibilities of improvement.

MATERIAL AND METHODS OF RESEARCH

This paper provides data from statistical publications and individual results of scientists dealing with the problem of improvement in market system formation providing agricultural enterprises with the necessary logistical resources. Research methodology includes a standard set of economic and statistical research methods, including abstract, logical, historical and monographic ones, methods of index and comparisons.

SUMMARY OF OBTAINED RESULTS

Theoretical foundations.

Inputs are a set of resources such as people, raw materials, energy, information, or finance that are put into a system (such as an economy, manufacturing plant or system of services) to obtain a desired output. Inputs are classified under costs in accounting [1]. It is obvious that under the market conditions ensuring the implementation of agro-industrial complex logistical resources should be done by market methods.

Like every other market, inputs for agriculture are potentially economic self-regulating mechanism that operates in the financial, economic, organizational and legal relations in the sale of these resources. The formation of such a market is characterized by gradual transition from centralized supply of material resources to implement transactions based on free sale on a commercial basis, taking into account supply and demand, financial capabilities of these resources manufacturers. This generally enhances commercial and business relations in production, sale and consumption of inputs. However, under consumption of inputs should be understood not only their immediate operation, but maintenance, storage and transportation as well as a possible full conversion technology.

Logistical support is a system of principles, forms, methods, instruments and structures aimed at production and supply of technical equipment, spare parts, fuel, pesticides, technical, technological and production services. Logistics system is a set of producers of inputs, trade intermediaries, service units and government agencies that regulate relations in the field of technical and technological support. The activity of this system should be directed to the reproduction and development of material and technical base, comprehensive mechanization and automation of technological processes, restoring and maintaining of soil fertility in agriculture using domestic engineering and production of material resources [1].

The main structures that operate within the economic and technological relations on the market inputs are manufacturers of agricultural, food and trade machinery, chemical industry, commercial and intermedi-

ary organizations, repair and maintenance of machinery and equipment businesses, technical services, research, design and testing institutions.

Material support conditions of agriculture in Ukraine and its factors.

Development of agriculture in Ukraine in recent years is characterized by positive dynamics of growth [2]. Nowadays agribusiness in Ukraine creates more than 20% of GDP and 37% of total exports. In 2014, the only sector that showed positive growth was agriculture, which production increased by 2.8% (including 4.1% in agricultural enterprises and 1.2% of households). It was done due to high record of grain harvest (63.8 million tons) and crop growth (3.1%) per year [3]. Dynamics of livestock during the year was stable as well with growing volumes of 2%. The volume of agricultural production in all categories of enterprises at current prices in 2014 amounted to 370.8 billion. UAH, including 55% of enterprises and 45% in private households [4].

Results of agricultural sector activity with availability of necessary raw materials have a significant impact on food and beverage businesses. Summarizing the results in 2014 the volume of production during the current year increased by 2%, production of food products increased by 4.6%, fruits and vegetables reservation increased by 2.9%, production of meat and meat products – 0.5%, oils and animal fats – 21.5%, dairy products – 0.1%, milling industry, starches and starch products – 0.6%, sugar – 66.8%. At the same time, there was a decrease in industrial output of bread, bakery and flour products (10.5%), cocoa, chocolate and sugar confectionery (23.8%); beverages (8.3%) [4].

In 2014 the profitability of agricultural production and providing related services (excluding budget donations) as a whole was 26.3% in contrast to 11.4% during the previous year. The profitability of crop production was 29.2% in contrast to 11.1% in 2013 [5].

Besides from agricultural sector Ukraine receives 40% of foreign exchange earnings. Export of agricultural products in 2014 was 16.67 billion \$. It was almost a third of total exports of goods (53.91 billion \$) [6].

However, the current level of agricultural development in Ukraine today is clearly insufficient. The average daily diet of Ukraine's population is now almost the extreme level of established indicator (2500 kcal). Thus, for food purposes in Ukraine population consumes over 60% of the family budget (compared to 15-20% in Europe and 8.10% in the USA) [7].

Further development of agricultural production is objectively related to its technical and technological upgrading that due to market conditions objectively must be settled by market methods. Existing market inputs in Ukraine includes the following segments:

- market of new domestic resources supplied by dealers, enterprises-manufacturers, branded, trade and commercial centers;
- domestic market of recovered resources coming from repair facilities, branded centers and resellers;
- market of new imported resources, supplied by enterprises-importers, commercial and service companies, dealers and representatives;

- market of imported recovered resources delivered by foreign companies, representatives or dealers;
- market of used foreign resources that are sold without residual value with negligible degree of wear. Sales are carried by firms and branches of foreign companies, dealers and agents [8].

The critical state of industry is largely due to significant deficiencies in logistics, a sharp deterioration in the solvency of agricultural producers. The level of logistical means availability in most agricultural enterprises does not exceed 50% of the regulatory process needs [1]. Nowadays agricultural enterprises are provided by domestic agricultural machines only by 45-65% of the estimated technological needs. Furthermore 95% of all the machines are operated after the end of its working terms, almost two-thirds of tractor equipment aged about 20 years or more.

According to the Ministry of Agrarian and Food Policy of Ukraine, the level of depreciation of machinery and equipment in agriculture since 05.01.2013 currently was of 70% (tractors of about 78% and combine harvesters – 72%). Due to physical wear and technical issues annually 25-35% of tractors, combines and other agricultural machines are not available. That is why technological needs for tractors today is about 400 thousand units, combine harvesters - over 50 thousand units, beet-root harvesters - about 8.5 thousand units. Because of financial insolvency to purchase new equipment manufacturing plants cannot expand their production. They are loaded on 10-20%, depreciation of technological equipment reaches 70-80%, and its average age is 30-35 years [9]. Costs for repairs and maintenance of physical deterioration of inputs make up 70% of the funds to purchase new equipment, 40% of cars are idle due to technical reasons [10].

Resource reduction has negative impact on agricultural production and the rate of agricultural machinery renovation. Capital investment in agriculture in recent years has decreased by more than 40%. Currently we are lack of logistical support that leads to high costs of raw materials, hampers its deep processing and reduces the possibility of expanding the range of food [1]. Reduced production of agricultural mechanization and price rising leads to machine wear increasing and this in the long run reduces its technical readiness, leads to disruption of farming deadlines in agricultural work [11].

Disparities in the provision of agricultural material and technical means have arisen because changes in the economic mechanism of agricultural functioning production, development of multiculturalism in agriculture and areas of specialization, sizes and forms of production, especially the development of market relations have not been taken into account. The low level of material and technical resources provision and incomplete use of natural and industrial potentials in agribusiness also caused significant distortions in the structure of economic complex of the country. These reasons are of social and economic nature. The cost of fixed assets increased mainly through their indexing without additional new capacities [10].

To a large extent, the deterioration of the material and technical base of agriculture in Ukraine influenced the elimination of agricultural machinery repair and

maintenance system. According to Yuri Konkin's data, in order to ensure the tractor T-150K viability for ten years we have to spend 270% of its original price and 3,300 man-hours [12].

Liquidation of "Silhosteknika" enterprises signified a full transition of logistics agriculture into private business. Today, due to the lack of structured organizational, technical and technological services all the maintenance of complex equipment assigned to machine operators. Sometimes if some sophisticated equipment on the tractor or combine machine breaks, mechanic simply disconnects it. The existing system of technical services in the country comes mostly (except corporate service) for spare parts sale. But the poor quality of spare parts in Ukraine is another key problem our enterprises and companies are faced to [12]. Lack of repair technologies, detergents, vehicles diagnostic turned classical repair process on trivial disassembly carried out unprofessionally and unskilled. Accessible repair serving base in most farms is degraded, distributed and devastated. Repair and maintenance of equipment is usually done in unheated rooms or outside in the dust and dirt.

In Ukraine engineering for the needs of the agricultural sector is developing very slowly and uncertainly. Our agricultural machinery is able to produce annually only 300 units of combine harvesters and about 5 thousand of tractors [13]. Ukrainian factories producing agricultural machinery found themselves in very difficult financial and economic situation. Domestic manufacturers are now poor, their scientific and engineering base is weak, competitiveness and cooperative production is very low [14]. And the pace of agricultural technology currently does not inspire any optimism to quick improvement of material and technical base of agriculture through national production [15]. By 2013 the domestic industry produced 29 combines "SKIF", 4 units of SKIF 440 Tucano », 30 units of 330 SKIF PALESSE and 13 units of " Svarog ", that is all - 76 units totally. In Ukraine, only one plant is capable of producing harvesters; engines for tractors and combines in Ukraine are not produced at all; range of products of domestic production is not of any comparison with foreign one; servicing of domestic appliances is also problematic [13].

In 2013 agricultural machinery was purchased worth 6.85 billion UAH, including foreign production worth 5.69 billion UAH (83%). The proportion of vehicles purchased by public support programs amounted to 1.6%. In 2009, these shares accounted for respectively 71.5% and 6.6% [13]. So we cannot still do without importing agricultural machinery, it is almost impossible. Moreover, the improvement of technologies requires more powerful and reliable technical means [16]. The bulk of imported agricultural machinery is combine harvesters and tractors. In 2011, Ukraine imported more than 2,700 grain harvesters worth about 330 mln. USD. Among the leading in Ukraine are the following: Claas (515 pcs., 25.3% of total imports harvesting), John Deere (385 pcs., 17.4%), "PALESSE" (467 pcs., 15.1%) and among importers in the first place are "Technotorg-Don" (496 pcs., 16.2% of total imports harvesting in Ukraine) and "Rostselmash" (236 pcs., 7.4%), followed by American importers and European harvesters "Rise"

(95 pcs., 6.5%), "Agrotek" (76 pcs., 5.2%), "Novofarm" (83 pcs., 4.6%), "Eridon-Tech" (67 pcs., 4%) [17].

During the same period Ukraine imported 10 thousand power tractors over 80 hp in the amount of 330 million dollars. Among the brands in this sector lead MTZ agricultural machinery (8957 pcs., 47.2% of total imports of tractors), John Deere (519 pcs., 19.0%), Case (310 pcs., 11.3%), New Holland (183 pcs., 6.5%). Among importers are "Technotorg-Don" (4653 pcs., 24.7% of total imports of tractors in Ukraine) and Trading House "MTZ-Belarus-Ukraine" (2562 pcs., 14.0%), followed by American and European importers tractors "Novofarm" (158 pcs., 6.1%), "Agrotek" (140 pcs., 5.7%), Ahrobudivelnny Alliance "Astra" (11 pcs., 5.5%) [17]. Among tractors imported to Ukraine, the largest proportion is given to tractors of power 250-350 hp. The interest in this technology is rapidly growing [18]. The most popular models of global manufacturers of tractors for agriculture in Ukraine include Claas Atles, Claas Xerion, John Deere John Deere 8430 and 8530, Case Magnum, New Holland, Fendt Vario, Fendt Fendt 930 and 936, Massey Ferguson 8480 [18].

Overall competition among dealers intensifies and will become tougher in future. This caused by factors such as consolidation of agricultural holdings, which are becoming more demanding for technology; alignment of price and machines quality. On the first place is put service and financial capacity of dealers. There is strengthening fight between dealers of agricultural products for potential customers. That is why dealers are advertising strictly their products and presenting advantages. In 2012 company Titan Machinery Ukraine (TMU) opened its office in Ukraine. It is the official dealer of Case IH and powerful technology distributor Case Construction, New Holland, New Holland Construction. The main advantage of the company is considered top high after-sale services, timely delivery of spare parts and maintenance in a very high level. With the right approach to the selection of spare parts and service they do not need to spend extra effort [19]. That is, a good product needs no special advertising.

Directions and opportunities for further market transformation of system of keeping agribusiness supplied with material and technical resources.

There are two main directions of agriculture improvement in material and technical base of Ukraine. The first one is to renew agricultural machines of domestic origin or to import production from abroad.

The improvement of material and technical support in agribusiness should be based on

- property repair transport relations reformation;
- creating an extensive network of intermediary companies located near its customers;
- development of direct links between producers and consumers of material and technical means.

Intermediaries in rural areas should be established on

- the basis of technical centers and universal dealer office plants based on various forms of property, which will assume the functions and responsibilities by supplying not only new technology, but also spare parts, materials and equipment;

- organizations of warranty repairs, maintenance of agricultural machinery throughout its operation, recovery and sale of spare parts for worn machines; providing materials to the required range and terms of use; providing leasing and rental technology; fulfillment of certain works and services.

According to the mentioned above special significance in agribusiness is given to leasing [10].

One of the main directions in market inputs and services organization in agriculture is development of direct contacts between producers and consumers, reducing the number of mediators. It can easily be achieved making the following the scheme: plant - commodity; plant - dealer - commodity; plant - leasing companies - commodity. This market is emerging towards the creation and development of regional technical and commercial structures for the equipment sale. The leading role in these processes should belong to machine-building enterprises - dealers and intermediary structures for sales and maintenance of equipment. Machine building plants and other producers of inputs must develop firm maintenance by creating its market infrastructure, technical centers, dealerships and rental items, machine and technological units as well as shops. Machine building plants should take responsibility for technical and chemical implementation, process equipment, spare parts and repair materials, organization of repair and maintenance of machines throughout the period of their operation, renewal and sale of spare parts.

Actually long-term direction of development will be achieved by forming an extensive network of barter and dealerships through which manufacturers can implement and provide technical repairs and maintenance services of tractors [20]. In the USA producers have a marketing network of dealers as well as independent dealer networks [21]. The development of dealer networks on the basis of competition will reduce maintenance costs, machine downtime, increase efficiency of agricultural machinery as well as facilitate direct contact with the manufacturer.

On the other hand it is not so easy to become a powerful official dealer of the manufacturer or brand of agricultural machinery. You need to earn a good reputation in the relevant relationships and, in addition, make the necessary investments (2 mln. euro to a service center, 1.5 million. euro to technology and 1 mln. euros –to a spare parts warehouses), which must constantly be updated [17]. Obviously, not everyone involved in the sale of agricultural machinery could make such a significant investment. It requires quite large sales techniques.

Today it will be a good reason for Ukraine to invest its own production of agricultural machinery because these machines will be 3-7 times cheaper than similar units of foreign technology. For almost identical technical specifications Ukrainian tractor HTZ-1631 is four times cheaper than the American counterpart "John Deere-8120". Imported equipment is 1.5-2 times higher in comparison with domestic counterparts operating costs. As for reliability, the study indicates that during the first years of exploitation on the farms, domestic tractors MTBF break down 2-3 times rarely than, for example, similar American analogue. But with increasing life of denial break down begins to grow [22].

Obviously, this is due to specific structure of selling. For example, in the USA market some farmers actually do not repair their machines, and after 3-4 years of operation just sell them. Other farmers are inclined to purchase used items 4-5 times cheaper than new technology and start investing more money in its maintenance and repair. In our conditions, not every agricultural enterprise can afford new imported machinery in Ukraine and nowadays we do not have appropriate service structures for its repairing. In addition, foreign energy-technique was adapted to block working with domestic cars and takes a lot of space to work. The problem of domestic agricultural mechanical engineering and tractor could effectively be solved if we start cooperation between foreign and domestic equipment manufacturers and at the same time it will increase the use of modern materials and quality components of machines. The main problem in deciding the purchase of new inputs for farmers is the lack of funds. Therefore, domestic manufacturers are trying to use these resources in practice of economic relations with end users to use foreign methods and techniques of providing these consumers with different preferences and financial facilitated. In order to facilitate the implementation of such approaches in 2012 Parliament established a special lending regime for domestic engineering, recognizing in domestic appliances if their share in the cost of raw materials, components, assemblies, parts and components of domestic production will exceed 60% [23]. In 2013 the minimum degree of localization of combines and tractors production in Ukraine with power more than 89kVt for their participation in the program to stimulate the development of domestic engineering for agriculture was reduced to 35%, the units with power 89 kW to 20% (previously it was 50%) [24]. The Law of Ukraine "About engineering support system of agriculture in Ukraine" defines principles of market relations in the engineering and technical support agribusiness; established economic, legal and organizational principles of functioning primary and secondary market equipment; technical and technological service, market lubricants [8].

CONCLUSIONS

1. Improving the material and technical supply of agribusiness has to become crucial in the development of agricultural policy of Ukraine. Strengthening the material and technical base of agriculture, implementation of scientific and technological progress are the main ways out of the economic crisis.

2. Due to a new mechanism of economic performance, the development of peasant (farmer) farms, agricultural cooperatives and collective rental, as well as increased requirements for product range to meet the needs of mass production are particularly important development issues and strengthening of industrial infrastructure of the means of production. All elements of this infrastructure should be evolved to a level that would have made it possible in future to mechanize and automate loading and unloading and to assume responsibility for search and delivery of the necessary material resources to consumers, providing complex services to other service logistics.

3. The final transformation of the current system of logistics in agribusiness market infrastructure may be based on certain principles and under appropriate conditions:

- non-interference in the operation of logistics enterprises, demonopolization of the inputs circulation sphere, implementation of conditions for competition between all market participants;

- reasonable state regulation in this sphere in order to maximize providing material and technical resources to the needs of the consumers by creating a favorable investment climate in order to increase domestic and foreign investors favorable level of capital investment and improve business operating conditions in the field of material infrastructure and technological implementation in agribusiness;

- direction of the financial, credit and tax state policy to support the recovery and solvency of agricultural enterprises to ensure the implementation of the expanded reproduction of fixed assets and the corresponding receipt of working capital;

- ensuring equal economic conditions between inputs consumers, delivery, maintenance and providing industrial and financial services;

- creating conditions for implementation of state programs on development of domestic agricultural machinery;

- economic and environmental control over the activities of domestic and foreign enterprises in the logistic support of AIC and its constant monitoring;

- promotion of highly qualified personnel and information support for technical, technological, economic and managerial problems solving in agribusiness logistics.

4. Further development of agricultural machinery in Ukraine has good possibilities providing world's leading manufacturers of agricultural machinery dealer network expansion and increasing competition between them.

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РЫНОЧНАЯ ТРАНСФОРМАЦИЯ СИСТЕМЫ ОБЕСПЕЧЕНИЯ АПК МАТЕРИАЛЬНО- ТЕХНИЧЕСКИМИ РЕСУРСАМИ В УКРАИНЕ

Аннотация. Существующий уровень развития АПК в Украине сегодня явно недостаточен. Кризисное состояние отрасли в значительной мере обусловлено существенными недостатками в материально-техническом обеспечении. Дальнейшее развитие агропромышленного производства объективно связано с его технико-технологическим перевооружением, что в рыночных условиях хозяйствования объективно должно решаться рыночными методами. Вследствие своей специфичности агропромышленный комплекс в большей степени, чем другие отрасли, нуждается в надежной системе обеспечения материально-техническими ресурсами.

В Украине уровень развития этой системы еще далек от оптимального и по характеру не совсем соответствует рыночным условиям хозяйствования, которые, с одной стороны, предусматривают наличие свободного рынка и конкуренции между субъектами производственно-технологических отношений в этой сфере инфраструктуры, с другой – как свидетельствует опыт экономически развитых стран, объективно требует обоснованного государственного регулирования этой сферы. Как и каждый иной, рынок материально-технических ресурсов является потенциально саморегулируемым экономическим механизмом, действующим в сфере финансово-экономических и организационно-правовых отношений в процессе купли-продажи этих ресурсов.

Диспропорции в обеспечении аграрной сферы экономики материальными и техническими ресурсами возникли вследствие того, что не были учтены изменения экономического механизма функционирования аграрного производства – рынок материально-технических ресурсов в Украине еще нельзя назвать цивилизованным. Объемы рынка материально-технических ресурсов для АПК в Украине в дальнейшем будут возрастать. Рынок материально-технических ресурсов лучше всего формируется в направлении создания и развития региональных технико-коммерческих структур по продаже техники и других ресурсов. Ведущая роль в этих процессах должна принадлежать машиностроительным предприятиям – продавцам техники и посредническим структурам по продаже и техническому обслуживанию техники.

Окончательная трансформация действующей системы материально-технического обеспечения АПК в рыночную инфраструктуру должно осуществляться на основе определенных принципов и при наличии соответствующих условий, главными

из которых являются эффективная поддержка государства и обеспечение равных экономических условий и «правил игры» во взаимоотношениях между всеми субъектами всех сегментов этого рынка.

В связи с этим в данной статье обоснованы главные аспекты теоретических положений сущности и функционирования рынка материально-технических ресурсов, проанализировано состояние

этого рынка и его тенденции, определены основные направления дальнейшей рыночной трансформации системы материально-технического обеспечения агропромышленного комплекса.

Ключевые слова: рынок, материально-технические ресурсы, конкуренция, агропромышленный комплекс, дилеры, лизинг.