

PROBLEMS AND PROSPECTS OF DEVELOPMENT OF THE DECORATIVE GARDENING IN CRIMEA

Plugatar Yu. V., *Doctor of Agricultural Sciences, senior researcher,*

Koba V. P., *Doctor of Biological Sciences, professor,*

Kovalev M. S.^{*}, *postgraduate,*

***Nikitsky Botanical Gardens – National Scientific Center
of NAAS, Yalta, Ukraine***

The questions of current status are considered, the tasks of perspective development of the decorative gardening in Crimea are determined. Description of the most essential problems which the producers of planting-stock of decorative nurseries run into is given.

Keywords: *nursery-gardens, decorative gardening, assortment, prime price, quality.*

Decorative gardening is one of the priorities of economic development of the Crimea. Decorative plants are widely used in landscaping populated areas while creating arboretums and botanical gardens [1]. They are an essential element of resort and recreational facilities of the Crimean peninsula. In Crimea, as in many other regions of Ukraine in the last decade has been a significant increase in demand for decorative plants, which is associated with significant changes in the field of architectural and planning work on the design and landscaping of new housing construction [2,3]. Today developers together with experts Landscape Architecture aim to maximize the characteristics of individual areas, specific areas of arts in creating attractive, environmentally sustainable and technologically most appropriate

^{*} Scientific supervisor: Plugatar Yu. V., Sc.D.

green space in terms of maintaining their aesthetic characteristics, vitality and longevity.

The aim of the research is to study and analyze the current state of the most important problems of producing propagating material of decorative plants in Crimea.

Materials and methods research

In conducting research evaluated the current state of development of decorative gardening in the Crimea and other regions of Ukraine. We studied an assortment of quality products and domestic and foreign nurseries. Analyzed the features of production technology in decorative nurseries. Conducted a comparative assessment of the cost of production of decorative nurseries Ukrainian and foreign producers and the cost of its production. Analyzed published data and information web sites in the direction of research [5-8].

The research results

The results of market research, unfortunately, show that the majority of decorative plants that are planted in the Crimea and in Ukraine in general, are imported from abroad. Today in Ukraine in the market segment of production of decorative gardening carry out their activities a number of importing companies. The leaders are Kiev "Ukraflora", "Edelweiss", "Camellia", "Europe-Continent" Dnipropetrovsk "Siyeko", Donetsk "Gloria", "Your Garden", "Green Group". They account for about 70% of imports. About 25% of the total deliveries of decorative plants make smaller and regional companies, the remaining 5% – firms that develop a landscape design "custom". A large importers buying goods in the Netherlands, and smaller - in Poland. Large-sized seedlings in large quantities are imported from Germany.

The main reason for this situation – the competitive advantage of imported plant material. Among the most important competitive advantages of foreign plant

material are the following: a large variety of range, high decorative properties, standardized packaging, including a closed root system and relatively low price, even taking into account the shipping costs (Fig. 1). Of course, all this depends not only on the advanced technology used in the cultivation of decorative plants, but the experience and the duration of activity of individual producers in the segment market of decorative gardening.

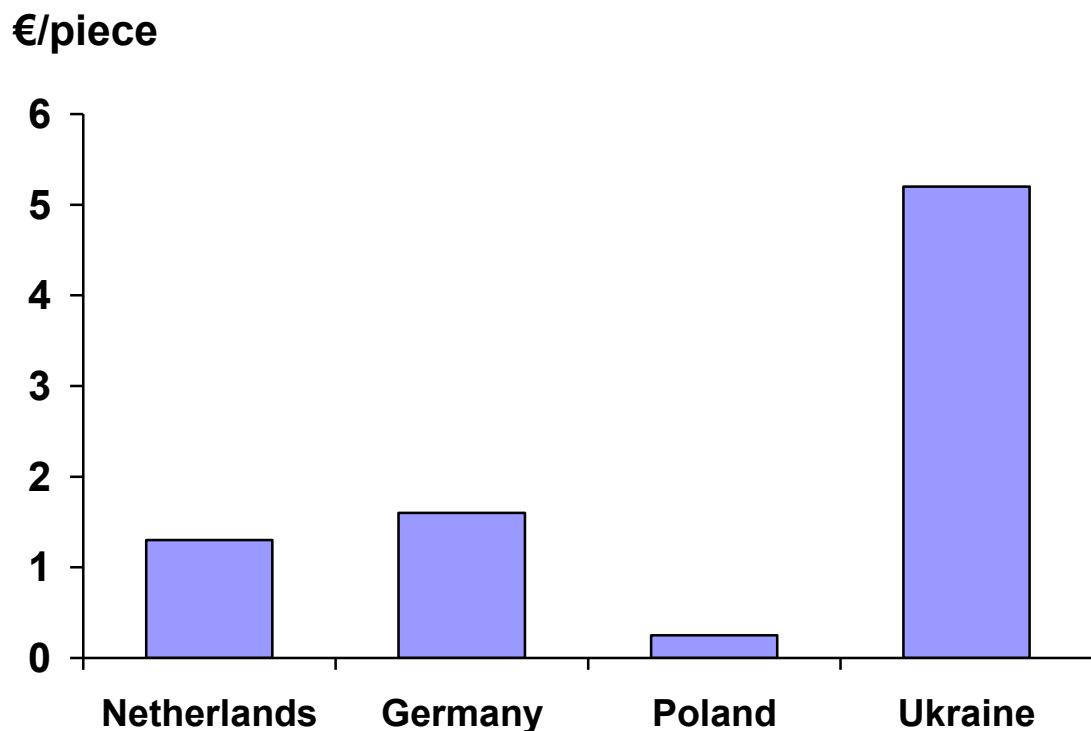


Fig. 1. The average cost of propagating material of decorative plants with open root systems in some European countries

Unfortunately, in the Crimea, where climatic conditions are favorable enough for a whole crop of such highly profitable business as decorative gardening growing weak, including the private sector. Ukrainian tax code does not provide the right planting material producers pay a single agricultural tax [4]. The legislation does not take into account the risks in the production of decorative plant material is much higher than in growing crops, not included as specific industry – namely, the duration of the process, when the average cycle time of production of decorative plants in nurseries is 3-5 years.

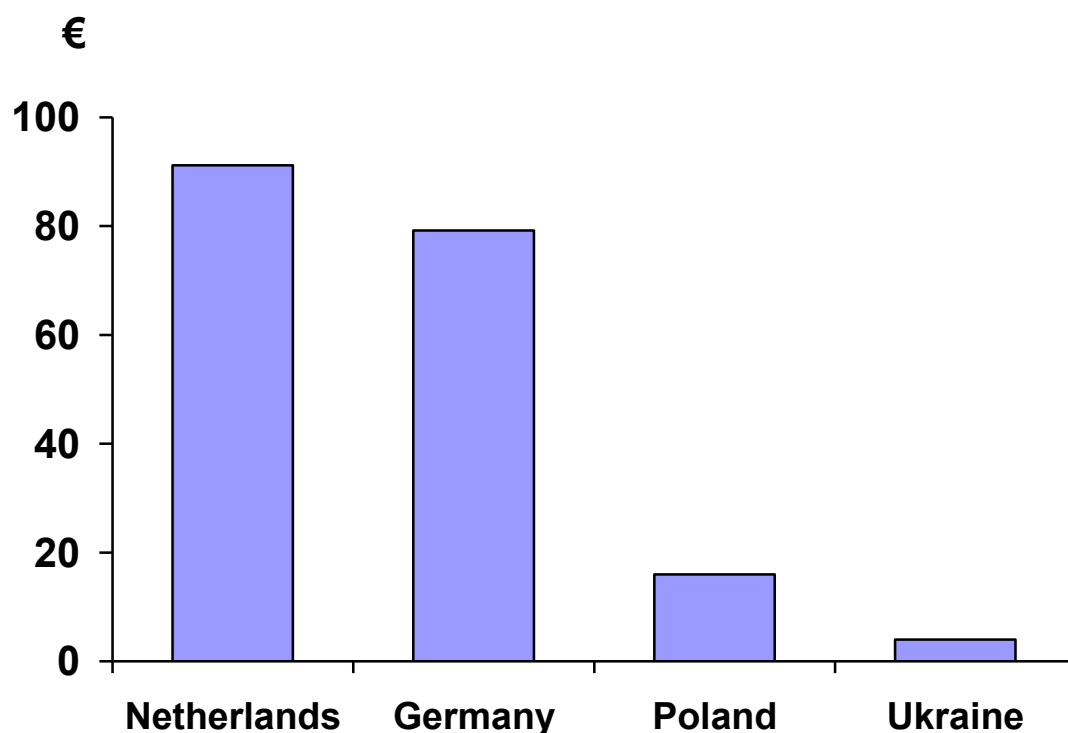


Fig. 2. The average salary for the shift in the nurseries of decorative plants in several European countries

One of the most pressing problems of decorative gardening in the Crimea, as in other regions of Ukraine, is the shortage of skilled professionals and workers. The main problem of this situation is related to low wages in the industry. Average wage in Landscape Architecture in Ukraine is 20 times lower than in the Netherlands, Germany and 4 times lower than in Poland (Fig. 2).

In Western countries, nursery products decorative gardening is characterized by high profitability. For example, in Poland the production of decorative nurseries in crop value of all goods is 5.6%, while its production uses only 0.03% of arable land in the country. Intensive development of decorative gardening in Poland contributes to the tax relief at the nursery area not more than 300 hectares and turnover € 800 thousand, the overall level of tax on average € 10 per year per 1 ha of land.

However, experience in the use of imported planting material in the Crimea shows that all the competitive advantages that ensure commercial viability, lose their value due to the poor adaptability and high sensitivity of the imported plants to

various kinds of diseases. Despite the relatively high survival rate, much of the imported plant dies within the first decade after planting. Of course, in many cases one of the reasons for this situation is the lack of necessary technological level to ensure the growth and development of decorative plants. But the main reason, in our opinion, is the inconsistency bioecological characteristics of imported plants to local conditions of growth.

To promote the market made in the Crimea and other regions of Ukraine decorative gardening products and to increase its volume of realization it's necessary actively expand advertising to develop a culture of consumption and sale. Large domestic producers appropriate to organize a network of specialized stores and expand the provision of additional services, such as after-sales service, when experts of Landscape Architecture hold consultations, visit customer sites to care for as acquired plants perform the necessary work to ensure optimal conditions of growth gardening plants.

Conclusions

The main direction of improving the efficiency of decorative gardening in the Crimea and other regions of Ukraine is the empowerment of the production and use of native plant material adapted to local conditions of growth, providing a higher level of vitality and less susceptible to disease and pests. It is necessary to pay more attention to expanding the range of decorative plants, improving quality and reducing costs, improving product sales of decorative gardening, providing the required level of support during the process of planting and the subsequent growth of decorative plants.

A list of these problems demonstrates the need for a fundamental revision of approaches in the field of domestic decorative gardening.

In Crimea for the development of decorative gardening are all necessary conditions and especially strong scientific base, that can provide the implementation of urgent problems increase the competitiveness of domestic planting material of decorative nurseries.

List references

1. Білоус В.І. Садово-паркове мистецтво: Коротка історія розвитку та методи створення художніх садів. – К.: Науковий світ, 2001. – 299 с.
2. Жиронов А.Д. Ландшафтна архітектура. – К.: ДАКККиМ, 2002. – 122 с.
3. Кучерявий В.П. Озеленення населених місць. – Львів: Світ, 2005. – 456 с.
4. Податковий кодекс України від 01.10.2013 [Електронний ресурс] – Режим доступу: <http://zakon2.rada.gov.ua/laws/show/2755-17>
5. Потапенко И.Л. Декоративные деревья и кустарники аборигенной флоры Крыма в озеленении курортов Коктебель и Курортное / И.Л. Потапенко, Л.Н. Каменских // Экосистемы Крыма, их оптимизация и охрана (Тематический сборник научных трудов). – Симферополь, 2003. – Вып. 13 – С. 82–89.
6. Потапенко И.Л. Анализ использования декоративных древесных растений в озеленении восточного района Южного берега Крыма в связи с перспективой расширения их ассортимента / И.Л. Потапенко // Экосистемы Крыма, их оптимизация и охрана. – Симферополь, 2009. – Вып. 19 – С. 116–126.
7. Разумовский В.Н. Проблемы зеленого рынка Украины [Електронний ресурс] – <http://www.fabrikadr.com.ua/index.php?id=2385&show=news&newsid=53751>
8. Соломаха І. Особливості функціонування вітчизняного ринку продукції квітникарства. // Вісник ТНЕУ. – Тернопіль, 2012. – № 3. – С. 33–41.