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FOOD SAFETY OF UKRAINE: THEORY AND PRACTICE

Organizational and legal mechanism of state governance of food safety in Ukraine is analyzed. Basic elements are identified. The problems of formation of a single mechanism of state governance of the given field are considered. The problems of reforming land relations and the development of the agro-food complex, export and import of food products, the entry and use of genetically modified commodities and raw materials, the lack of full-fledged organizational, regulatory and regulatory regulation and mechanisms of state food safety management - point to the importance of improving the state management of food security in country. Suggestions for their improvement were made. The priority of increasing the level of development of the agro-industrial complex, at the state level, encourages the use of other tools of management such as logistics, but which cooperate with the main traditional methods and means. The existence of an effective organizational and legal mechanism of state food safety management will create conditions for the development of the agro-food complex, which include functioning of the state control system for imported goods and control over the use of genetically modified commodities and raw materials.

Key words: food safety, state governance, regulatory basis, bioengineering crops, integrated approach.

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ПРОДОВОЛЬЧА БЕЗПЕКА УКРАЇНИ: ТЕОРІЯ І ПРАКТИКА

Проаналізовано організаційно-правовий механізм державного управління безпекою харчових продуктів в Україні. Базові елементи ідентифікуються. Розглянуто проблеми формування єдиного механізму державного управління даної галузі. Зроблено пропозиції щодо їх вдосконалення. Пріоритет підвищення рівня розвитку агропромислового комплексу на державному рівні стимулює використання інших інструментів управління, таких як логістика, але які співпрацюють з основними традиційними методами та засобами.

Ключові слова: продовольча безпека, державне управління, нормативно-правова база, біотехнологічні культури, комплексний підхід.

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ПРОДОВОЛЬСТВЕННАЯ БЕЗОПАСНОСТЬ УКРАИНЫ: ТЕОРИЯ И ПРАКТИКА

Проанализированы организационно – правовые механизмы государственного управления продовольственной безопасностью в Украине. Определены основные элементы и рассмотрены наиболее проблемные участки в формировании единого механизма государственного управления данной сферой. Сделаны предложения по их усовершенствованию. Приоритетность повышения уровня развития агропромышленного комплекса, на государственном уровне, побуждает к использованию еще таких инструментариев хозяйствования, как логистика, но сотрудничающих с основными традиционными методами и средствами.

Ключевые слова: Продовольственная безопасность, государственное управление; нормативно-правовая база; биотехнологические культуры; комплексный подход.

Problem statement and its connection with important scientific or practical tasks.

Development of Ukraine as the state and creation of new mechanisms for creation of the state requires improvement of methods and principles of governance. State orientation to new standards and forms of cooperation in the context of active European integration, and at the same time, in terms of social and economic crisis, need more drastic and effective changes. The need to identify key elements and components, conditions of implementation of state governance mechanisms in the field of food safety is determined by the complexity of the existing factors.

Food safety is one of the urgent problems of improvement of living standards and social protection of the population and it takes one of the most important places among the present problems of humanity. The range of the problems relating to provision of people with food of required quantity and quality, and forms the essence of the state food policy. Problems of reforming of land relations and development of agricultural and food sector, export and import of food products, supply and use of genetically modified products and raw materials, lack of proper institutional, regulatory and legal mechanisms of governance of food safety point to the importance of improvement of the state governance of food safety in the country.

Analysis of existing governing mechanisms reveals a number of disadvantages and problems that need improvement. And experience of other countries helps to identify and focus on more important areas of work related to the formation of competent level of state governance in the field of food safety of contemporary society.

The issues of identifying basic directions, namely, so-called components aimed at improving organizational and legal mechanism of state governance in food safety in Ukraine, are quite urgent. The importance of this issue is caused by the necessity to create an effective step-by-step mechanism for improving the food safety of the country just at the state level.

Analysis of recent research and publications on the problem under consideration.

Analysis of scientific publications concerning food safety shows that the main works of domestic scientists form views on improving economic and political governing mechanisms. Significant attention is paid to the identifying food safety in the system of ensuring economic security of Ukraine. Most of the works of domestic and foreign scientists indicate the importance of the problem of food safety from the standpoint of ensuring agricultural and food policy and regional security. In particular the works of A. A. Babenko, O. V. Berezin, V. I. Vlasov, A. I. Goychuk, V. A. Ilyashenko, V. P. Roikovskiy, P. T. Sabluk, E. G. Sergunin, A. V. Shubravskaya, V. P. Shcherban [1-16] and others should be mentioned.

However, despite the wide range of studies, there are a lot of unsolved problems concerning the improvement of organizational and legal mechanism of state governance food safety in Ukraine, which requires evaluation of the level of social security of food safety, analysis of regulatory and legal mechanisms, features of the state governance of genetically modified products etc.

Identification of certain issues that are not resolved in the chosen problem for research. Study of food safety problems in the context of state governing and ensuring its sufficient level in the current economic conditions cannot be considered exhaustive, because of the need for constant adjustment, improvement and adaptation to modern conditions.

Many different scientists and authors describe in their works economic aspects of the problems of food safety, food supply of regions, state regulation of agricultural complex. But there are no integrated studies of the problems of state governance of the safety and development considering this sector as a complex mechanism of state governance, namely, organizational and legal mechanism [15].

Formulating the goals of the article. The objective of the study is to review and to identify basic components and to form an integrated approach for improvement of organizational and legal mechanism of state governance of food safety.

An outline of the main material of the article with the justification of the scientific results obtained. The given stage of state development of food safety takes a significant place in the process of social and economic development of the nation. Conditions are created and mechanisms to oppose the economic threats, development of renewable processes in agriculture as a production base and increase of self-sufficiency of regions with food are formed in the system of food safety [6]. These aspects point to the increase of importance and urgency of the safety both at the state and the government level. When considering the problem of food safety, it should be noted that it is an important component of national security of Ukraine, namely, economic and environmental safety. High competition in the market is the main criterion of effective government policy in improving quality and ecological compatibility of consumer products. Implementation of these directions not only meets the needs and requirements of domestic consumers but also creates competitiveness in the foreign markets.

It is necessary to create an integrated approach to the improvement of organizational and legal mechanism of state governance. All components of the approach should be interrelated and interdependent; they should correspond to each other and to be consistent in time and space. Modernization of various sectors of state activity must work as a system, including various components (innovations, investments, institutions, infrastructure) and, as a result, favour the growth of food safety level.

Urgent problems, which are intensified by orientation of Ukraine to Europe, should be considered as strategic directions of integrated approach. As consequence, there is a need to ensure that both quality and level of food safety meet the global and domestic requirements.

One of the important phases of governance is identifying the current state, i.e. the state of development of the state governing mechanism. The results of the analysis of the system involving the study of the strengths and weaknesses of its activity can give the answer to this question. Analysis of the current situation of our country and identification of the ways of improving the state governing mechanism are the basis for determining structural components of the integrated approach.

An integrated approach is formed according to the blocks and lines of action. They reflect the main problems and ways of improvement of organizational and legal mechanism of state governance of food safety in our country. These integrated components are the stimuli for development of key directions of actions requiring the phased consideration.

The first block in the formation of the integrated state approach is reorganization in the system of Executive bodies and creation of the full-fledged authority, whose main task will become the development and implementation of the system of governance of food security of our country.

On the basis of the existing structure of public authorities, the introduction of several changes is proposed.

At present, the Central Executive body (Ministry) in the food supply system is the Ministry of agrarian policy and food of Ukraine.

Among the sub-legal acts those acts, which determine the legal status and competence of state regulation bodies in the field of food safety are separately picked out. First of all, we must mention here the Decree of the President of Ukraine "On the Ministry of agricultural policy and food of Ukraine".

According to the Regulations approved by the Decree, the Ministry of agricultural policy and food of Ukraine is the Central Executive body, whose work is directed and coordinated by

the Cabinet of Ministers of Ukraine. Ministry of agricultural policy of Ukraine is the main body in the system of Central bodies of Executive power in forming and ensuring implementation of the state agricultural policy, as well as in the field of agriculture and food safety of the state.

In our opinion, the field of food supply in the activities of the body is only determined in the objectives; implementation of food policy is not included in the scope of activities and powers. But, at the same time, creation of the additional central body would be irrational and economically inefficient.

To optimize the system of Central Executive bodies, to eliminate duplication of their powers, to ensure the reduction of administrative machine and cost for its maintenance, improvement of the efficiency of state governance, it is proposed to reorganize the Ministry of agricultural policy and supply of Ukraine into the Ministry of agricultural policy and food safety of Ukraine.

The enlargement of the functions of the authority in the system of Central bodies of Executive power is caused by the fact that just the activity of this body and its area of responsibility are directly related to the formation of food safety of the state. It is the authority, which is the most competent in the problems of the given policy.

Renewed Ministry receives additional direct responsibilities for food safety, namely:

carrying out the unified state policy in the field of food safety;

organizing of monitoring the state of food safety and control over the implementation of measures for its supply; taking measures to achieve and maintain the threshold values for food safety according to the main types of agricultural and fishery products and food;

taking responsibility for development and adoption of normative and legal acts on the problems of food safety;

implementing the established order of actions in case of emergency;

coordinating activities of Executive bodies in the field of ensuring food safety.

Creation of Executive body on the basis of the existing system of government should become the next step in the improvement of organizational and legal mechanism of state governance. In our opinion, this body will become the tool of the government structure, which can control the policy of food safety.

New Executive body will be responsible for monitoring the implementation of the state policy in the field of food safety.

State inspection of food safety of Ukraine should become a new Executive body. It should be created additionally and be a part of the Ministry of agricultural policy. This body should be a separate structure. It is caused by the fact that it will monitor the implementation of the state policy in the field of food safety.

Taking into account the fact that most of the functions of the Central Executive body are considered to be control and supervision over the compliance of state bodies and local self-government, their officials, legal entities and individuals of legislative act, the Central body of Executive power is formed just as an inspectorate [14].

Tasks and powers of this body do not overlap with already existing bodies of Executive power in the structure of the Ministry of agricultural policy. As it has already been noted in this paper, none of the bodies has powers and tasks of the direct food safety of the country, although their activities have an influence on food safety of the country. The main proposals in the regulation on State inspection of food safety of Ukraine are given in Annex E.

State inspection on food safety of Ukraine should work in a single system under the leadership of the Minister in the structure of the Ministry of agricultural policy, because this Ministry is given responsibility and authority regarding the policy of food safety of Ukraine in general.

Inspectorate interacts and supervises activities of other Executive bodies in the field of food safety in the structure of the Ministry, as they also have an impact and contribute to the creation and development of food safety.

Central Executive bodies interact at the horizontal level to each other. As they exist in the structure of the same Ministry, they supplement the work and sphere of each other.

The next block in the integrated state approach to the improvement of organizational and legal mechanism of state governance of food safety after the reorganization of the authorities is to improve normative legal support of food safety.

It is the matter of creating a complete, single and integrated normative legal document and improving the existing normative legal basis.

The attempts in creating a unified law in the field of food safety were made more than once in the country. The adoption of the given law did not take place because of the number of faults and the own views of the competent authorities. The main arguments are considered to be the following: a significant number of faults in the submitted bills, unnecessary of this document, and reasonability of implementing the “Unified integrated strategy for the development of agriculture and rural territories for the years 2015-2020”.

In the developed countries effective national food safety strategy is introduced, the laws are adopted. The U.S. Congress passed such law in 1985, having brought the problem of food safety to the major strategic tasks of economic and social policy of the country. In accordance with the law and additional regulations, the subsidies to farmers were increased, some protective measures for domestic manufacturers were determined, the program of export promotion was proposed, and the high degree of autonomy and preservation of arable lands were provided. Similar laws were adopted by other developed countries.

The main argument for adoption of the given bill in our country is the fact of the poor security of the Ukrainian food market. The state, in our opinion, does not impact the market enough. Specific mechanisms to ensure stability in the food market are needed. First of all, market demonopolization, the revival of consumer cooperation and more active work of state and private companies are important. Therefore, it is necessary to adopt Law on food safety.

But it must be emphasized that the Law should not oppose to the already existing strategy of agricultural development for the years 2015-2020. The strategy must be one of the basic parts of the Law; it will increase its action. This Law should describe responsibilities of each branch of government, at different levels of the state structure. It establishes responsibility of each body. The Law should be applied to the industry, ensuring production of agricultural and fishery products, their laying-out, storage, processing and selling; it should be also applied to agricultural science and education, solution of food and social problems.

Making the full-fledged Law “On food safety”, the reorganization in the system of public authorities, namely the Ministry of agricultural policy and food of Ukraine and establishment of the state inspectorate of food safety are the primary steps in formation of full-fledged organizational and legal mechanism of state governance of food safety.

The given problems are very urgent for any country. Focusing on improvement and increase of the level of food supply is a necessary requirement for modern level of living conditions. And that is the state that should create the fundamental basis for further development.

The next step in creating the integrated state approach to ensuring food safety should be the streamlining the problems of biosafety of Ukraine. Improving the quality and quantity of laboratories, creation of information database of products and manufacturers to track the movement of goods and raw materials containing GMO are the main directions of the work.

In most cases it is practically impossible to prevent the bringing both products and goods containing GMO to the country, so it is necessary to establish an efficient control system for maximum minimization of these organisms supply in the state.

When forming the integrated approach to the food safety, it is also necessary to consider the system of control over genetically modified organisms, namely:

inclusion of the authorized body of power: responsibility for control system use, development and testing the products and raw materials containing GMO; transparency of policy and prevention of faults appearance in the system of biological safety;

introduction of the corresponding system of control and accounting of the use of GMO at the state level at every stage: cultivation, harvesting, storage, transportation, processing, etc., both imported and domestic products;

increase of existing quantity and quality of laboratories work for determination of the content of GM organisms in the products or raw materials;

creation of the database of products and manufacturers using GMO.

In our view, just these stages and their full implementation will be able to improve the system of state regulation of biotechnology and the mechanism of state governance of food safety.

Genetically modified organisms have a significant influence on the level of food safety. Although there is a control and a number of legal documents to regulate this problem in our country, but it is still necessary to consolidate the duties and responsibilities in this course of action. Of course, it should be noted that the problem of ban on use of genetically modified organisms is very important for our country; it is an integral part of the total food supply of any state. Therefore, we believe it is proper to consider the given problem to be in the system of food safety. Today in Ukraine there isn't officially any strain of GMO, in accordance with existing regulations there should not be any product or raw material containing these organisms in our country. But as you know, the situation has much the worst result. Such products are not only freely available for population; some types of genetically modified plants have been grown on the territory of our state for a long time.

In our opinion, it is caused by the poor quality control system and poor funding the existing services to identify GMO in the country.

By the reason of lack of funds and lack of adequate state control system over GMO content in products in our country, laboratories do not check manufacturers on the subject of presence of biotech crops in the product. Checking is carried out at the expense of manufacturers, on their own free will. In most cases, such checks are done before selling products to the countries of the EU. Both the economy of the state and health of the population suffer from the use of low quality of goods and raw materials, the imperfection of the system of control of GMO content due to the large number of gaps in the existing regulatory system, lack of responsibility and presence of corruption schemes. It is necessary to increase financial support on the side of the state, bringing to an appropriate level of monitoring and improving the level of specialists training. As for the introduction of the corresponding system of control and accounting of GMO use at the state level at every stage: cultivation, harvesting, storage, transportation, processing, etc., for both domestic and imported goods, this experience exists in many countries of the world. So, Europe obliged all organizations using transgenic crops in their activities and relating to their production or use, to have and keep the related documentation for at least 5 years.

It should be noted that it is a very important experience, which must be introduced in our country, because just this information, if necessary, helps to monitor the ways of distribution of transgenic crops and their movement. However, we believe that not only tracking is

necessary at all stages: cultivation, harvest, storage, transportation, processing, etc., but also sharing this information with other states on the principle of information database. This base in our country should have full information about the product, raw materials, manufacturers, areas of cultivation and use, ways of using and moving the biotech crops. It is necessary to control the spread of GMO. It is just the control system not only within its own borders, but also other states, that will allow you to exchange necessary information. And although the system itself is not able to stop the penetration of GMO in the country, it will become an additional key factor of the state control system in prevention and informational support. The information base is quite relevant solution to improve the system of GMO use control, but this requires the approval of the state standards.

Our country needs not only implementation but also an effective system for monitoring the import, movement and production of GM products on the territory of our country. Taking into account the foreign experience, hard limit regarding the manufacture, import and labeling is more correct and acceptable position on genetically modified food raw materials and products of its processing [7]. Only through such tactics it will be possible to regulate completely and control over the movement of GM raw materials and goods in order to avoid possible negative effects of GMO use by present and future generations. The proposed methods help to implement consumer rights regarding free access to information about the state of the environment, food quality and right to information dissemination and, what is most importantly, help to lead the Ukrainian legislation to the regulations of the European Union.

It is the definition of mechanisms of state regulation on the use of GMO in the country, connected with the need for determining the impact of biotechnology on food safety of Ukraine that is an important issue, because solving the problem of food safety in our country is impossible without quality assurance and safety of food. Food safety must satisfy not only physiological needs of the population in food, but also create conditions to meet the needs for safe and healthy food. This product must comply with medical recommendations, the needs for full-fledged nutrition and individual state of the person. To solve these issues and problems it is necessary to create the system of safety that allows to avoid the risk of getting poor quality products using biotech crops. For proper use and operation of existing state laws and establishment of the work in this field of food safety it is necessary to take more decisive actions.

Next, and rather important part, are the issues of development of agricultural sector. As it is known, this sector of economy has undergone a significant decline. The complete modernization of the industry is required. But due to financial difficulties and lack of interest, both from the state and government, it is quite impossible to implement.

Having studied the practice and experience of other countries and having analyzed their results, we come to the conclusion that our country needs a fundamentally new approach to the creation and reorganization of socially important spheres of activity. First of all, new approach to establishing interaction and cooperation of private and public partnerships on the basis of existing public support tools is needed. Namely, in our view, creation and development of state program in the field of agriculture is important and promising. Therefore, the introduction of fundamentally new approaches to establishing the constructive relationship with business may be the prospect in the solution of the given problems. Public and private partnership (hereinafter PPP) is one of the ways for such cooperation directed to financing, development, implementation, and operation of facilities and infrastructure services, which were traditionally provided by the public sector.

Public and private partnership is such mechanism for successful involvement of private enterprises (business) in the state projects, the purpose of which is to achieve public welfare

[8]. In other words, it is the agreement on mutual benefits; each such agreement is temporary, since it is created for a specified period for completion of any project and it finishes immediately after its implementation. It should be noted that the state still remains the dominant party in this Alliance, shifting main risks, and consequently, the profit on the shoulders of the business sector. At the same time, it leaves the objects in the public property. In such kind of partnership the merger of resources of two economic entities, namely the property of the state and its potential, and the principles of governing and investing business representatives takes place. However, the most important factor is the existence of common interest of both partners.

Therefore, the main key elements in the development of food safety, in our opinion, should be creation and development of public and private partnership just in the field of agricultural sector. It should be noted that this program should be integrated with the existing and current national economic, social and environmental strategies and programs. Like in developed countries, PPP may be an effective and promising tool for economic and social development in Ukraine, both at the regional and local level. In particular, PPP is a means of raising funds for projects in which the state is trying, on the one hand, to keep control over important resources, and from the other hand, to establish cooperation with investors. As a rule, during such cooperation among the government and business entities the best results achieved, as well as public resources and invested money are used more efficient [8].

For development and full involvement of the state program of introduction of PPP in the agricultural sector, the following requirements should be considered as the main ones:

- parties of the partnership should be represented by both public and private sector;
- relationship of the PPP parties must be legally registered;
- they should be the partner, that means they should be equal;
- the partners must be agreed upon the objectives that enable to carry out the interests of each of the partners;
- the PPP parties must pool their resources (financial, labor, information) to achieve the agreed goals;
- parties of the partnership must allocate the costs and risks among themselves, participate in the use of the received results.

This activity is a new kind of activity for our state. In our country there is no experience of use of such associations in the agricultural sector, so, it is difficult to predict the speed and effectiveness at the primary stages. But relying on international experience, it should be noted that public and private partnership makes it possible to reconcile and ensure equal rights of the state and the business in the process of implementing social and economic projects, which are aimed, in our case, at achieving the goals of state governance within the program of agricultural sector development and, consequently, improvement of food safety in the country.

When implementing PPP in the activities of our economies, specific division of responsibility among the partners should be formed. We believe that each partner contributes to the overall project.

As foreign experience shows, the business can provide financial resources, professional experience, effective management, flexibility and efficiency in decision-making, abilities to innovate.

At the same time, more effective working methods are introduced, equipment and technology are improved, new forms of production organization are arisen, new enterprises are founded, and efficient relations with suppliers and contractors are established [4].

The government must provide responsibilities of the owner, possibility of granting tax concessions and other benefits, guarantees, and also allocate subsidized loans. When being a

part of PPP, the state will be able to fulfill its basic functions, namely control, regulation, compliance with public interests.

In our view, the following is important for policy concerning PPP:

to be transparent in the issues of property, taxation and when dealing with the conflict of interest;

to have an accurate mechanism of accountability of the parties in case of any risks;

to establish the authorized state body for monitoring PPP projects, which deal with the issue of partnership among public and private sectors;

to create economic and financial institutions for investing and guaranteeing an appropriate use of private investments;

to establish work of organizations, which will be responsible for the project appraisal and consulting;

both the private and the public sectors should be interested in elimination of corruption units;

to create independent organizations (public) for monitoring the effectiveness and transparency of the created projects.

It should also be noted that the implementation of the strategy for increasing the level of food safety at the expense of introduction of PPP is not possible without information, marketing and financial support.

The main ways of solving the problem of financing activities provided by the integrated approach, should become a mutual investment of resources for implementation of the planned projects from both the private sector and the state. State financial support at the expense of budget funds for lending to farming and private economies, private enterprises support is the investment of own financial resources or implementation of schemes of cooperation of investors with agricultural companies.

The use of marketing in the food safety system should be the next step in the improvement of organizational and legal mechanism of state governing. Information support for implementation of PPP idea in the activity of the agricultural sector is integrated with marketing.

Development of marketing program makes it possible to predict the turnover, to examine the needs of the consumer market, to study the reaction of the population to domestically produced goods and their competitiveness. The use of marketing research will determine what products will be in demand; pricing will satisfy a potential consumer.

Achieving such modernization of agricultural sector and solving the food safety problems is impossible without the use of advanced technologies, development of farms, the most complete harvesting, preservation and processing of crops, transition to new methods of management, creation of effective system of staff training and retraining [9]. The strategy aimed at creating an effective system of agricultural business, which would include, as it has already been noted, private farms, corporate agricultural enterprises and new forms of interaction of public and private partnerships should be developed and implemented. The importance of agricultural sector and food industry is applying advanced foreign technologies; in this case it is the use of new forms of marketing.

Equally important in the formation of food safety is not only understanding the needs for the product, but also the opportunity to meet them. To solve these tasks it is possible by means of the use of innovative areas of marketing, which are used in other countries.

One of the key objectives of marketing support of implementation of PPP should be the promotion of domestic production, namely work with the public, aimed at the support of qualitative products and goods of domestic production.

Today it is impossible to imagine any economic activities without marketing support. Practical marketing funds enable better adaptation of production to market conditions, particularly to the requirements of consumers, and in a broad sense they are capable to form rational needs [3, p.141].

However, the most efficient use of marketing is possible by the integrated approach that includes market research and prediction, development of methods of influence on the market, definition of the effective price policy, information system, development of marketing plan.

The priority of the increase of the level of development of agricultural sector at the state level encourages the use of such tools of management as logistics, but if they cooperate with the main traditional methods and means.

The use of logistics in agricultural sector is the introduction of logistics terms and methods in the mentioned area. These are new horizons both at the level of agricultural sector, and at the state level. Such practice already exists in other countries and gains development at the expense of efficiency and prospects. Realities of modern business require constant dynamic movement to improvement; they require implementation of new approaches, technologies and solutions for retention at the market.

It is the application of logistics tools that allows to reduce production costs, to increase productivity, to improve customer servicing, and, therefore, to obtain significant specific advantages in the domestic and foreign markets. It is necessary for agricultural sector, which has a strong export potential and ways for improvement [12].

If we consider the use of logistic approach at the macro level, including producers, storage facilities, processing plants and consumers, that combine the volume of expenditures of the enterprise in a single system, it allows to obtain positive results for each element of the system. In addition, development of the logistics system and global scale is imperative because, according to experts, it is the weak development of the logistics system at the state level that brought to the loss of significant part of the profit when storing and transporting the crops [11, p. 65].

Therefore, it is necessary not only to ensure production, but also to take care of the storage and network of marketing for the efficiency of agriculture; therefore, the attention is focused on the development of logistics in agricultural sector. Effective control over the material flows should be considered as essential condition for development of agriculture as one of the main budget-forming branches of economy of Ukraine [13].

In modern conditions of economy development there is a need for the enterprise to achieve market stability and to strengthen its position among competitors. The solution of this problem is connected with the formation of own market strategy, carrying out the continuous marketing research, monitoring micro and macro environment of the firm and development of certain behavior that will give the opportunity to develop and explore new market segments. The rational enterprise, which means successfully organized in time and space commercial activity that provides the appropriate mechanism and technology of development, is important for the enterprise. Therefore, the agricultural sector can be considered as logistics system, because in the broad sense, logistics covers all processes ensuring planning, regulation, management and control [12].

Thus, the proposed integrated state approach to improvement of the level of food safety at the expense of PPP introduction and marketing in agricultural sector is aimed at improving food safety, revival and development of agriculture through adequate funding and the latest technologies and control systems. It also helps domestic production to become more competitive and qualitative due to greater control from different sides. All this will help the

state to move to a new, more productive level of cooperation with other countries and will provide an opportunity to restore its image on the world stage.

So, all proposed components of the integrated approach are responsible for formation and operation of the full-fledged organizational and legal mechanism of state governance of food safety. It is the individual blocks and their basic elements that are aimed at the gradual establishment of the proper state policy. Formation, development and improvement of components of the state mechanism of management demonstrate the rationality and expediency of functioning of such organizational forms of the integrated approach.

Conclusions and prospects for further research. Proposed components for improvement of organizational and legal mechanism of state governance of food security are the directions of forming and raising the level of food safety.

The system of food safety of the country is a component of national security, which must be complete and dynamic in its development. Due to constant changes, both in the global and state economy, due to political and national realities of the country, environmental pressures and anthropogenic problems the food safety system must react quickly and adapt to creation of the most favorable living conditions for the citizens.

Summing up the written above, it should be noted that the integrated and systematic implementation of all the above mentioned organizational and legal measures will improve the efficiency of state regulation of relations in the field of food safety of our state, and, as a consequence, providing Ukrainian population with qualitative and safe food at the level necessary for normal living. It will also enable the agricultural sector to respond adequately to the situation on the food market, to improve the competitiveness of agricultural products of national producers and to realize the export potential of agriculture of Ukraine.

The proposed approach for improving organizational and legal mechanism of state governing the food safety of our country is aimed at improving and increasing the level of overall food safety. In our view, it is reorganization in public system and key areas of public policy that is a significant step in consolidation of further development and effective functioning of state governing.

So, the proposed elements and creation of the integrated approach to improvement of organizational and legal mechanism of state governance have the right to existence and development in the formation of an adequate level of development of the country's food safety.

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