

TECHNOLOGIES FOR THE DEVELOPMENT OF FOOD INDUSTRY IN UKRAINE

Today, the food industry occupies one of the leading places in the economy of Ukraine and the whole world. To meet all the needs of consumers, it is necessary to introduce various, modern innovative technologies that will help increase the population's demand for these products, then bring more profit and subsequently become competitive in the food market. As Joseph Schumpeter once said, «profits are the result of successful innovations in the market» [1] Therefore, it is necessary to study the level of Ukrainian technologies in the food industry and the percentage of enterprises with the introduction of innovations, the inhibition of technology development in Ukraine and the factors that will give impetus to the development of innovative technologies. The food industry itself in Ukraine ranks second after metalworking, fifth in terms of the number of production assets and has a common feature with other countries – a high level of material consumption of production. A huge advantage is that we have a well developed export of goods. However, according to the latest data from the State Statistics Service of Ukraine, there is a significant reduction in the number of enterprises that have actively begun to introduce innovations. From this study was written that in 2016 the number of such enterprises was 154 units, in 2017 – 158 units, in 2018 – 143 units, and in 2019 their number was 137 units [2]. So, comparing the total number of food industry enterprises in Ukraine, in 2019 it was 14,122, which is 559 units. As a result, only 1% of enterprises are implementing innovative technologies. Another thing that determines the level of Ukrainian food enterprises is the lower productivity of labor in the processing of agricultural products than in European countries. Geographic factors also influence the level of innovation in food enterprises. For example: the most active innovations are those at food enterprises in Kyiv - 41%, the second place is taken by the Kharkiv region - 23%, then the Dnipropetrovsk region - 19% - these are the regions that have the most advantageous location, the availability of qualified workers and the required amount of raw materials. At the moment, the main factor that hinders the modern development of industry in Ukraine is the full scale war. Among the other problematic factors are the insufficient level of investment in the leading industry, weak innovative implementation, not very large or even low wages, almost complete lack of funding for innovative technologies in the food industry, low level of production, migration of skilled workers. At the present stage of development of the state, scientists have identified five promising ways to achieve the competitiveness in the food industry market. The first is the transition to Industry 4.0, that is, the use of automated lines, robotics, information systems, cybernetization, artificial intelligence in forecasting the demand for products. This is followed by the creation of integrated structures. Increasing wages and the range of products, monitoring the quality of food products based on the methods of the HACCP system are also paramount. Thus, implementing them at our enterprises, we will be able to improve the economy, GDP, demand for our products, and the competitiveness of Ukraine significantly.

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