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РОЗВИТОК ОРГАНІЧНОГО СІЛЬСЬКОГО ГОСПОДАРСТВА В УМОВАХ ЄВРОІНТЕГРАЦІЇ

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DEVELOPMENT OF ORGANIC AGRICULTURE IN THE CONTEXT OF EUROPEAN INTEGRATION

Анотація. Виробництво органічної продукції в Україні є одним з пріоритетних напрямів розвитку аграрного сектора, який сприятиме вирішенню питань як продовольчого забезпечення населення, так і покращенню здоров'я нації та екологічного стану місцевості. Авторами проаналізовано сучасні тенденції розвитку ринків органічної продукції країн ЄС; визначено ряд показників органічного виробництва в Україні, виділено фактори для стимулювання подальшого зростання українського органічного продукту.

З'ясовано, що завдяки розмірам країни, географічному положенню, близькості до потенційних міжнародних покупців і родючим чорноземам Україна має сприятливі умови для органічного сільського господарства. Зокрема, у 2016 році обсяг органічної продукції, експортованої з України, склав близько 300 тис. тонн на суму понад 65 млн доларів США. Очікується, що до 2020 року країна може стати одним із п'яти найбільших виробників органіки у світі.

Подальший розвиток органічного сільського господарства в Україні в умовах євроінтеграції потребує активної державної політики, спрямованої на удосконалення нормативно-правового поля, формування інституційного, організаційно-економічного, науково-методичного, дорадчо-консультаційного та освітнього забезпечення, підтримки виробників органічної продукції та забезпечення стабільності економічної ситуації в галузі органічного агровиробництва.

Ключові слова: органічна продукція, органічні сільськогосподарські угіддя, обсяг органічної продукції, органічні фермерські господарства, органічне сільське господарство.

Abstract. Organic production in Ukraine is one of the priority areas for the development of the agricultural sector, which will help address both the food supply of the population as well as the improvement of the nation's health and environmental status. The authors analyze current trends in the development of organic markets in EU countries; number of indicators of organic production in Ukraine has been identified, factors have been definite for stimulation further growth of the Ukrainian organic product.

It is found that due to the size of the country, geographical location, proximity to potential international buyers and fertile black soil, Ukraine has favorable conditions for organic agriculture. In particular, in 2016, the volume of organic products exported from Ukraine amounted to about 300 thou. tons and worth over \$ 65 million. It is expected by 2020, that the country will have become one of the top five organic producers in the world.

Further development of organic agriculture in Ukraine in the context of European integration requires an active state policy aimed at improving the legal framework, the formation of institutional, organizational and economic, scientific and methodological,

advisory and educational support, support for producers of organic products and ensuring the stability of the economic situation in the field of organic agricultural production.

Keywords: organic production, organic farmland, volume of organic production, organic farming, organic agriculture.

JELClassification: Q17, F5

Problem statement. The development of organic agriculture and production is regarded as one of the important measures to solve the issues of food security of the society, the stable provision with high-quality and safe products. The intensification of this process in recent years contributes to the improvement of the economic, social and environmental state, the integrated development of rural areas, and the improvement of health of the population and it also becomes effective in strengthening the economic ties of the European Community.

Recent research and publications analysis. According to many researchers, organic agriculture is an integral management system for agro-ecosystems rather than merely agricultural production (Shkuratov2017). The key elements in establishing the production process of organic agricultural output are the assessment of environmental threats and risks in the agricultural sector, and the establishment of a procedure for relations between economic entities. However, apart from the aforementioned, managing the system of organic agriculture also includes the implementation of a set of measures that directly ensure such production in order to achieve economic, environmental and social effect (Mamalyha 2016).

Significant contributions to the theory and practice of organic production have been made by American and Western European scientists. The legal base of the organic market functioning has been formed, the regulation of its pricing policy, mechanisms for stimulating the production of ecological products by farmers have been developed and put into practice on the base of their researches in EU countries and USA over the past 20 years (John P. Reganold, Jonathan M. Wachter 2016).

FAO (Food and Agriculture Organization) is a leading contributor to the inclusivity and efficiency of agri-food systems, providing financial support to farmers in creating safe and efficient food systems and promoting scientific development in organic production. It should be noted that the organic market is currently continuing to form in Ukraine. FAO's support for Ukrainian agribusiness is based on three main areas, where the key role lies in shaping the organic produce market: conservation and rational use of natural resources; improving policies and programs for agricultural and rural development, taking into account Ukraine's role in ensuring regional and global food security in the EU context; development of production and distribution networks (FAO in Ukraine, 2019).

Methods of the research. The key research methods consist on the statement that economic research has empirical field:

- *the method of observing and collecting actual data*;
- *the method of analysis and synthesis* — involves the study of the main indicators of the organic market: the area of organic agricultural lands, the volume of production of organic products and its import;
- *systematic approach* — ensured consistency of analysis and synthesis;

— *the average method* — was used to determine the average growth rate of organic production in Ukraine. The above figure was determined by the formula of geometric mean:

$$\overline{K} = \sqrt[n]{\prod_{i=1}^n K_i}, \quad (1)$$

where K_i are a partial growth rates over the last 5 years;

— *the abstract-logical method* — made it possible to study the historical sequence of development of the Ukrainian agrarian sector and its prospects in the direction of increasing the volume of organic production.

Unresolved issues in the industry remain: the need for state support for small farms that produce organic production; development of forms of state statistical reporting on the producers of these products and continuation of the formation of the legal framework for the production of organic products in Ukraine.

The purpose of this paper is analyze of current trends in the development of organic markets in EU countries; determination of organic production indicators in Ukraine, identification of factors that should further stimulate the growth of the Ukrainian organic product.

Key research findings. It should be noted that organic products occurred as a result of the development of organic agriculture; therefore its definition is not universal. Each country has its own definition of organic products depending on the use of chemical agents and technologies. The most common product names at consumer markets are organic, biological and ecological. This is associated with language peculiar features. For instance, English-speaking countries use the term «organic», which is translated as «biological» for French-speaking and some other countries and as «ecological» for Denmark and Germany.

The existing content discrepancies between these terms are intensified by the background established in the consumer market. Taking into account the EU legislation, which Ukraine is currently oriented to, the term «organic» is most widely used while producing and consuming natural products. Considering the experience of marking biobased products (bioyoghurt, biomilk, biokefir etc.), it is not expedient to use the term BIO to define the organic status of a product.

Organic production is an integral system of management and food production that combines the best practice in terms of preserving the environment and natural resources, the level of biodiversity, the application of high standards for animal management and the production method that meets certain requirements for products made from using substances and processes of natural origin.

In the countries of the European Union, organic production accounts for about 3 % of agricultural land. Spain is the leader among European countries by the area of organic crops, where, as of today, organic products are grown on an area of 2 million hectares.

Italy also occupies the leading positions in Europe; the total area of organic crops amounts to 1.8 million hectares there. The third is France — 1.5 million hectares, then Germany with 1.1 million hectares and Austria — 571 thou. hectares (table 1). It should be noted that over the past 5 years, the area under organic production in Europe has increased by almost 2 million hectares, at the same time the number of registered organic producers at the end of 2016 reached 295.1 thou.

However, there is a number of countries where organic production is still at the stage of development, and the areas under cultivation of such products are relatively small. Such countries include Luxembourg, where the area for organic farming is only 4.3 thou. hectares, the Netherlands — 52 thou. hectares, Ireland — 77 thou. hectares, Bulgaria — 161 thou. hectares, Hungary — 186 thou. hectares, Romania — 226 thou. hectares, Great Britain — 490 thou. hectares and Poland — 537 thou. hectares.

Table 1

**DYNAMICS IN THE AREA OF ORGANIC AGRICULTURAL LAND
IN EU MEMBER STATES, THOU. HECTARES**

Country	Year					2016 to 2012 ratio, %
	2012	2013	2014	2015	2016	
1. Belgium	59.7	62.5	66.7	68.8	78.4	131.4
2. Bulgaria	39.1	56.3	47.9	118.5	160.6	4.1
3. Czech Republic	468.7	474.2	472.7	478.0	488.6	104.3
4. Denmark	194.7	169.3	165.8	166.8	201.5	103.5
5. Germany	959.8	1008.9	1033.8	1060.3	1135.9	118.4
6. Estonia	142.1	151.2	155.6	155.8	180.9	127.3
7. Ireland	52.8	53.8	51.9	73.0	76.7	145.3
8. Greece	462.6	383.6	362.8	407.1	342.6	74.1
9. Spain	1756.5	1610.1	1710.5	1968.6	2018.8	114.9
10. France	1030.9	1060.8	1118.8	1322.9	1537.4	149.1
11. Croatia	31.9	40.7	50.1	75.9	93.6	2.9
12. Italy	1167.4	1317.2	1387.9	1492.6	1796.3	153.9
13. Cyprus	3.9	4.3	3.9	4.7	5.6	141.5
14. Latvia	195.7	185.8	203.4	231.6	259.1	132.5
15. Lithuania	156.5	165.9	164.4	213.6	221.7	141.6
16. Luxembourg	4.1	4.4	4.5	4.2	4.3	103.5
17. Hungary	130.6	131.0	124.8	129.7	186.3	142.7
18. Malta	0.37	0.07	0.34	0.30	0.24	64.9
19. Netherlands	48.0	49.0	49.2	49.3	52.2	108.7
20. Austria	533.2	526.7	525.5	552.1	571.4	107.2
21. Poland	655.5	669.9	657.9	580.7	536.6	81.9
22. Portugal	200.8	197.3	212.3	241.4	245.1	122.0
23. Romania	288.3	286.9	289.3	245.9	226.3	78.5
24. Slovenia	35.1	38.7	41.2	42.2	43.6	124.2
25. Slovakia	164.4	157.8	180.3	181.9	187.0	113.8
26. Finland	197.8	204.8	210.6	225.2	238.2	120.5
27. Sweden	477.7	501.0	501.8	519.0	552.7	115.7
28. Great Britain	590.0	558.7	521.5	495.9	490.2	83.1

Source: <http://ec.europa.eu/eurostat/statistics>

The largest increase in the area of organic agricultural land between 2012 and 2016 occurred in the following countries: Bulgaria — by 4.1 times, Croatia — by 2.9 times. There is a downward trend in five EU member states, in particular Greece — by 25.9 %, Malta — by 35.1 %, Poland — by 18.1 %, Romania — by 21.5 %, Great Britain — by 16.9 %, respectively.

It should be noted that, along with the increase in the area, the world market for organic products is constantly growing. Thus, in 2004 it was valued at USD 25 billion, while by the end of 2016 this number was over USD 89.7 billion (in the EU — EUR 30.7 billion). The most developed markets for organic products are concentrated in the USA. Germany is the leader in the sale of organic products among the European countries. Its market volume is over EUR 9.5 billion, at the same time in France it is EUR 6.7 billion, in Italy — EUR 2.6 billion.

World food markets show the growing interest of consumers in healthy and adequate nutrition along with direct contribution to the preservation of the environment. An increase in the production of organic food products in some EU countries reaches 10 % per year. In many EU countries, there are already markets for organic agricultural products and food products. Also, the relevant infrastructure for certification, marketing and implementation is established and successfully operates.

It is indisputable that the leading Western European companies are ready to help Ukrainian producers obtain organic certificates and establish an effective quality control system within the framework of cooperation. However, it is possible on the condition of further orientation of production to export.

Along with an increase in the level of consumption of organic products in Europe (60.5 euro per capita), the volume of its production in Ukraine is growing. The branch is actively developing and is a progressive and promising direction for the development of the domestic agricultural sector. Owing to the size of the country, geographical location, proximity to potential international buyers and fertile black soil, Ukraine has favourable conditions for organic agriculture.

The modern model of certified organic agriculture is formed in two main directions. The first one is an entrepreneurial; it is represented by large and medium-sized economic entities created on the basis of land and property shares of former members of collective agricultural enterprises. They are aimed at making maximum profit and providing the domestic agro-food market with organic products. In addition, enterprises of the first direction concentrate their activities on expanding the volumes of exports of organic products to countries that certify production (EU, Switzerland, Japan, etc.). The second direction is inherent in mainly farm households which belong to a small group of agribusiness, mainly in the domestic market (Shumeiko O. 2016).

According to the Swiss-Ukrainian project FIBL, Ukraine ranks 11th among the European countries by the production of organic products and 5th by the increase in organic production. By 2020, the country can become one of the five largest organic producers in the world.

Official IFOAM statistical surveys confirm that if in 2002 there were 31 registered farm households with the «organic» status in Ukraine, then in 2016 there were 390 certified organic households, as of June 2017 more than 420 producers. The total area of certified organic agricultural land was 421.2 thousand hectares; another 550 thousand hectares are under certified wild growing herbs (herbs, berries and

mushrooms). The dynamics in the area of organic agricultural land and the number of organic households in Ukraine is shown in Fig. 1

As a result, in 2016, the volume of organic products exported from Ukraine amounted to about 300 thousand tons at the sum of USD 65 million (estimated data according to a survey of all Ukrainian exporters of organic products conducted by the certification body «Organic Standard»).

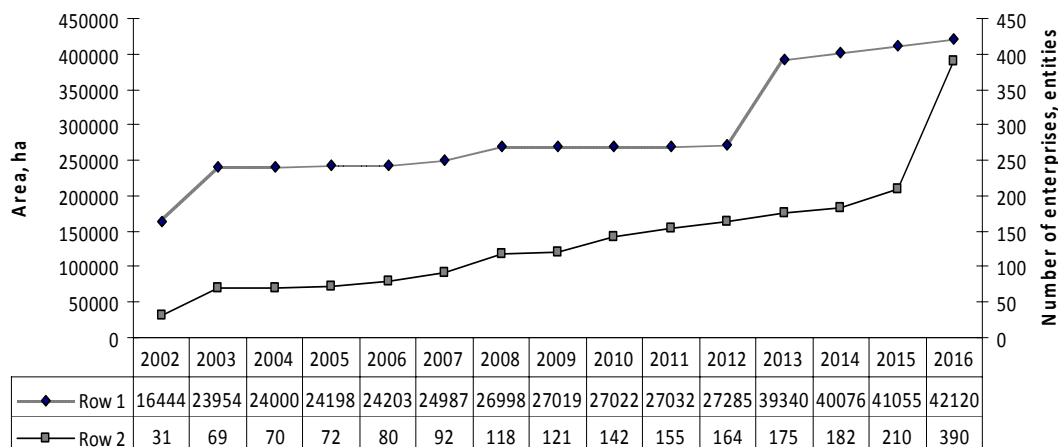


Fig. 1. Dynamics in the area of organic agricultural land and the number of organic households in Ukraine

Source: own researches.

Netherlands, Germany, Great Britain, Italy, Austria, Poland, Switzerland, Belgium, the Czech Republic, Bulgaria and Hungary are the main 11 importing countries (in terms of volume) of Ukrainian organic products from operators certified by all certification bodies. Ukrainian producers also export to the USA, Canada, Australia and some Asian countries.

Ukraine follows the global trend «local + organic» and already has several success stories of Ukrainian exporters of products marked as «organic» and «regional» (from the Ukrainian Carpathians).

Seventeen certification bodies accredited internationally are included in the official list of certification bodies in the organic sector in Ukraine in accordance with Regulation No 1235/2008 (as of December 14, 2017). They include Organic Standard, Bio.inspecta AG, Ecocert SA, CERES Certification of Environmental Standards GmbH, Control Union Certifications, Kiwa BCS Öko-Garantie GmbH, Ecoglobe, Istituto Certificazione Etica e Ambientale (ICEA), Lacon GmbH, Suolo e Salute srl, Agreco R.F. Göderz GmbH, Bioagricert S.r.l., Ekoagros, A CERT European Organization for Certification S.A., Letis S.A, CCPB Srl and Valsts SIA «Sertifikācijas un testēšanas centrs». However, the only Ukrainian certification body is LLC Organic Standard; all others are foreign or local affiliated institutions.

Exporters of Ukrainian organic products enjoy the benefits of the Association Agreement between the EU and Ukraine signed in June 2014, which reduced trade

barriers. Since January 2016, the EU and Ukraine have applied an in-depth and comprehensive Free Trade Area as part of the Association Agreement. At the same time, Ukrainian exporters suffer from the EU Guidelines on the use of additional official control for products from Ukraine, which have been applicable since January 2016.

In recent years, Ukraine has been a leader in separate groups of crops. Thus, in particular, analyzing the structural position of Ukraine in the world, it should be noted that it owns 26 % of the certified world areas for sunflower, 49 % for buckwheat, 43 % for millet, 11 % for spelt, 9 % for barley, 8 % for corn, over 5 % for wheat and rye. Ukraine is gradually becoming a very powerful producer of organic products and raw materials in Europe. 75 % of European areas of organic buckwheat are located here, as well as 70 % of millet, 28 % of sunflower, 24 % of corn, 11 % of barley, 9 % of wheat, etc (Khodakivska O. V. 2017).

Five successful agricultural enterprises are the leaders of organic movement in Ukraine, in particular:

- Private Enterprise «Agroecology» is the oldest agricultural enterprise in Ukraine; it works exclusively according to the technologies of organic farming; the total area of its land is more than 8 thousand hectares;

- PJSC «EthnoProduct» is a Ukrainian-Swiss enterprise set up in 2008. The company owns 4,000 hectares of ecologically clean land in the Chernihiv region, as well as a farm that keeps 1000 heads of cattle. The enterprise is engaged in a full cycle of processing and supplies not raw materials, but finished to certified products like raw and pasteurized milk, sour cream, kefir, yoghurt, butter, honey, meat, sausages, vegetables, and also cereals and beans;

- Private Enterprise «GALEKS-AGRO» is a Ukrainian-Swiss project implemented in Zhytomyr region since 2008. This is an integration of several enterprises and it has a vertical structure — from farming to the production of dairy and meat products. The company owns a dairy factory with a capacity of 30 tons per day, and also processes 8.5 hectares of ecologically clean land;

- LLC «Organic Original» (TM Ekorod) is an enterprise that for six years has been one of the top eco-producers with high achievements not only in Ukraine but also in Poland. Confirmation of this was the recognition of cold pressed sunflower oil TM Emerald as the best organic product of Eastern Europe in 2013 at the Organic Marketing Forum;

- LLC «Saryi Porytsk». The company is one of the few examples when the organic business did not develop from scratch. In 2010 its owner transformed the traditional economy into an environmentally friendly one. The main activities of the company are dairy cattle breeding and plant production. In 2016, «Saryi Porytsk» expanded its production, establishing the first organic cheese factory on the territory of Western Ukraine. It offers butter, mozzarella, suluguni, brynza and other types of cheese.

In order to effectively develop the organic sector in Ukraine, an active state policy is needed. Such policy should be aimed at improving the regulatory and legal framework and developing institutional, organizational, economic, scientific, methodological, advisory, and educational support. It should be noted that certain steps in this direction have been made. In particular, the Ministry of Agrarian Policy and Food of Ukraine developed three policy documents focused on the support of

organic agriculture, namely, the Agricultural Sector Development Strategy «3+5», the Single and Comprehensive Strategy for Agriculture and Rural Development in Ukraine for 2015-2020, Strategy for improving the management mechanism in the field of use and protection of agricultural land of state ownership and its disposal (Martyniuk M. P. 2017).

While working on the strategic directions for the development of the agricultural sector for the period up to 2020, the Ministry of Agrarian Policy and Food identified the following main indicative indicators of the development of organic agriculture and production in Ukraine:

- increase in the share of agricultural land certified in accordance with organic standards to 5 % in 2017, to 7 % in 2020;
- increase in the number of certified organic producers of milk, vegetables, fruit and medicinal plants by 2017 by not less than 3 times; by 2020 — by 10 times;
- an increase in the share of organic products to 7 % in 2017.

However, it should be noted that in today's conditions, there is a significant obstacle in the formation of a free trade zone between Ukraine and the EU countries, namely the Ukrainian legislation is not harmonized with the EU legal environment in terms of organic production.

Conclusions. In the context of intensification of the European integration processes, the priority tasks of the agricultural policy in Ukraine remain the same. These are the improvement of the legal framework for regulating organic production, circulation and labelling of organic products, and the formation of a proper system of inspection and control.

Consequently, the study confirms the importance and necessity of the development of organic agriculture in Ukraine. Its actualization will contribute to the improvement of the economic, social and environmental state, the integrated development of rural areas, and the improvement of the health of the population. An equally important factor of organic movement is strengthening of economic ties with European countries.

Ukraine has achieved certain results in developing its own organic production and is increasing its export potential. By 2020, the country is expected to become one of the five largest organic producers in the world.

However, it should be taken into account that the prospects for the development of organic agriculture in Ukraine in the context of European integration require an active state policy aimed at improving the regulatory framework, the formation of institutional, organizational and economic, scientific and methodological, advisory and consultative as well as educational support, aid for producers of organic products and ensuring the stability of the economic situation in the field of organic agricultural production.

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