

Annotation

Burliai O.L., Kovalenko A.S., Pidoprygora O.V.

The competitiveness of the Ukrainian products of gardening under the conditions of deepening of integration processes

Gardening is a traditional branch of Ukraine. However, the current level of production of fruit and berries in Ukraine is very low compared to countries of developed gardening due to several reasons of objective and subjective nature. Nevertheless, this sector in Ukraine has a great potential for internal purposes and for fruit and vegetable production for export. It is the territorial location of Ukraine that there is a possibility of short-term delivery of fresh fruit and berries to the European market because of bordering of Ukraine and the European Union; favorable climatic conditions for the production of most types of fruit and berries; low labor costs and low probability of wage increases in the short and long term; potential for increased supplies to the European export markets after the entry into force of the Association Agreement with the EU; organic production of gardening which development occurs rapidly in the territory of Ukraine.

Keywords: *horticultural products, market, export, import, competitiveness.*