

**THE GENESIS OF SYSTEM FOR SALES AGRICULTURAL
COOPERATION AS THE NEWEST CONCEPTION TO INCREASE
COMPETITIVENESS OF SMALL AGRICULTURAL COMPANIES**

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The article studied theoretical bases of formation and development of the system of agricultural sales cooperatives, substantiation of its advantages in increasing the competitiveness of agricultural production. Revealed the reason that inhibit its development and considered ways of solving data problems.

Keywords: *sale agricultural cooperative, small agricultural enterprises, brokers, sales channels, competitiveness, marketing.*

Today Ukraine seeks to speed up integration into the world economic community. Therefore, further effective functioning of small agricultural enterprises, is impossible without the use of effective methods of supporting their development in conditions of globalization and European integration.

Today, the production of quality product is a crucial condition for the effective economic activity of small agricultural enterprises. More and more attention must be paid to the sales of manufactured products, especially the issue escalates amid increasing competition both from domestic and foreign producers.

Therefore, one of the effective methods that can improve the effectiveness of marketing activity of small agricultural enterprises may be the creation and development of systems sales of agricultural cooperation, which will ensure their competitiveness on the international and domestic market.

This problem is relevant today, and its study requires special attention.

For questions regarding the effectiveness of the sales activities of agricultural producers through a mechanism closely cooperation include such well-known scientists who have studied them, namely, I. Artimonova, O. Varchenko, F. Gorbonos, A. Danilenko, P. Zbarskyi, P. Kaninsky, B. Mesel-Veselyak, and others. However, issues relating to the establishment and development of the system of marketing of agricultural cooperatives of small agricultural enterprises, were only partially, in some aspects, and therefore in need of further research.

The purpose of scientific articles is the genesis of the system sales of agricultural cooperatives as the latest tool to increase competitiveness of small agricultural enterprises.

Methodology of research. Research carried out with the use of such methods of economic research: a systemic approach – while studying the problems of marketing of agricultural cooperatives in the conditions of modern market economic system. So the theme of the used method of analysis and synthesis.

Results of the study. For small agricultural enterprises the problem of efficient sales has significant value, since a significant part of the production is sold to intermediaries and blanking organizations.

They came on the market because of the lack of access of small agricultural enterprises to markets (wholesale and retail); lack of facilities for the storage of goods; lack of information about the benefits of using forward and futures contracts.

Problems of marketing products for this category of enterprises may be solved by means of the creation and development of the network marketing of agricultural cooperatives. Since their creation is an important and necessary stage in restructuring agricultural commodity distribution channels, which will establish effective economic cooperation of all actors of the agricultural market.

Referring to the experience of foreign countries can argue that building a marketing cooperation is not the main place in attracted small agricultural enterprises to market relations and consequently enhance their competitiveness.

Yes, in particular for the countries of Northern Europe is 100% participation of agricultural enterprises in the cooperatives. In most countries of continental Europe in cooperatives merged in about 80% of all farms in the United States, Canada and Austria, according to various estimates, from 60 to 80%. In the world through cooperatives goes from 20 to 100% of the agricultural products [1, p. 146].

The advantages of marketing of agricultural cooperatives as a way of interacting entities, are:

- saving the individual costs of manufacturers (cost of storage and realization of products, transport costs);
- increase productivity through specialization;
- protection of members of a different kind of monopoly of other marketing structures;
- the opportunity to engage in these kinds of economic activity, which the farmers cannot pursue independently (to lead market research, storage products and efficient its sale) [3, p. 235].

Therefore, in analyzing the experience of the European countries is not difficult to conclude that for domestic small agricultural enterprises, one of the priority directions for increasing efficiency of their sales policy is creating a chain of corporate structures.

In Ukraine, as of today, has already taken certain steps to build a system of cooperation, namely, adopted the State target program of development of the Ukrainian village for the period till 2015 N 1259, which was approved by the Cabinet of Ministers of Ukraine dated September 19, 2007, as well as the State target program of development of rural areas in the period up to 2020 N 121-r, which was approved by the Cabinet of Ministers of Ukraine dated 3 February 2010 and ruling Government on measures for stepping up the development of animal husbandry from 20.08.2008. # 729 where supposed to provide State support for the establishment and operation of cooperatives with processing, harvesting and marketing of livestock products.

I would also note that in Ukraine there is the international charitable organization "the welfare of communities," which is included in the network of "Heifer International" (Heifer International), private non-profit corporation, which was

founded in 1944 in the United States and carries out projects in 125 countries worldwide.

The organization started its activity in 1994. Today the program of Heifer "encompasses more than 70 projects.

Heifer helps small agricultural businesses unite in cooperatives in areas where there are common problems, in particular in:

- providing equipment for general use;
- conducted training exercises/training and consulting with business planning, marketing, accounting, financial reporting, etc.;
- promoting the development of chains of added value;
- introduced new approaches to effective farming-cultivation of organic products;
- helping animals and plants, which are then distributed among families according to the decision of the meeting of the members of the cooperative, etc.

Heifer ", supported by the DANONE ecosystem Fund" in February 2010 was launched the project "development of the milk. This project intends to develop a sustainable and competitive model of sales of milk in small agricultural enterprises, enhance the income of such enterprises through the transformation of the family farm, as well as improve existing in their knowledge and skills in the field of milk production.

The result of the Project for the year 2012 is the creation and reorganization of 24 cooperatives in 6 regions including over 2300 members. Within the framework of realization of the project of agricultural cooperatives and small businesses have been given more than two hundred heifers to support milk production.

Also, broader assistance in developing business plans, advice on planning, 16 cooperatives received equipment and financial assistance for the repair of premises for organizing items collection and cooling of milk. Bringing the 2012 profit indicator, members of cooperatives grew by 12% compared with the year 2010 [2].

Thanks to Heifer creates a business base for small agricultural enterprises are United in cooperatives, as a more effective and stronger economic and social force that solves a number of problems including implementation of manufactured products.

The above action of the State in development of system sales of agricultural cooperatives are only first steps. In order to create an effective system of marketing of agricultural cooperatives, should be at the State level to develop a plan for the development of the cooperative movement, which would take into account the specifics of functioning of the domestic AGRICULTURAL sector.

As research activities identification of marketing analysis of agricultural cooperatives in Ukraine, their number is very small.

The estimated economic assessment of the cooperative movement covered not more than 0,3% of the agricultural population while in 1920-1930. It covered about 60% of the population [1, p. 130].

Problem of quantitative analysis of marketing of agricultural cooperatives is the lack of accurate statistical information. They do not share the basic directions of work

and serves general information about service cooperatives, which is presented in Figure 1.

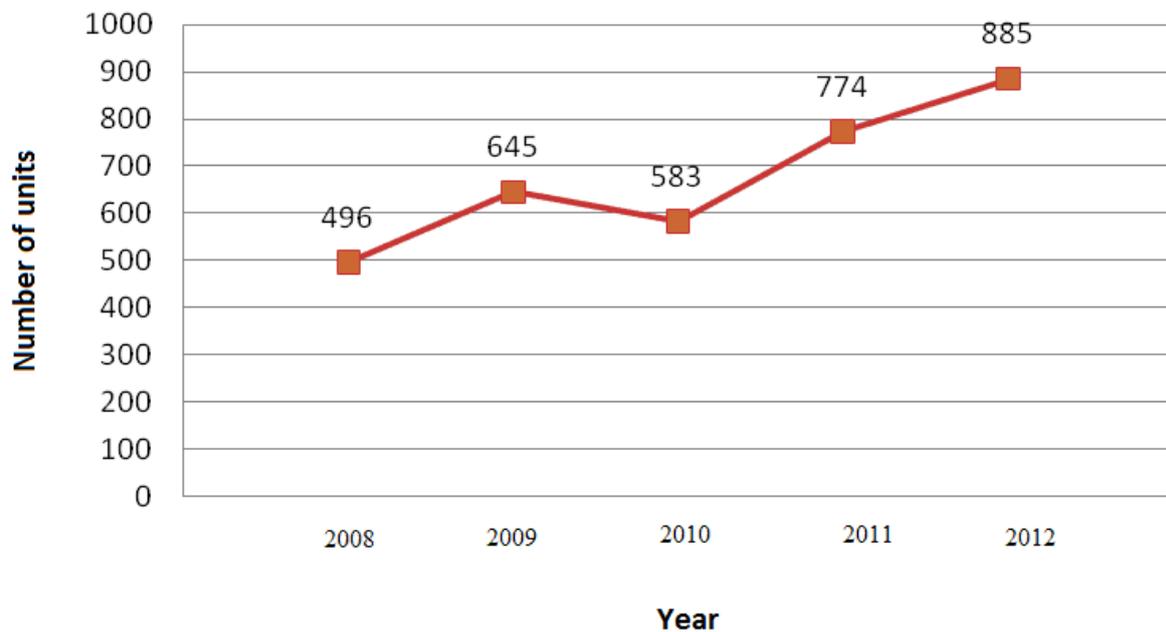


Fig. 1. Dynamics of agricultural service cooperatives in Ukraine for 2008-2012.

Analysis of the quantitative dynamics of cooperation in Ukraine certifies that their number rapidly increases, so for 2008-2012 years whose number has increased almost twice.

However, there are a number of obstacles that indirectly hinder the development of a system of cooperation in Ukraine.

Therefore, you need to:

- provide a clearly advanced position on the role and place of cooperatives in agriculture at the State level, which appear in the national programs of socio-economic development;
- develop common approaches relating to development and the establishment of agricultural cooperatives;
- predict the ideological security and mass propaganda, which would have formed a positive perception of cooperative ideas;
- carry out training and re-training of personnel, including the overseas internship, training employees of all levels and peasants;
- contribute to the financial support of research in the field of cooperatives;
- to involve cooperatives and their associations to implement government programs;
- provide assistance in logistics, through providing them with start-up capital;
- to carry out some work at the level of the value of agricultural cooperative, which will facilitate the optimization of this institution.

At the methodological level, dealing with the optimization of the value of agricultural cooperative is to:

- the need to create in the structure of the cooperatives own information service. To conserve costs created by the information service in the coop may involve one or two members of the Board of the cooperative, which in addition to their duties will be to engage in collecting, processing and delivery deadline information, therefore, for whom it is intended for making informed management decisions. This service will give the opportunity to save time and money to obtain the necessary information;

- the use of forward and futures contracts. For our country is the new form of the contracts, they are intended to supply the goods in the future. The following contracts are concluded on a voluntary basis and provide many benefits to partners by the contract. Both partners know about the price and the number of deliveries in advance. This enables the small agricultural enterprises that are of value to agricultural cooperative plan your production process and get guaranteed distribution channel at a bargain price, and another partner, such as processing enterprises use their storage and processing power more efficiently, which leads to lower costs;

- creating a network of specialty stores retailer of agricultural products, which implements this coop;

- the need to attract an experienced Manager, which they will have certain skills and knowledge in different spheres of activity. In the absence of such a Manager, you need to hire such a person on a contractual basis;

- use your own brand, which is first perceived a potential consumer and forms an idea about the manufacturer.

Trademark provides:

- discrimination of agricultural products, which sells coop among other competitors in the agricultural market;

- establishing the relationship between agricultural products and its manufacturer. Buying the products of a particular manufacturer (in this case, the value of the agricultural cooperative), the consumer makes an informed choice;

- securing the interest of the consumer to the agricultural products of the given value of agricultural cooperative;

- engaging consumers to new products under this trademark.

Conclusions. So, as world experience shows sales agricultural cooperation very common abroad and is an effective tool to increase competitiveness of small agricultural enterprises.

However, in Ukraine today is not formed a clear position on the role and place of cooperatives in agriculture, which was reflected in national programmers of socio-economic development, not developed general approaches concerning the building and their formation.

Therefore, is the need to support their development and activities at the national level, through the adoption of appropriate regulations, programs and ideologically-propagandnoho.

In addition, the development of the system of agricultural sales cooperatives depends on effective implementation specified in article work on the methodological level of optimization of the marketing of agricultural cooperatives.