

CHAPTER «ECONOMIC SCIENCES»

IMPLEMENTATION OF THE ENVIRONMENTAL MARKETING STRATEGY AND SYSTEMS OF ECOLOGICAL AND ECONOMIC MANAGEMENT OF AGRICULTURAL ENTERPRISES IN UKRAINE

Mariia Bahorka¹

Nataliy Yurchenko²

Iryna Kadyrus³

DOI: <https://doi.org/10.30525/978-9934-588-15-0-23>

Abstract. *The purpose* of the research is to study of the main elements of ecological and economic management in the process of ecologization of agrarian production implementing economic, and ecological instruments, methods of management, strategy of development. Methodology. The base for the methodological approaches while developing the innovative model of greening the production of the agrarian enterprise were methods of structural analysis (component analysis) and synthesis, due to them diagnostics, and estimation of ecological and economic potential of the field were made; potential opportunities connected with strategic tasks were determined. *Results* were presented as measures to ensure the environmentally sound management of agrarian business. Proposed model of the components in ecological-economic mechanisms of management in agricultural production. The main directions of organizational and economic management in agrarian production are presented: in the system of ecological-economical the mechanism of achieving a high level of competitiveness

¹ Doctor of Economic Sciences,
Associate professor of Marketing Department,
Dnipro State University of Agrarian and Economics, Ukraine

² Candidate of Economic Sciences, Lecturer,
Dnipro State University of Agrarian and Economics, Ukraine

³ Candidate of Economic Sciences,
Associate professor of Marketing Department,
Dnipro State University of Agrarian and Economics, Ukraine

on the innovative basis is carried out through application of the corresponding methods: organizational, economic, technical-technological, administrative. *Originality / scientific novelty* is determined by the implementation of the process of greening the agricultural production in the context of applying alternative management systems, in which agrarian enterprises are considered as the economic-ecological system, which is based on rational and ecologically grounded methods of production, by providing the quality of the produce and raw material. *Practical value / implications* include the formed methods and mechanisms of their implementation towards: provision of the safe development in agribusiness of the region based on the innovative scheme by developing and supporting the organic production; provision of population with high-quality local ecologically safe produce.

1. Introduction

The main trend in modern development of agribusiness is globalization of the economy, which is the multi-faceted and complex process, which is connected with the development of human activity and reveals additional opportunities and economic benefits for all countries in the world. At the same time, this process causes negative consequences, which are manifested mainly in the anthropogenic impact on the environment. There has been a sharp increase in the negative impact of economic activity of a society on the environmental condition during the last few decades. It mainly concerns the area of agrarian production, which is mostly sensitive to any involvement into the development of agrarian ecosystem. Moreover the actual issue for Ukraine and many other countries in the world is the provision of population with high-quality and safe food products. At that, the main requirements are set not only for the quality of the produce but also for the environmental conditions.

The output of domestic agricultural products on the European market today acquires a new socio-economic content, and it is necessary to change the priorities in the system of agrarian relations. That is why today there is a process of reconsidering the role of economic and environmental priorities and the obvious advantage is given to the environmentally safe development of the agrarian production. The priority place in the agrarian system should be taken by the environmental quality criterion at the national level, and the need for ecologization the agrarian production. It is beyond any doubt and requires an immediate search for radical ways for its global implementation.

Nowadays political, economic and social conditions have already been created for the development of environmentally-directed innovations in agricultural production. In order to benefit from these prerequisites and as a consequence from the results of the introducing this type of innovation, an ecological and economic management system should be implemented. The system is considered by scientists as an integral part of managerial science that takes into account and implements the objectives of environmental protection and rational use of economically and environmentally balanced production resources in the planning, implementation and control of economic actions to ensure the balanced functioning of the ecosystem, as well as its innovative development.

2. Marketing strategy of ecologization of agrarian enterprises in Ukraine

Ecologization is a direction of development of agriculture, based on the development of ecological methods of management, provides an extended reproduction of natural and human resources through the formation of sustainable ecological and economic systems aimed at increasing the volume of production of competitive products [1, p. 115].

The basis of the formation of a marketing strategy for the ecologization of agrarian production is the systematic approach, which is based on the existence of implementation mechanisms that ensure system consistency, its purposefulness; interdependence; interdependence and complexity of its elements determines the integrity of the system; all tasks that execute individual elements of the system are interconnected; system elements and their associated actions have a certain subordination that builds hierarchy; the system changes under the influence of specific factors, which determines its dynamism; the ability of the system to adapt to the variability of the external environment, while not losing its own individuality [2, p. 61].

According to the system approach, the elements that make up the content of the marketing strategy of the enterprise, not only functionally derived from each other, but all without exception, are interconnected. Changing one of them inevitably leads to changes in others, and ultimately – in the entire marketing strategy. This requires a comprehensive solution to any of its problems: large and small, simple and complex, tactical and strategic [3, p. 112].

The basis of the formation of a marketing strategy of ecologization of agricultural production are the main strategic categories that are considered the basis of strategic marketing.

The initial stage in developing the marketing strategy of ecologization is the definition of the mission, which is what is the main philosophy, the main purpose of the existence of this strategy [4, p. 115].

The next strategic category is the formulation of the goal and the establishment of marketing environmental objectives and targets at the state, regional level and at the level of the economic entity (Table 1).

Table 1

The main objective of the marketing strategy is to ecologize agrarian production at different levels of management

State level	Guaranteed to ensure a high-quality and safe nutrition of the population in order to preserve the gene pool, to support the health of the nation and to increase the longevity of life. Ensuring environmental management of agriculture and protecting the natural environment.
Regional level	Raising the competitiveness of agriculture through modernization of agrarian production, innovative development of agribusiness, introduction of information technologies, support for the production of new types of agricultural products, support for the cooperation of agricultural producers.
Level of economic entities	Production of environmentally sound agricultural products, ensuring its competitiveness on the domestic and foreign markets.

Source: summarized by the authors

The main objective of the marketing strategy of ecologization of agrarian production at the state and regional levels is to create economic conditions for economic entities, in which they will be interested in preservation and restoration of natural resources potential when introducing innovative approaches in their activities.

In our opinion, the mission of the marketing strategy of ecologization is to ensure balanced development of the agrarian sector of the economy, that is, to maintain a balance between the economic system and the natural environment, which results in improving the long-term economic, social and environmental welfare of the society. With the help of this strategy it is possible to solve the contradiction between the economic interests of

producers and the preservation of the environment, that is, the provision of environmentally safe living conditions of the population.

In addition, it is important to ensure the ecological and economic security of the agro-food market and the agrarian sector of the economy as a whole. It can be done by developing environmental policy measures in the agrarian sector, which will allow changing the format of relations between production and the environment towards rational use and reproduction of agro-systems.

At the level of business entities, the main objective of the marketing strategy of ecologization of agrarian production is the development of economic organizational and economic mechanism of management of an agrarian enterprise with the application of its main components: planning, stimulation (motivation), organization of management, control, etc. At the same time it is necessary to orient production to meet the ecological needs of consumers.

An important task of the marketing strategy of ecologization of agrarian production for agricultural producers is to promote the reduction of the load on the natural environment in the planning, coordination and control of all management activities [5, p. 41].

The objectives of the marketing strategy of ecologization agrarian production are as follows:

- formation of the market of environmental needs;
- creation of conditions for the preservation of the environment;
- adaptation of production to market conditions;
- production of competitive environmental products;
- intensification of sales of ecological products;
- profit from the environmentalization of agricultural production.

In our opinion, fulfillment of these goals and tasks is possible only due to the formation of ecological consciousness in society, the development of environmental needs and the awareness of the need for the use of environmental goods.

When forming a marketing strategy of ecologization of agrarian production it is necessary to organize marketing researches in order to solve the following issues:

1. Research of the main environmental problems of the agrarian sector and assessment of the ecological situation in different regions of Ukraine. It

is the concern of consumers that environmental problems form their potential demand for environmental goods.

2. Provision of ecological characteristics of products of agrarian production.

Given the emphasis on the environmental safety of the agrarian sector, organic production, Ukraine must become a competitive producer in the global food market and be able to meet not only its own needs, but also satisfy part of the ever-growing world food needs. The basis of the environmental policy of the development of domestic agriculture should be its environmental safety based on ecologization, through the development of organic production.

3. Research needs in new products. At the same time, the following methods are used: forecasting of future needs and demands of consumers, changes in the motivation of their behavior (in line with the market transformation of the economy); Situational and simulation modeling of consumer behavior.

4. Determination of trends in the development and change of environmental, technological, economic, legal, political, social and cultural components of the environment.

5. Analysis of market attractiveness factors of environmental goods, market size, growth of demand, intensity of competition, inflation, technological requirements, power consumption, performance of social and political factors.

6. Diagnosis of ecological consciousness of consumers and needs in environmental goods. It is knowledge and assessment of the factors of development of environmental needs that will enable enterprises to feel more confident in a market where there are constant changes.

7. Development of environmental innovations, the specifics of which is that their development is associated with the creation of goods, analogues which did not exist before, and it is due to the following reasons:

– the needs and demands of consumers, for the satisfaction of which new products are intended, were previously satisfied with a completely different way (the first kind of fundamentally new innovations);

– needs for the satisfaction of which the appointment of new products, previously just did not arise (the second kind of fundamentally new innovations) [6, p. 279].

An important stage in the formation of a marketing strategy for ecologization is a strategic analysis of the macro– and micro-environment. This process involves an analytical evaluation of the parameters of the external and internal environment with the help of general scientific and applied methods of strategic analysis.

The external environment in which there are domestic farms, is qualitatively different, escalating competition in the market, increasing its degree of uncertainty, there are unforeseen risk factors. That is why the work on the strategy begins with a comprehensive study of the market situation in the industry [7, p. 12-14].

At the stage of strategic industry analysis, special attention should be paid to assessment of environmental and economic potential because of resource development concepts of marketing strategy changes the vector of reactive (reacting on changes in the environment) to proactive (prevention events) [8, p. 20]. Therefore, an essential step in the formation of a marketing strategy greening of agriculture, we believe is the providing strategic relevance, providing coordination of resources and production capacity with market conditions.

The marketing strategy of ecologization agrarian production should be oriented towards the formation of sustainable competitive advantages. Therefore, the results of the assessment of environmental factors are a prerequisite for the formation of a complex information and analytical support of marketing management, which is an essential condition for the development of this strategy.

In the process of forming an agrarian production ecological marketing strategy, system and situational approaches, methods of strategic analysis, most often using matrix models, are used. Marketing strategy for ecologizing agrarian production includes instruments of ecological and economic management. Traditional system of tools includes product, price, promotion and distribution, that is, the main components of the 4P complex; from the consumer's point of view – needs, costs, communication and convenience. In contrast to the traditional system of tools of the marketing complex, the environmental strategy takes into account the environmental aspects of the marketing strategy [9, p. 14]. Note that the ecological component is present in each of the four elements of the marketing complex (Figure 1).

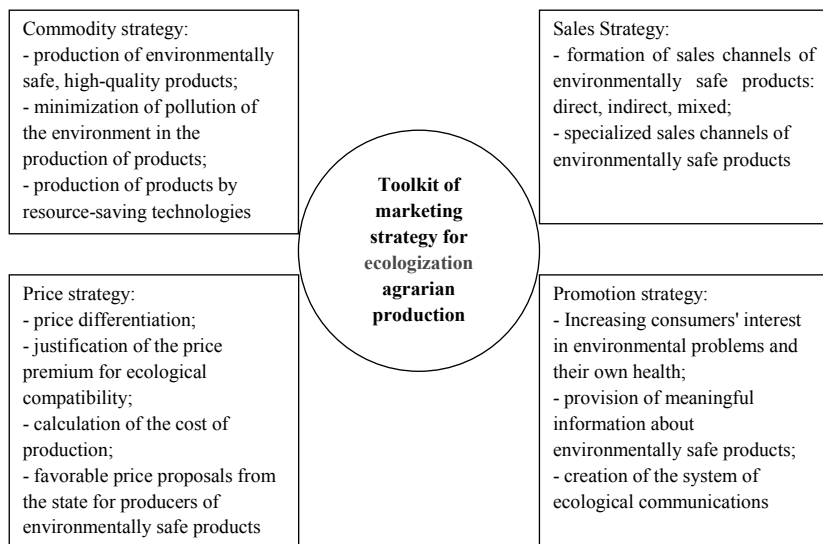


Figure 1. The main components of the marketing strategy of ecologization of agrarian production

Source: developed by the authors

The main requirements for the formation of a marketing strategy for the ecologization of agrarian production are the following:

- 1) the reality, which involves its compliance with the situation, objectives, market, production and resource factors, experience and skills of the management system in the industry;
- 2) logical, internal integrity and consistency of individual elements;
- 3) compatibility with the external environment, providing an opportunity to interact with it;
- 4) risk is justified;
- 5) focus on the formation of sustainable competitive advantages.

The implementation of the marketing strategy greening of agricultural production by using environmental-economic management mechanism, based on up measures to allow, in our opinion, to change the format of relations between production and the environment towards sustainable use, reproduce agricultural systems.

Ecological and economic tools, in our opinion, are an integral part of environmental marketing and they include:

- production of ecologically safe agricultural food products and their ecological positioning;
- price formation taking into account environmental costs;
- formation of a market with environmentally safe products, based on international standards of ecological agricultural production;
- distribution of environmentally safe agricultural products;
- formation of the information and communication system for the promotion of agricultural food products.

Marketing is a tool for environmental management and can be implemented by forming appropriate environmentally focused strategies, which can ensure the principle of unity of economic and ecological processes in the management of agricultural production and promote radical restructuring of relations of production with the environment.

Formation of strategy of environmental marketing in the agricultural sector, in our opinion, is the integration of all administrative functions that also contribute to the ecologization of agricultural production, allocation, planning and forecasting of business initiatives for investment basis, which is linked to production, formation and stimulate demand for ecosafety products, agricultural products and ecosystem services.

When implementing the marketing strategy of ecologization of agrarian production, a combination of ecological and economic instruments at the state regulation of ecological and economic components is important.

3. System of ecological-economic management of ecologization of agrarian production

For today agrarian enterprises require sustainably-focused reconstructions in their producing activity, the latter includes:

- rational use of land which is accompanied by conserving and increasing the fertility of the soil;
- provision of the optimal level of land plowing, which makes impossible to appearance water and air erosion of the soil;
- abiding by the regulations on limitation of exceeds in acceptable norms of contamination for produce, provision of environmental friendliness;

- compliance with the set regulations towards transportation, storing and application of mineral fertilizers, means of protecting plants and animals,
- avoidance of environmental and food contamination by chemical substances;
- abiding by ecological norms during projecting, building, reconstruction and commissioning new structures and buildings, ameliorative systems and so on.

The first ones include preferential crediting of agricultural producers; price stimulation of environmentally friendly products; subsidies (centralized or local); interest-free loans; exemption from taxes, a part of the profit (income) [10, p. 15].

Authors Dubodielova A.V., Yurinets O.V., Fedorov M.M. in addition to these two types of economic mechanisms distinguish the third one – marketing, which includes the following directions, such as creation and provision of development of the market of natural resources and environmentally-friendly goods; expansion of the “marketing chain” structure with the inclusion of the environmental expertise; trade of quotas on harmful emissions; ecological excise tax, environmental insurance and promotion, etc. [11, p. 157-158].

When there are changes in the relationship between the society and the natural environment, there are changes in the human consciousness, psychology, system of values and behavior toward the environment. The main stimulus for the initiation of this process is the appearance of new needs of the society, which would combine economic, environmental and social components [12, p. 94]. That is, the transition to the economy which is focused on the principles of ecologically balanced development requires, first of all, the change of human attitude to the environment.

According to M.S. Vitkov modern condition of the market transformation in Ukrainian economy should foresee the transition from the extensive economic development to the intensive but ecologically safe, steady economic growth and innovations on the energy and resource-saving base [13, p. 126].

Due to that fact, there has appeared the need for transition of enterprises in agrarian area to new management systems which could provide ecologic-economic balance for the agrarian business. It is worth noting that the transition to the new management system is a complex and time-consuming process, which could be implemented by developing a new innovative model for developing of agrarian enterprises.

The modern economic direction in the business activity of agrarian enterprises in our opinion can be determined through the combination of economic and social problems of the rational use, recovery and protection of natural resources of agri-sphere and on the innovative base. We consider that ecologization of the production at agrarian enterprises is tightly connected with the innovative activity and should be considered as an integral part of its development with the creation at the government level of the system of ecological-economic management. Therefore the organization of the production relations in agriculture should take place based on the rational application of the natural resources – on the one hand and formation of the system of managing them on the other hand. To achieve this it is necessary to apply innovative technologies – economic models which based on the usage of organic farming and optimization of the production processes will make possible to achieve a high level of management, predictability and efficiency. Unlike traditional technologies they are based on the use of energy- and resource-preserving systems of agricultural production [14, p. 115-116].

We generalized the main tasks of ecologization the agrarian production (Figure 2).

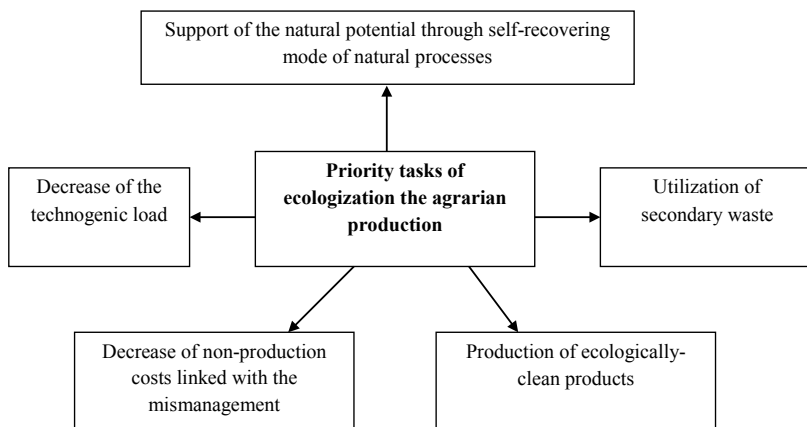


Figure 2. Tasks of ecologization the agricultural production

Source: generalized by the author

For today the most important problem is the provision of population with high-quality food products, made in the agrarian sector, as well as solution to issues of food security. At that the main demands are made not only for the quality of the products but also for the condition of the environment. These problems are crucial both in Ukraine and in many countries of the world [15, p. 41].

The innovative model of agricultural development sets a goal to increase competitiveness of agrarian companies in production and distribution-marketing spheres by means of implementing modern technologies, types of products and methods of management [16].

The model of the components in ecological-economic mechanisms of management in agricultural production has been suggested by the author (Figure 3).

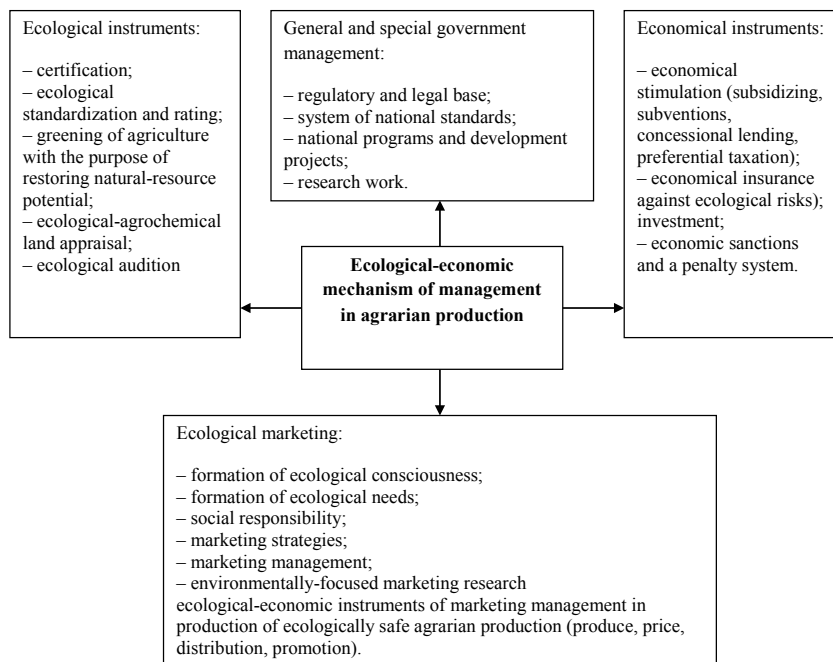


Figure 3. Structural elements of the ecological-economic mechanism of management in ecological agrarian production

Source: own development

All economic and environmental tools of this model are interconnected, and its important component is a system of government environmental management, which includes: general management and special management. At that the public authorities of general competence carry out their activities by adopting resolutions and orders on key issues in the agrarian sector; the public authorities of special competence ensure the implementation of the state policy in various areas.

In our opinion, to provide the main principles for the sustainable agricultural development in the region it is necessary to green the agricultural activity; enhance the efficacy of utilization of the resource potential in the field and formation of ecologically-focused system of managing agrarian production.

Understanding the ecological insecurity makes population reconsider their attitude towards foods. More and more attention from consumers is paid to the condition of health however they realize that ratio between the selection of food and the condition of the environment which are the main factors of influencing people's health.

Ecologization is the current direction in the activity of agrarian enterprises and it is based on mastering ecological-economic methods of management, with the purpose of providing extended recovery of natural resources at the expense of forming sustainable ecological-economic systems, increase in amounts of production of competitive ecologically safe products, creation of agrarian systems using ecological methods of management.

4. Stimulating ecologization in agrarian production

Environmental management tools imply the certification and labeling of environmental products, which proves that the correspondence of the certain object to the specific regulatory document is kept. The process of certification and standardization should be carried out in accordance with the international standards adapted to the conditions of Ukraine.

Ecological and economic tools, in our opinion, are an integral part of environmental marketing, which is to meet the needs of consumers and preserve the environment and they include:

- production of ecologically safe agricultural food products and their ecological positioning;

- price formation taking into account environmental costs;
- formation of a market with environmentally safe products, based on international standards of ecological agricultural production;
- distribution of environmentally safe agricultural products;
- formation of the information and communication system for the promotion of agricultural food products.

Economic stimulation of environmentally-focused agricultural production is directly related to the protection and use of land, conservation, reproduction and increase in soil fertility, as well as the protection of the environment as a whole.

Economic incentive methods should be fixed at the legislative level and included:

a) provision of tax and credit privileges to citizens and legal entities that carry out at their own expense the measures of use and protection of land which are included in the national and regional programs;

b) allocation of funds from the state or local budgets to citizens and legal entities for the restoration of the previous condition of land, caused not by their fault;

c) exemption from payment for land plots in the stage of agricultural development or improvement of their state according to the state and regional programs;

d) compensation from the budget funds to reduce the income loss of land owners and land users as a result of the temporary preservation of the degraded and unfertile land that was caused not by their exploitation.

The principles of the economic stimulation mechanism include: the principle of combining economic stimuli and penalties; the principle of stimulating the final results of the carried out measures; the principle of independence doing business.

In order to ensure the integrity of the interaction of all elements of the economic mechanism of greening in the agrarian production, its principles, criteria, tools, sources of financing and incentive methods are determined (Figure 4).

The main directions of organizational and economic management in agrarian production are:

- formation at the state level of measures that can change the format of relations between production and the environment in the direction of the rational use, reproduction of agricultural systems;

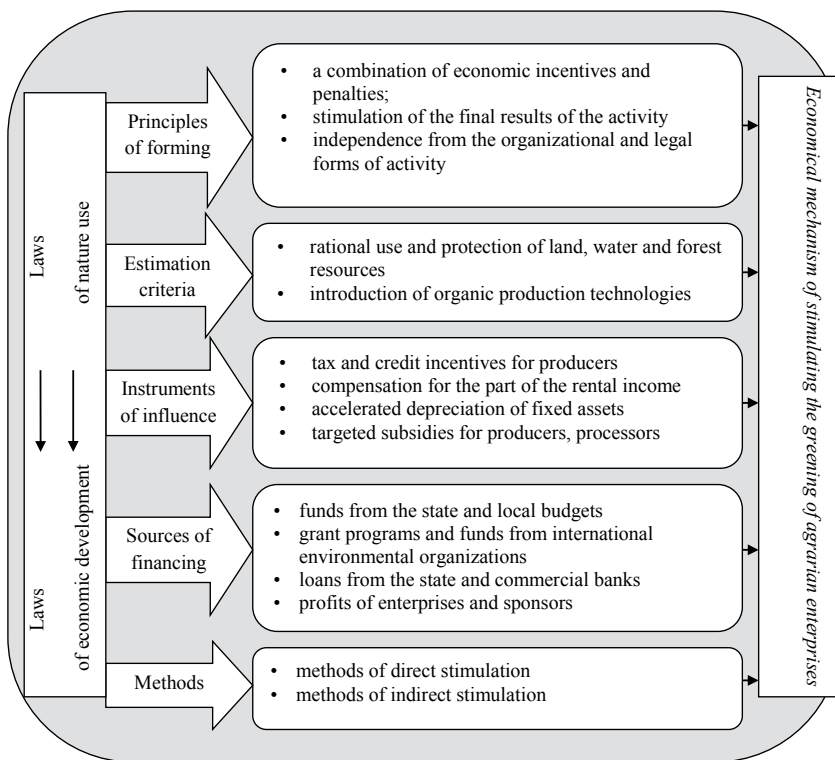


Figure 4. Ecological-economical mechanism of stimulating ecologization in agrarian production

Source: built by the author

– implementation of environmental policy measures at the state and regional levels, the basis of which is the process of implementation and development of environmentally friendly production, the rational use of the possibilities of the state's economy, especially its financial resources, production, scientific, and technical potential;

– determination of social priorities considering the specific ecological situation in the regions, according to which it is planned to eliminate the negative phenomena of nature management and transition to environmentally friendly production;

– combination of state influence with the market forms of management, stimulation of qualitative changes through priority financing, lending, material and technical, information support, introduction and development of environmentally friendly production;

– carrying out economic-ecological monitoring over the process of transition to environmentally friendly production in the analysis of internal strengths and weaknesses of agricultural producers;

– account of changes in the factors of macro- and microenvironment and their impact on the competitiveness of products and enterprises in the agrarian sector of the economy, namely, to detail their actions, to clearly distinguish market opportunities and threats.

A promising direction for establishing economic relations between certified agricultural and processing enterprises of the organic sector is the creation of market-based formations based on horizontal and vertical integration and co-operation. Cooperation combines commodity producers into their market activities on the basis of their voluntary involvement in the processes of integration with mutual assistance and economic cooperation. Such unions give them the opportunity to earn profits not only directly from the agricultural production, but also from the subsequent stages of the movement of their products, participate in large-scale business, use professional managers, allocate risks, control the marketing channels of product distribution and material and technical supply, influence prices through the formation of large batches of products and the application of modern marketing methods and technologies, to be equal partners in the competitor market environment.

We are certain that the functionality of agrarian enterprises must take place according to the concept of safe development but it requires the creation of completely new conditions for entrepreneurial activity, the base of whom is the greening of agricultural enterprise, increase in the efficiency of application of the resource potential of the agro-industrial complex, formation of the ecologically focused management system at the global and regional levels and mainly the provision of population with high-quality food products developed in the agrarian sector with the purpose of rejuvenating the nation. Therefore we believe it is necessary to develop the qualitatively new innovative model of the managing business activity by agrarian enterprises which will be different from the traditional system of

management by ecologically safe conductance of agrarian business, its greenings, which is an integral part of the safe development strategy.

Functioning of agrarian enterprises according to the concept of steady development requires creation of fundamentally new conditions for entrepreneurial activity, the base of which is ecologization of the agricultural production and increase in efficiency of applying the resource potential of the agro-industrial complex and formation of the ecologically focused system of management.

5. Conclusions

Nowadays the transition to new agribusiness systems is a complex process and for its implementation it is necessary to change the principles of functioning of agribusiness entities, accelerate their innovative development and provide the possibility for their organizational transformations. Therefore the modern conditions of the management of agrarian enterprises require the formation of a whole scientifically grounded management system that considers the interests of the consumer aimed at balancing the demand and the supply with minimal losses, provides profitability of sales activities and makes possible to respond adequately to changes factors of macro- and microenvironment.

Provision of the efficiency of agrarian enterprises under market conditions is possible by increasing the productivity of crops and livestock, restoring the specialized production, reducing the costs of production and sales of products, improving the system of sales, and, as a result, the level of merchantability and profitability of organic products. Also, for agricultural enterprises, it is important to address such issues as expanding the range and increasing the volume of organic production along with the demand for this type of product on the market, improving the quality and competitiveness of products, especially in the domestic market, improving the economic relations between processing and marketing enterprises.

For the effective functioning of the mechanism of ecological and economic management, the strategic approach must be combined with the environmental management system. At the same time, it is important to note that the traditional system of environmental management is sufficient for the generally accepted system of economic activity. Whereas it is necessary to rebuild the existing system in accordance with the requirements

of international standards to achieve competitive advantages in the world market. Thus, for the transition of agricultural enterprises to an ecologically oriented type of management, it is essential to take into account ecological and economic methods of management. Furthermore the organization of industrial relations in agriculture should be based on the rational use of natural resources and the formation of an ecological and economic management system.

Cooperatives, which are engaged in servicing the following stages of the process of organic production and sale of products, are also able to achieve successful distribution and sale of organic produce. In addition, along with the agribusiness marketing services, they cooperate with supermarkets, restaurants, specialized shops, hospitals, enterprises for storing organic products, etc.

Further researches are in Identified effective ways to promote environmentally friendly products to the market through certification of agricultural production and support of institutes that operate in this area.

It is established that marketing strategy of ecologization of agrarian production is a strategy of innovative development that can solve problems of economic growth, increase of competitiveness of agrarian industry, provide high quality of life, national security, environmental protection and high technical level of agricultural production in Ukraine.

When forming a marketing strategy of ecologization agrarian production use the main strategic categories: definition of mission, goals and objectives; strategic analysis of factors of macro- and micro-environment; the choice of priority strategic directions, the formation of tools for implementing this strategy; evaluation and control over its implementation.

When implementing the marketing strategy of ecologization of agrarian production, a combination of ecological and economic instruments at the state regulation of ecological and economic components is important.

When forming this strategy, it's necessary to understand that it is not just about the one-time use of innovations to achieve instant advantages, but about a continuous, detailed planned strategic innovation development that forms new methods and controls, transforming the intensive introduction of innovation processes into the factor of economic growth in the industry.

References:

1. Melnyk P.P. & Yehorova T.M. (2014). Concept of ecological-economical management in the agricultural system. *Scientific Digest of NLTU of Ukraine*, 24.2: 114–119.
2. Volyk N.H. (2006). Economical development of the agricultural production. *State and regions. Series "Economy and Entrepreneurship"*, 4: 60–63.
3. Voronets'ka, V.S. (2011). Environmental marketing in the management of the agricultural sector. Collection of scientific works. Vinnitsa nats Agrarian university, 10: 112–115.
4. Melnyk P.P. (2014). Concept of ecological-economical management in the agricultural system. *Scientific Digest of NLTU of Ukraine*, 24.2: 114–119.
5. Prokopenko O.V. (2002). Approaches to increasing economic motivation for greening the production. *Digest of Sumy State University*, 7(40): 40–49.
6. Khromushyna L.A. (2008). Greening in agriculture as a base for ecological-economic security. *SNAU newsletter. Series «Finance and Credit»*, 1: 278–283.
7. Shkuratov O.I. (2012). Organizational and legal mechanism of ecological and economic safety of agrarian production. *Agroecological journal*, 1: 10-14.
8. Illjashenko S.M. (2000). Theoretical aspects of substantiation of expediency of formation of the market of ecological goods. The mechanism of regulation of the economy, the economy of nature management, the economy of the enterprise and the organization of production, 4: 17–27.
9. Pysarenko V.V. (2013). Food Security of Ukraine and World Food Crisis: Current Situation, Problems and Development Strategy. Scientific works of the Poltava State Agrarian Academy, 2(7): 9–19.
10. Danylyshyn B. & Lubchenko O. (2008). The marketing strategy of regional food market. *Bulletin of the National Academy of Sciences of Ukraine*, 5: 12–18.
11. Dubodyelova A.V., Yurynets O.V. & Fedoriv M.M. (2011). Organizational-economic mechanisms of environmental production at domestic enterprises. *Digest of the National University 'Lviv Polytechnic'. Issues of economy and management*, 698: 156–162.
12. Vasyutkina N.V. (2014). Formation of the management system for the stable development of an enterprise. *Economy of Development*, 2(70): 93–98.
13. Vitkov M.S. (2008). Intensification of agricultural production on an innovative basis: a monograph. Kiev, pp. 193–208.
14. Sirtseva S.V. (2008). Innovative potential as a component of the economic potential of an agricultural enterprise. *Bulletin of the Agrarian Science of the Black Sea Region*, 4(47): 115–121.
15. Mykhaylenko O.H. (2014). Development of organic agriculture in the system of Euro-integration processes in Ukraine. *Scientific digest of Kherson State University*, 6(3): 40-45.
16. Kyporenko V.V. (2014). Enhancement in ecological-economic mechanism of developing organic agricultural production. Mode of access: <http://www.economy.nayka.com.ua/>