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**THE ROLE OF EXTENSION SERVICE IN UKRAINE FOR THE  
AGRICULTURAL TRANSFORMATION TO EUROPEAN STANDARDS  
– POLISH EXPERIENCE**

*ROLA USŁUG DORADCZYCH NA UKRAINIE W PROCESIE  
TRANSFORMACJI ROLNICTWA DO STANDARDÓW EUROPEJSKICH  
– DOŚWIADCZENIA Z POLSKI*

**Key words: extension service, agricultural production, market, cross – compliance**

*Słowa kluczowe: doradztwo rolnicze, produkcja rolna, rynek, zasada wzajemnej zgodności*

**Synopsis.** The development of extension service in Ukraine is faced with many problems that are needed to be solved with the help of government. According to this, it is very important to specify the main development trends of extension service activity. Polish Republic has similar extension service history, that is why it was decided to take into consideration their experience and implement the best of it to Ukrainian consulting organization that is operating under present conditions.

### **Introduction**

The appearance of extension service (ES) activity in the newest history of Ukraine is a consequence of global process of property relationships reforming in the agrarian sector and private property transition to principles of the private initiative, that are characteristic for modern market economy.

The extension service activity in agriculture is connected with activity of firms and individuals which is directed on satisfaction of agricultural producers and rural population needs in increasing of knowledge level and improvement of profitable managing skills [Korinec, Gricenko 2007].

At present time it is very important to determine the main goals of ES activity according to the defined needs. Many Ukrainian and foreign scientists are involved in the decision of questions of basic directions activity of ES. Among them it is needed to note: Vitvitsky O.D., Tsvigun R.Ń., Lobanov N.I., Derlemenko V.V., and also representatives of Russia: Pozdnyakov V.G., Sandu I., Veselovskogo M.

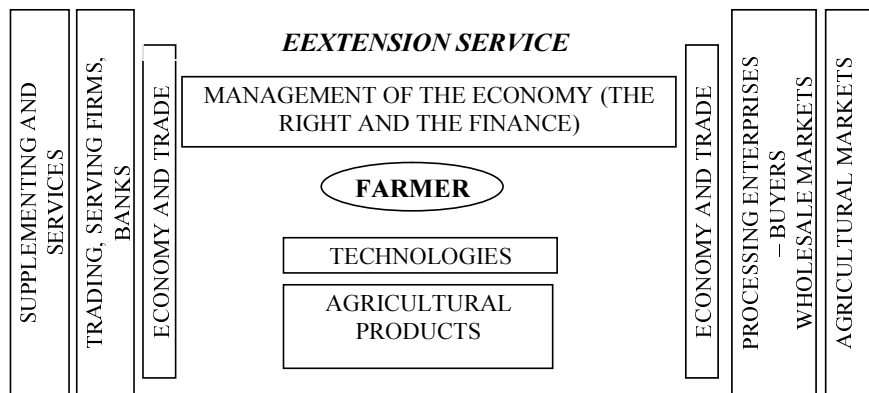
### **Development of extension service in Ukraine and Poland**

In June, 2004 the Supreme Council of Ukraine has passed the Law of Ukraine «About agricultural consulting activity» which come into force at January, 1st, 2005. However, realization of the positions of this law practically has not begun yet. The main reasons are: misunderstanding of the consulting activity essence, different interpretation of positions in the law by the different institutions which were assumed to implement it, including local government, absence of financial support [Hajdaczuk 2005].

The government of Ukraine should be the basic motive power of agriculture development, and they can take a support from the ES organizations, which act as a uniting link between the farmer and the government and also all agricultural infrastructure.

Working with farmers, definition and satisfaction of needs in consulting services is very important. According to the Ukrainian law „About agricultural consulting activity” it is possible to allocate primary goals and directions of their activity:

- increasing the level of knowledge and improvement of practical skills of effective housekeeping in rural area in the conditions of market economy,



**Figure 1. Position and environment of the farmer in the country**  
Source: own study.

- providing of consulting for agricultural business and rural population in questions of economy, technology, management, marketing, the account, taxes, the rights, ecology, etc.,
- providing of consulting services to executive authorities and local governments in preparation and realization of social and economic development plans,
- distribution and implementation of modern technologies, achievements of a science,
- assistance to development of not agricultural business in a rural areas,
- work with rural youth, initiation and realization of youth programs,
- resolving of other problems defined by the law.

In the European countries ES activity in agriculture has long history and is well developed. In the opinion of the Authors, for Ukraine experience of conducting such kind of activity in Republic Poland is useful. In Poland since 70. of XX century about 90% agricultural producers use extension service. The main trends of consulting activity in XX century could be subdivided into following directions:

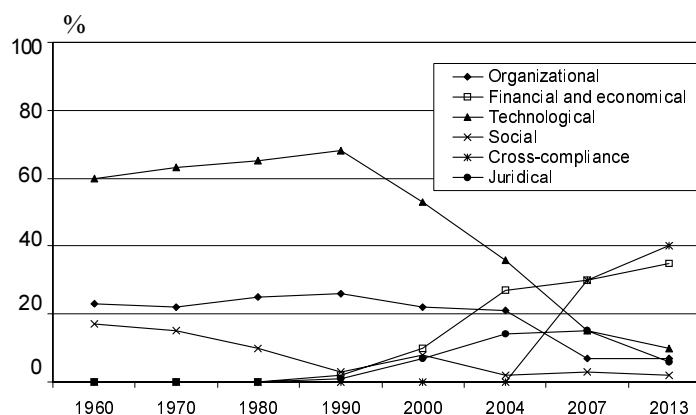
- **technological** : has received the development in 80; at this time there were new technologies in agricultural production and fertilizers; in cattle breeding has appeared new breeds due to selection work and transition to feeding by the mixed forages with use of additives,
- **organizational**: the essence of this direction is to help for farmer in business re-structuring for its functioning in the market conditions and organization of different kinds of cooperation,
- **financial and economical**: have been developed after transition to free market economy in 90., and especially after the entry into EU; the primary goals of this kind of consultation is to help for a farmer in writing of business plans, calculations and official registration of papers for loans receive,
- **juridical**: the consultation connected with the writing of contracts, and decision of other questions in this sphere,
- **social-domestic**: it is directed on the social help of farmer's family, work with poor farmers and work with rural women,
- **cross-compliance**: this new direction, has received the development after the accession to the European Union; the basic questions which advisers help to solve are standardization of products quality, and also writing of documents for the reception of grants and subsidies.

The structure of Polish consulting services for farmers is in constant dynamics (Fig. 2). As one could observe, Polish ESs, under the forecasts, in the future gives a considerable role to providing of financial and economic consultations, and advisory with regard to cross-compliance standards.

After analysis of the consulting activity directions of ES in Poland, Ukraine should take it in attention, as one of possible variants of the development native ES organizations.

**Figure 2. Dynamics of services structure that are providing by consulting services in republic of Poland during the years 1960-2007**

Source: Hajdaczuk 2007.



## Conclusions

During last years agricultural producers of Ukraine aspire to penetrate on the markets of other countries, including EU. For stable position in the market of these countries producers should keep standards. It is needed to notice, that those only producers who are ready to work under these quality standards will be successful. Also one needs to remember that at present there is a considerable quantity of development support programs for agriculture from the party both domestic, and the international donors, and also a various sort of the program of the state support. In further development of ES should pay attention to the factors set forth above, and to be ready to provide farmers the information on the given questions in the future.

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## Streszczenie

*W artykule przedstawiono zmiany w doradztwie rolniczym w Polsce z uwzględnieniem doświadczeń, które mogą być wykorzystane w rozwoju usług doradczych dla rolników na Ukrainie. Stwierdzono, że należy zwrócić uwagę na doradztwo w zakresie standardów jakościowych, których znaczenie wzrasta zarówno w Polsce, jak i na Ukrainie.*

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