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Competitiveness of domestic poultry products in context of European integration

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Found that the world's meat consumption has increased significantly and the meat products, changing the structure of food rations in favor of cheaper food while maintaining caloric intake.

It was determined that the main factors of this situation is population growth, urbanization, slowing food production, availability of economic contradictions between developed countries and developing countries, where very low incomes....

The attention that the foreign economic development in Ukraine today is officially defined European integration priority to the development of mutually beneficial trade relations with other countries. This requires determining the status and prospects of the industry and outlining ways to improve the competitiveness of domestic poultry production in the deepening of European integration.

Determined that the largest share of exports of crop production, to 43.2%, the share of animal products in exports decreased from 17.0% in 2005 to 7.3% in 2011. Consequently, the industry, with increasing sales of products on world markets measured as a percentage losing ground.

Determining pricing sales as one of the factors increasing the competitiveness of domestic poultry production in the deepening of European integration, has established a wedge between domestic prices and sales prices of imports, stressed that the price of imported products are more competitive compared to domestic products. It was determined that the level of price competitiveness of domestic products in terms of membership in the WTO is not sufficient, and lower bound import tariff largely affect the price and income from sales companies. The difference between domestic and international prices measured as a percentage decreases, indicating increased competitive advantage of domestic products.

It is obvious that the problem of competitiveness of domestic poultry has more to do with quality and safety for consumers than the price level. Because of this problem the European Union markets are inaccessible to domestic enterprises. In order not to lose the achieved position in the increasingly competitive, reasonable implementation of HACCP in enterprises, increasing the rate of production of large agricultural holdings, the feasibility of adapting national standards of quality and safety of products with the requirements of European Union law.

Proved that development of the poultry products strategic direction is to develop exports. Artificial rate of production depends on the capabilities of poultry meat exports as domestic demand slows due to low solvency of the population. We

believe that due to the low cost price of domestic products are competitive in Asia and Africa.

It was established that WTO accession requires improvement of the economic mechanism of formation and functioning of the market poultry products through new approaches to policy justification government support through a clear definition of indicators to assess the efficiency of public sector support programs and incentives for foreign investment in Ukraine.

Proposed to facilitate exploring the poultry production and protect domestic market from imported products and food security measures to hold quotas of these products that will improve the situation of Ukrainian companies in the European food market.

Determined that WTO membership is no additional opportunities for free access to world food markets, formal membership in that organization led to the expansion of the domestic market imported products. It is noted that the price of imported poultry meat is lower in comparison with domestic products because of lower quality. Relatively low bound tariff rates does not create additional pressure because imported meat are more price competitive than domestic.

The attention that Ukraine's associate membership in the European Union requires domestic producers respects their standards of quality and safety of not only food, but also process technology in the "production-saving-processing-consumption."

Given the generalization scientifically to improve the competitiveness of domestic poultry production in the deepening of European integration, given the prospect of entering the European market, expediency transformation of support policies poultry enterprises and creating conditions for increasing the competitiveness of domestic poultry products to ensure the appropriate level of food security .