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**WAYS TO OVERCOME ECONOMIC AND FOOD CRISES:  
THE EXPERIENCE OF THE EUROPEAN UNION AND THE USA**

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The foreign experience of overcoming crisis phenomena and achieving economic growth testifies to the effectiveness of a coordinated agrarian policy, based on the example of the countries of the European Union. There is the experience of Poland, which in the seventies of the last century changed the vector of development of the post-socialist country and attracted significant Western investments. In 1990, the country introduced radical reforms of the head of government Lesek Baltserovych in all spheres of the economy, which were called “Shock Therapy” [1]. The rapid rise in prices, primarily for food and utilities, had a negative impact on the population, which was forced to implement austerity. At the same time, the country signed the Association Agreement with the EU in 1991 and achieved a tenfold increase in GDP per capita – from 1.7 to 18,000 dollars. USA during 1990-2023 [2].

40% of the EU budget is directed to the implementation of the common agricultural policy (CAP) of the countries of the European Union. CAP directly affects the formation of the European food market.

EU Regulation 2021/2115, which establishes the rules for supporting national strategic plans developed by EU member states within the framework of CAP and financed by the European Agricultural Guarantee Fund and the European Agricultural Fund for Rural Development, is of fundamental nature. Also key are EU Regulation 2021/2116 of December 2, 2021 on financing, management and monitoring of the common agricultural policy. Such regulatory documents, supplemented by EU Regulation 2021/2117 of December 2, 2021, are significant:

- EU Regulation 1308/2013 establishing a common organization of markets of agricultural products;
- EU Regulation 1151/2012 on ensuring the quality of agricultural and food products;

– EU Regulation 228/2013 on special measures for agriculture in remote regions of the EU.

These regulatory documents implement the provisions of the Communiqué of the European Commission to the European Parliament, the Council, the European Economic and Social Committee and the Commission communication “The Future of Food and Farming” [3].

The Communiqué notes that the agricultural sector occupies 48% of the EU’s land, provides jobs for 55% of the population and is the most integrated food market in the world. At the same time, it is vulnerable to natural disasters, unstable price conditions, diseases and epidemics, and climate changes. Direct financial aid from the EU to the population was aimed at supporting 7 million farms, which cultivated 90% of agricultural land and accounted for 46% of their income. In recent years, such assistance has been reoriented towards “introduction of innovations, risk management, environmental protection and the fight against climate change, development of rural communities”. Farmers’ income growth should be ensured through “restructuring, modernization, introduction of new technologies, digitalization, precision agriculture, use of large data sets and clean energy” [3]. Taking into account the inefficiency of the concentration of all links of centralized management, control and audit, the EU sanctions policy, a decision was made to decentralize the specified measures by country, taking into account other policies and strategic plans. At the level of the European Union, only the goals and parameters of assistance, the main tasks and basic requirements for the formation of national strategic plans for countries, which will be agreed by the European Commission taking into account synergies, are established.

After the approval of the National Strategic Plan, within a year, each country must organize and engage a national network on agrarian policy (“national CAP network”), which is part of the European CAP network.

The updated common agricultural policy should ensure the spread of innovations, knowledge and digital technologies, slow down climate change and protect the environment, increase the adaptability of the agricultural sector and ensure fair incomes for the population. The urgent task is to reduce the innovation gap of the agricultural sector from other sectors of the economy through the dissemination of knowledge and the use of existing tools – the European Fund for Strategic Investments (EFSI), the system of European Structural Investment Funds (ESIF), the European Investment Bank (EIB), etc.

Much attention in the EU has been paid to tools for ensuring negative phenomena and risk management, which are caused by the volatility of prices

for food products and raw materials for their production, cataclysms, diseases and climate changes. To this end, the creation of a permanent communication platform at the EU level is foreseen, which will contribute to raising the awareness of farms, agricultural producers and farmers regarding prejudice and risk management. An integrated approach to risk management, distribution of functions and directions among member countries was also developed.

EU member states will be able to determine mandatory and voluntary measures aimed at implementing the main provisions of the EU within the budget of the countries and the EU. Requirements for environmental protection and climate change mitigation are mandatory for everyone. Financial incentives for compliance with non-mandatory standards will also apply. Among the tools for securing urgent risks and challenges are insurance in mutual support funds, reserving funds on deposits, etc.

The priority of the agrarian policy of the European Union is the development of rural areas, including at the expense of bio- and circular economy, clean energy, as well as smart villages, achieving a synergistic effect between the politicians of the member states of the European Union.

The updated Common Agricultural Policy of the EU pays great attention to the safety of food products and ensuring a healthy lifestyle of the population. Therefore, the promotion and promotion of healthy nutrition, the fight against overweight and malnutrition are priority areas of agricultural policy and the corresponding legislation that ensures it. In this context, it is important to use the available means to influence the change of conservative food preferences of the population towards healthy food.

A special Common Agricultural Policy Committee has been created to implement all measures in the field of agricultural policy by the EU countries.

Legislation, provisions and relevant regulations of the EU should become indicators of the development of the Ukrainian agricultural sector, as well as the acquired experience in the field of agricultural sector support and anti-crisis institutional solutions.

The support of small business, which increases its share in the economy of the countries and covers a large segment of the population, is of great importance in the EU countries. In particular, the "Credit Guarantee Fund" for small businesses was created in Poland as early as 1997, which over time expanded to regional funds for the support of agrarian and depressed areas. Since the crisis year of 2008, preferential taxation has been introduced for newly created enterprises that provide jobs. The Investment and Trade Development Agency operates in Hungary. Regional development holdings are also involved in the country. The experience of the USA in urgent service of small business customers by all available means – by phone, mail, personal meetings [4] is effective.

The level of support for agricultural production in certain regions is high, which in the USA was 10% of the value of agricultural output, in EU countries – up to 20% [5]. In the USA, instead of direct payments to agricultural producers, flexible risk insurance instruments were introduced, in the EU market support and direct payments and measures for the development of rural areas were introduced.

To overcome the consequences of the global food crisis caused by the military aggression of the Russian Federation in Ukraine, the countries of the European Union have developed directions that include solidarity support, achieving the stability of the food system and sustainable production, preferences for international trade with Ukraine, intensifying activities and cooperation with the United Nations.

Conclusions. The experience of overcoming crisis phenomena by the countries of the European Union and the USA testify to the effectiveness of the agreed agrarian policy of the countries and joint directives. In order to counteract food crises, it is necessary to increase the competitiveness of enterprises and the purchasing power of the population, to strengthen support for the agricultural sector. For Ukraine, the experience of the EU regarding concerted actions in the field of the Common Agricultural Policy, food security, support of the vulnerable population and small business is useful.

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