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***State of production and improving distribution channels of buckwheat in Kirovograd Region.***

*Modern aspects of economic restructuring of Ukraine prove that the problem of search for effective basis of the development of the agrarian sector and farm enterprises particularly is one of the most burning and controversial problems which needs urgent solving. Theoretical methodological and practical measures for effective production and marketing of buckwheat in the region are systematized in the work. The mechanism of evaluating the effectiveness of pricing system on grain produce has been developed. Formation of the effectiveness of crops production proves the need to develop an integrated framework that integrates production, processing and sale of products in order to increase the efficiency of the economy in terms of integration into the world community. As a result, the perspectives for the development of regional grain market were outlined as follows: revealing the grain marketing channels, formation of regional grain market infrastructure and substantiation of price.*

***Keywords:*** efficiency of production, marketing, pricing, food safety.