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INCREASING ECONOMIC EFFICIENCY AGRIBUSINESS ENTERPRISES IN CONDITIONS OF INTEGRATION

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ПІДВИЩЕННЯ ЕКОНОМІЧНОЇ ЕФЕКТИВНОСТІ ПІДПРИЄМСТВ АГРОБІЗНЕСУ В УМОВАХ ІНТЕГРАЦІЇ

The article examines topical issues of ensuring Ukraine's food security in the conditions of global challenges, in particular population growth, climate change and the consequences of a full-scale war. Special attention is paid to the strategic importance of the poultry industry as a key element of the agricultural sector, which has significant potential in strengthening the domestic market and expanding export opportunities. The authors investigated the current state and dynamics of the development of poultry enterprises, noting the impact of hostilities on functioning industries, disruption of logistics, change in production structure and investment trends. It was determined that despite the difficult socio-economic situation, the industry demonstrates stability thanks to the efforts of both the state and private producers. In particular, the preservation of export channels, the creation of new logistics routes, the concentration of production in safer regions, as well as the active involvement of international technical assistance became important factors in supporting the poultry business. However, the growth rate remains insufficient to fully restore the pre-war level.

Emphasis is placed on the need to transform poultry farming towards sustainable development through the modernization of production facilities, the introduction of energy-efficient technologies, the use of renewable energy sources, the organization of environmentally safe management of organic waste, as well as the development of organic poultry farming as a promising direction. Particular attention is paid to the role of biogas plants in reducing costs, energy independence and greening of production. The article proposes ways to increase the economic efficiency of poultry enterprises by combining innovative technologies, ecological practices and social responsibility. It is emphasized that the sustainable development of the industry will allow not only to improve the competitiveness of Ukrainian products on the world market, but will also contribute to strengthening food security, creating jobs and improving the quality of life of the population.

У статті розглянуто актуальні питання забезпечення продовольчої безпеки України в умовах глобальних викликів, зокрема зростання чисельності населення, кліматичних змін та наслідків повномасштабної війни. Особливу увагу приділено стратегічному значенню птахівництва як ключового елементу аграрного сектору, що має вагомий потенціал у зміцненні внутрішнього ринку та розширенні експортних можливостей. Зокрема визначено, що птахівництво має низку об'єктивних переваг порівняно з іншими галузями тваринництва: короткий виробничий цикл, високу біологічну продуктивність птиці, нижчі витрати на утримання та годування, гнучкість адаптації до умов ринку. Саме ці характеристики дають змогу ефективно модернізувати галузь і забезпечити її відповідність міжнародним стандартам.

Досліджено сучасний стан та динаміку розвитку підприємств птахівництва, зазначивши вплив воєнних дій на функціонування галузі, порушення логістики, зміну структури виробництва та інвестиційні тенденції. Зроблено акцент на необхідності трансформації підприємств агробізнесу в умовах інтеграції через модернізацію виробничих потужностей, впровадження енергоефективних технологій, використання відновлюваних джерел енергії, організацію екологічно безпечного поводження з органічними відходами, а також розвиток органічного птахівництва як перспективного напрямку. Особливу увагу приділено ролі біогазових станцій у зниженні витрат, енергетичній незалежності та екологізації виробництва.

У статті запропоновано шляхи підвищення економічної ефективності підприємств птахівництва в умовах інтеграції шляхом поєднання інноваційних технологій, екологічних практик та соціальної відповідальності. До таких практик належать автоматизація виробничих процесів, застосування сучасних технологій у вирощуванні, переробці, транспортуванні продукції, оптимізація кормової бази, використання альтернативної енергетики. Зменшення залежності від традиційних енергоресурсів дозволить знизити собівартість продукції, покращити її конкурентоспроможність і зменшити вплив на навколишнє середовище. Підкреслено, що інтеграція галузі дозволить не лише покращити конкурентоспроможність української продукції на світовому ринку, але й сприятиме зміцненню продовольчої безпеки, створенню робочих місць та покращенню якості життя населення.

Key words: agribusiness, integration, investment environment, economic efficiency, sustainable development, enterprises.

Ключові слова: агробізнес, інтеграція, інвестиційне середовище, економічна ефективність, сталий розвиток, підприємства.

INTRODUCTION

The problem of food security nowadays is one of the most relevant and perhaps the most discussed, because this topic does not lose its importance and weight, given the situation both in our country and in the world as a whole [1—3]. Every year, the number of countries that are acutely faced with this problem is growing uncontrollably, which is primarily due to population growth, depletion and depletion of natural resources and resources, and therefore deterioration of soil quality (fertility), climate changes from anthropogenic activity and military conflicts and wars [4].

Each state must be a guarantor of food security, because this is one of its primary functions and a mandatory social reference point of the economy, since only under state control it is possible to establish not only the production of the required amount of food raw materials and, accordingly, goods and products, but also to take care of the accumulation and stock of food.

Unfortunately, the analysis of extreme research in the field of food security shows the disappointing current state and forecast for the future regarding this issue, because comparing the

index of national food security with the same one in the countries of Europe and the world, we get low negative indicators. Therefore, an important question arises regarding increasing the level of food security of our state due to the improvement of the existing mechanisms of the entire agricultural sector and domestic agribusiness, because these areas are key in solving this issue.

It is worth noting that the problem of food security has long since become global and the "UN Sustainable Development Goals" clearly outline the most important theses regarding ensuring food security. At the same time, it is worth focusing on such a generalizing indicator as the food security index or the global food security index, which is the highest in the USA, Canada, the countries of the European Union, and the lowest in African countries and the Middle East, where a large part of the population, unfortunately to voice it, still suffers from hunger. As for our state, we need to work in the direction of improving the legislative regulation of this issue and concentrate on a scientifically based approach to its solution, taking into account also, so to speak, the "new" factors associated with a full-scale invasion [5—7].

Poultry farming in Ukraine is an important branch of agricultural production with great potential for further development and provision of the country's economic and food needs. Until recently, the poultry industry in our country was the most efficient, dynamic and successful among other areas of national agribusiness. Radically on the situation on the domestic market of poultry products was affected by the war in our country, starting from 2014, and starting from 2022, the full-scale invasion of Russia on the territory of Ukraine — there was a negative trend towards the cessation of the activities of a large number of poultry farms, and therefore the reduction of the poultry population, a decrease in the amount of egg and meat production, because poultry farming in our country faced a number of accompanying problems in connection with the terrible events in our country. In particular, the occupation of the regions of Ukraine, shelling, disruption of logistics and active mobilization of men to the Armed Forces are challenges for the stable operation of enterprises. Under martial law, the industry faces numerous threats that require urgent attention and solutions.

The rapid development of poultry farming is a pattern, since the industry is the most productive in animal husbandry, while having relatively low costs for labor and fodder. The growth of poultry meat exports indicates the competitiveness of Ukrainian producers on international markets. However, it is important to take into account that the growth rate of poultry production in Ukraine currently remains low, which may affect the economic efficiency of the industry. Therefore, it is relevant to substantiate the directions of sustainable development of poultry enterprises to ensure the stable and profitable functioning of this industry, as well as to ensure the need for domestic and foreign markets with the necessary protein products, especially in the conditions of hostilities.

ANALYSIS OF KEY STUDIES AND PUBLICATIONS

Many scientists paid attention to the analysis of trends in the development of poultry farming, product quality, competitiveness of enterprises, innovative aspects of the industry, export potential, as well as factors affecting the activities of enterprises in this sector. Note, in particular, such as: I. Balanyuk, L. Voytsehivska, T. Golubenko, V. Golyuk, V. Lagotyuk, P. Matkovskiy, D. Nemish, L. Sas, I. Salkova, L. Seliverstova, O. Skoromna, O. Shanin, D. Shelenko and others. Continuous changes in the production of poultry products, caused by the influence of both a number

of external and internal factors, require further research and analysis of the prospects for their sustainable development. It's necessary, перш за все, для стабільного постачання products for target markets, as well as ensuring the food security of our country, which is especially important in modern unstable economic conditions.

The purpose of the article is to substantiate the strategic directions for increasing the efficiency of poultry farming enterprises based on the principles of sustainable development, which include economic feasibility, environmental safety and social responsibility.

RESULTS OF THE STUDY

Poultry farming is one of the key sectors of agriculture in Ukraine, which provides a significant part of the domestic market of meat and eggs, and also has a large export potential. The hostilities had a significant impact on the industry, especially in regions where the main production facilities were concentrated. However, most large manufacturers have resumed work, and the market is gradually stabilizing. Poultry meat is the most consumed type of meat in Ukraine, and its production is supported by both domestic demand and export opportunities.

The poultry meat market in Ukraine shows signs of adaptation to new conditions, in particular thanks to the support of state and international programs aimed at restoring the agricultural sector. The products of many Ukrainian manufacturers are in demand abroad, especially on the markets of the European Union and the Middle East, which creates additional opportunities for export. At the same time, domestic consumption remains stable, as poultry remains an affordable and relatively inexpensive source of protein for the population. The logistics of the poultry farming market in Ukraine faces numerous challenges due to the disruption of traditional transport routes, especially in the southern and eastern regions. Western border points and alternative routes through European countries are actively used to ensure the export of poultry meat. Manufacturers are implementing new logistics strategies, including increasing masonry capacity in safe regions, to ensure uninterrupted supply of products to markets.

Investments in the poultry industry in Ukraine continue to grow despite challenges related to security and economic instability. Large enterprises direct funds to modernize equipment and improve production processes in order to increase efficiency and reduce costs. In particular, the emphasis is on automation, which allows to opti-

mize the work of enterprises and improve the quality of products.

The infrastructure of the poultry industry has undergone significant changes, in particular due to damage to logistics routes and warehouses in war zones. However, enterprises are gradually rehabilitating infrastructure and adapting to new conditions. An important element is the modernization of production facilities, including the renewal of product processing and storage technologies, which contributes to the improvement of the quality and safety of poultry meat. In addition, support from international organizations and donors helps to develop and expand the logistics network, which is important for ensuring a stable supply to both domestic and foreign markets. Also, large manufacturers are actively investing in the construction of new complexes and modernization of existing ones to meet modern quality and efficiency standards. In addition, alternative logistics routes for export are being developed, which reduces dependence on traditional port routes affected by military operations.

Demand for Ukrainian poultry meat on foreign markets remains consistently high, especially in the countries of the European Union, the Middle East and Southeast Asia. Thanks to the competitive price and high quality standards, Ukrainian products are becoming an attractive choice for foreign importers. Ukrainian manufacturers are actively adapting to the requirements of international markets, implementing certification that meets European and international food safety standards. This makes it possible to expand the geography of exports, which in turn supports the development of the industry and ensures the inflow of currency into the country's economy.

Poultry farming is an important segment of the food market of Ukraine, which has already survived the difficult quarantine restrictions of 2020 and, unfortunately, is currently at war. Therefore, agriculture suffered great losses in all directions. Poultry farming in Ukraine demonstrates stability and positive dynamics, despite the difficulties faced by the industry. Poultry production is expected to continue to grow, maintaining stability in the domestic market and expanding export opportunities. According to the results of 2024, the growth rate of poultry meat production in Ukraine was about 5%, which is higher than the average indicators for the world and developing countries. It is predicted that by 2033 Ukraine will be able to overcome the pre-war production level with an average annual growth rate of 1.1%, reaching volumes of 1.372 million tons of meat. The share of exports in the

total volume of production increased to 37.2% last year. Poultry prices remain below the global level, which will contribute to maintaining demand in both domestic and foreign markets.

The development of poultry farming in Ukraine is primarily related to the creation of powerful specialized industrial enterprises. At the same time, poultry farming in farms and homesteads of the population is an important element of increasing the efficiency of their activities, competitiveness and sustainable development. The creation and preservation of domestic poultry resources and their wide use in production should provide a reliable production base for the specified segment of poultry producers, which accounts for about 20% of poultry meat production and 45% of eggs.

Sustainable development of poultry enterprises involves ensuring their long-term economic, social and environmental efficiency. This includes optimizing production processes, balanced use of resources, reducing negative environmental impacts, ensuring animal welfare and creating positive social impacts. In particular, poultry kept and raised for meat, feathers or eggs is a effective source of this product in the food industry. Human food needs occupy a primary place here. The aspect related to feed and food is extremely important. Poultry is part of the nutrient cycle. Ideally, keeping and raising poultry with minimal use of labor and resources is best. In order to improve the cultivation and keeping conditions of birds, reduce the impact on the environment and increase the sustainability of this sector, the following production systems are gaining popularity: organic poultry farming; free range; lower density of poultry.

Environmental initiatives in poultry farming, in the context of sustainable development, are becoming increasingly relevant in the context of global climate change, biodiversity conservation and the growing attention of consumers to the environmental responsibility of producers. The implementation of such initiatives can increase the competitiveness of the enterprise, strengthen its reputation and open up new markets. Organic poultry farming (growing birds without the use of antibiotics, hormones and genetically modified feed; using natural methods of disease prevention); waste management systems (introduction of technologies for processing bird waste into biogas or organic fertilizers; minimization of emissions of harmful substances into the environment); energy efficiency and use of renewable energy sources (installation of solar panels and wind turbines to provide poultry farms with electricity; optimi-

zation of ventilation and heating systems to reduce energy consumption); conservation of water resources (use of rainwater collection and treatment systems; introduction of reverse osmosis technologies for water treatment and reuse); biodiversity and conservation programs (promoting the preservation of local bird species and their natural habitats; creating "green zones" on the territory of poultry farms to support the ecosystem); environmental certification (obtaining international certificates confirming the environmental responsibility of the enterprise; involvement in environmental programs and initiatives at the national and international levels).

The branch of organic poultry farming is one of the most promising for the development of the production of organic products in Ukraine in conditions of sustainable development. In recent years, many countries have seen a rapid increase in the production of organic poultry products, which is the result of increased consumer demand for useful and natural food products produced without the use of hormones, antibiotics, chemicals, and genetically modified organisms. On the other hand, consumers' choice of this group of food products in developed countries is influenced by the ethical aspects of poultry keeping and their well-being. A fairly wide range of consumers is emerging in Ukraine who are willing to pay more for the confidence that they are consuming a really safe and high-quality product [8].

Organic production of poultry products in Ukraine must be carried out in compliance with the Law of Ukraine "On Basic Principles and Requirements for Organic Production, Circulation and Labeling of Organic Products", and in accordance with a number of by-laws [10]. Given the fact that the export of Ukrainian organic products is carried out mainly to Europe, taking into account the requirements of European legislation should be of decisive importance for national producers of this type of product. When raising poultry, it is also worth considering the requirements of international OIE and Codex Alimentarius standards.

As the most dynamically developing branch of agricultural production, poultry farming increases not only the volume of production of the main products, but also, logically, the volume of energy consumption. Therefore, the search for energy-saving solutions is a particularly relevant topic for poultry enterprises, in particular in the conditions of a regular increase in the cost of energy resources. Next to the main products, poultry enterprises generate significant volumes of droppings, shell residues after incubation, slaughterhouse waste,

etc. Often they are perceived as waste, from which the very troubles and no benefit. And it is in vain that the world demonstrates a radically different, conscious attitude towards by-products of organic origin, making the most of their potential.

Organic poultry waste is the own energy resource of enterprises, designed to reduce the energy consumption of production, diversify business and create added value of poultry enterprises. This wide range of advantages ensures responsible management of the enterprise with organic waste of its own production, in particular through the introduction of biogas technologies, as the most effective way of disposal and transformation of this type of raw material. This is explained by the effectiveness of their application in a significant variety of specific requirements of biomass and obtained final products of biogas production, in particular thermal and electrical energy, fuel for motor vehicles, biomethane and balanced biofertilizers for the reproduction of the fertile soil layer and increasing the yield of agricultural crops.

Poultry enterprises are developing in the direction of creating powerful industrial complexes around large cities and industrial centers. The influence of factors of proximity and concentration of the urban population on the location of such enterprises, in addition to advantages in view of the prospects for the sale of the main types of products, also has an energy advantage, thanks to the inclusion of a biogas plant in the production chain, namely, an achievable end user of energy from biogas. It is difficult to overestimate the importance of biogas plants and the expediency of implementing such facilities in the production cycle of the enterprise, because not only the issue of disposal of organic poultry waste is being solved by transforming it into renewable energy sources and achieving full or partial energy independence of the enterprise. We are talking about avoiding manifestations of social tension in the region, and about the development of regional energy, and about actively clean technologies that enable the creation of organic production, etc.

The issue of organic waste management is in the phase of active regulation in connection with the harmonization of the current legislation of Ukraine with the requirements of the European Union. The approach according to which the European market of responsible entrepreneurship functions will work a little more, namely: the enterprise that carries out production activities is obliged to sell the disposal of organic waste. Until this condition is fulfilled, the enterprise does not receive an operational permit. The introduction

of these conditions by the state was preceded by a legally regulated stimulation of the introduction of organic waste disposal facilities. Today, the implementation of solutions for the disposal of organic waste of enterprises in Ukraine has state support, the period of which allows both to pay off the implemented biogas plants and to make money from biogas production products.

Therefore, the key aspects of sustainable development in the field of poultry farming should be: economic sustainability — support of local producers, market diversification, export development; environmental safety — emission reduction, waste processing, efficient use of resources; social responsibility — ensuring proper working conditions, availability of quality products for the population.

CONCLUSIONS

In the conditions of the global transformation of the agricultural market and the need to strengthen national food security, poultry farming should become a priority direction of state policy in the field of agrarian development. Sustainable development of the industry is not only about efficient production, but also about environmental safety, social responsibility, innovative potential and long-term competitiveness. Our state has significant potential for the development of sustainable poultry farming, which will contribute to increasing the competitiveness of domestic products on international markets, creating new jobs and improving the ecological situation in the country.

An important place in the context of sustainable development is also occupied by the issue of environmental responsibility of poultry farming. In view of the growing attention of the international community and consumers to the impact of agricultural production on the environment, Ukrainian enterprises need to implement environmental initiatives that will not only contribute to the preservation of the environment, but also open up new opportunities for business. Given the growing consumer focus on environmental issues, such initiatives could become an important competitive advantage in the market. These include organic poultry farming, waste management, minimization of greenhouse gas emissions, improvement of energy efficiency, use of renewable energy sources, certification in accordance with international standards (EU Organic, ISO 14001, HACCP, GlobalG.A.P, etc.).

Furthermore, the principles, which meet the task of preserving the environment and take into account the priority of the environmental para-

digm, are the key to preventing environmental risks. Intensification of poultry farming requires the correct use of waste, which accumulates in large quantities in the areas of activity of the complexes. The production of organic mineral fertilizers based on chicken droppings enables poultry enterprises not only to significantly reduce emissions of pollutants into the atmospheric air, but also to receive additional income. The successful implementation of the proposed measures will allow Ukrainian poultry farming not only to recover from the crisis, but also to reach a new level of integration into global markets.

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