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**О.Ф. Кирилюк****ТЕНДЕНЦИИ НА РЫНКЕ ПТИЦЕВОДСТВА В УСЛОВИЯХ  
ГЛОБАЛИЗАЦИИ**

*Аннотация:* по мнению автора, в современных условиях глобализации продовольственных рынков важное значение приобретают исследования состояния отечественного рынка продукции птицеводства с целью обеспечения населения полноценными продуктами питания. Установлено, что формирование спроса на рынке мяса птицы происходит главным образом за счет производства отечественными товаропроизводителями, импортные поставки за исследуемый период сокращаются и удовлетворяют преимущественно потребности предприятий.

*Ключевые слова:* рынок продукции птицеводства, отрасль птицеводства, экспорт мяса птицы, производство и потребление продукции птицеводства.

**O.F. Kyryliuk****TRENDS IN THE MARKET OF POULTRY PRODUCTION  
IN THE CONDITIONS OF GLOBALIZATION**

*Abstract:* according to the author, in modern conditions of globalization of food markets, the researching the state of the domestic market of poultry products in order to provide the population with high-grade food products is important. It is established that the formation of demand in the poultry market is mainly due to production by domestic producers, while imports for the period under review are being reduced and meet mainly the needs of processing industry enterprises.

*Keywords:* market of poultry products, poultry industry, export of poultry meat, production and consumption of poultry products.

*Relevance.* In modern conditions, the poultry industry is economically attractive. The dynamics of the market of eggs and poultry meat indicates an increase in demand

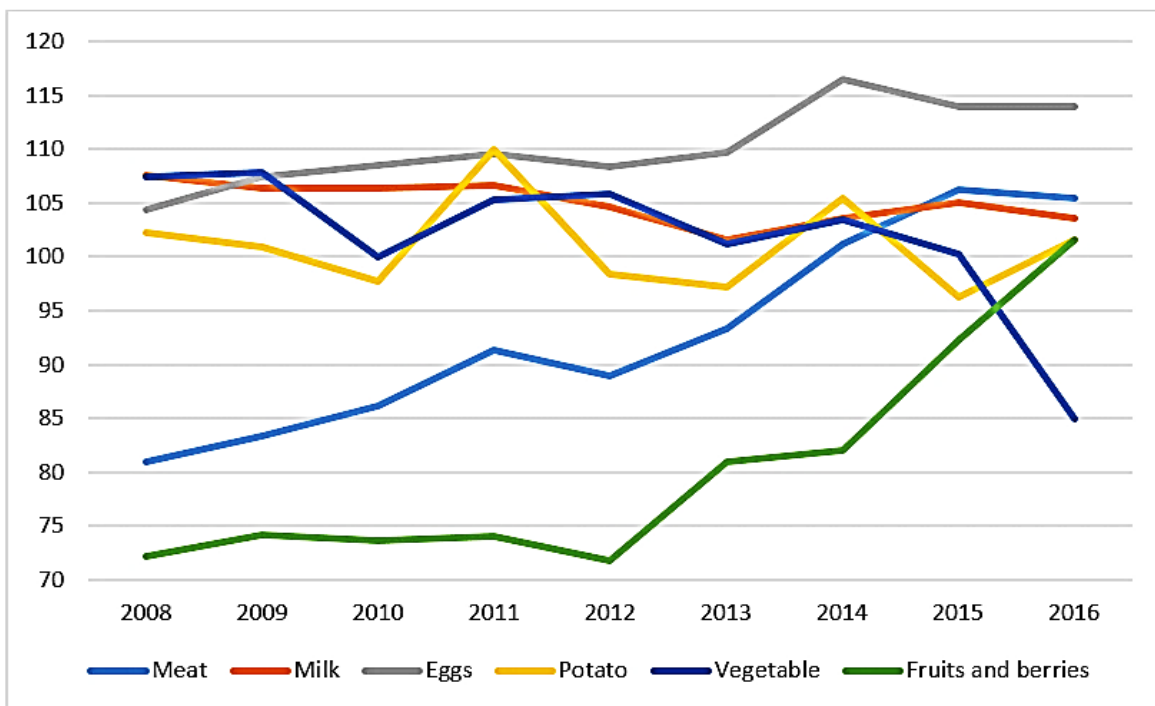
and supply for poultry products. The dynamics of the consumer price of meat confirms that the industry's dietary products are available to consumers. In recent years, poultry products have formed a segment of the market, use a stable demand and is an attractive business for investors. For ten years of the industry development in Ukraine (2008–2016), the share of poultry meat in per capita consumption increased by 50%, its share in the balance of consumption funds increased from 38.8% to 46.0%. During the period 1990–2000, the number of birds decreased due to the impact of both economic factors and the emergence of sharp outbreaks of bird flu. Since 2000, private industry has been reorganizing the industry, technical re-equipment of existing enterprises and construction of new poultry farms, veterinary support are improving. Over the past decade, in conditions of insufficient supply of other types of meat on the market, poultry enterprises increase the number of birds, increase its productivity, and increase the share of poultry meat in the structure of meat consumption funds. In solving the problems of ensuring the level of food security, as well as ensuring the protection of the interests of the domestic commodity producer, taking into account the purchasing power of the population, leading positions of poultry products are increased. Despite the rapid development of the industry, the creation of favorable conditions for ensuring the efficiency of poultry farming with a sharp rise in the price of energy resources, raising social standards of living of the population, and increasing competition in the domestic and foreign markets remain unresolved.

*Analysis of research and publications.* Studies of the problems of the development of the domestic poultry industry, tendencies in the development of a competitive environment in the domestic and world food markets are reflected in the scientific developments of well-known scientists: P. Boroday, R. Buryak, M. Ilchuk, D. Kyryliuk, V. Topykha, I. Svyynous, A. Yaroshenko and others. However, the poultry industry is developing at a rather rapid pace, and therefore requires constant attention and research on the trends in the development of the poultry production market in the context of the globalization of food markets.

The purpose of the article is to generalize the features of the development of domestic poultry farming and to assess the prospects for the development of the industry, to find ways to retain and enhance competitive positions in foreign markets.

Poultry farming in Ukraine is one of the industries that develop mainly through intensification of production, carry out expanded reproduction through the introduction of advanced technologies, the use of innovations and the production of competitive products. As a result of such intensive development of poultry farming in Ukraine, the level of self-sufficiency of the population with food products has significantly increased. Thus, for the period 2008–2016 the level of provision of the population with eggs, potatoes, vegetables, milk was the highest (Fig. 1).

*ЗМІНИТИ НАЗВУ В ТАБЛИЦІ ГРАФІКУ – ЧИ ЗНЯТИ НАПИС НА ГРАФІКУ.*



Calculated by the author according to the State Statistics Service of Ukraine. URL: <http://www.ukrstat.gov.ua/>

Fig. 1. Dynamics of the level of self-sufficiency of the population of Ukraine with basic types of food

The level of self-sufficiency of the population with meat in 2008 was only 81%, a self-sufficiency of fruits and berries was also low. In subsequent years, there has been a trend towards better food security for the population [2]. In this case, the indicator

for potatoes and vegetables are reduced, self-meat of milk, eggs, fruits and berries has tend to increase. Domestic poultry meat producers provided the demand of the population with their own production, which led to an increase the level of self-sufficiency of the population with meat in 2016 to 105.4%. During the period under study, meat production as a whole increased by 22%, including pork – by 27%, poultry – by 47%, while beef production decreased by 22%. The analysis of the dynamics of meat production showed that the production of beef and other types of meat is declining, while the total meat production was increased mainly due to the production of poultry meat and pork (Chart 1).

Chart 1

Dynamics of production of poultry meat in Ukraine (thousand tons)

Type of meat / Years	2008	2009	2010	2011	2012	2013	2014	2015	2016
Beef	480	454	428	399	388	428	413	384	376
Pork	590	527	631	704	701	748	743	760	748
Poultry meat	794	894	954	995	1075	1168	1165	1144	1167
Other types of meat	42	43	467	45	46	45	40	35	34
Total, thousand tons	1906	1918	2060	2143	2210	2389	2361	2323	2325
Average per capita meat consumption, kg	50,6	49,7	52,0	51,2	54,4	56,1	54,1	50,9	51,4
Including of poultry meat, kg	21,5	23,0	23,2	22,5	23,8	24,4	24,3	23,9	23,6
%	42	46	45	43	44	45	45	47	46

It should be noted that until 2012 the production of poultry meat has tended to increase, for 2013–2014 there was a reduction in the volume of production under the influence of a number of political and economic factors, in subsequent years there was an increasing of the production of this type of meat [3]. The increase in the supply of poultry meat in the food market was made possible by the construction of modern high-tech poultry farms. The increase of meat consumption per capita from 21.5 kg to 23.6 kg was mainly due to consumption of poultry meat, its share in the consumption structure increased from 42% to 46%.

The conducted researches showed that the formation of the supply in the food market occurred mainly due to own production of products (Chart 2).

## Dynamics of the balance of poultry meat (thousand tons, %)

Indicators/Years	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 к 2008 , %
Production, thousand tons	794	894	954	995	1075	1168	1165	1144	1167	147
Import	262	196	157	65	116	74	65	64	85	32
Total resources	1010	1084	1103	1082	1171	1258	1243	1209	1253	124
Export	9	19	33	50	82	146	176	163	241	26, 7 p
Consumption fund	994	1060	1066	1029	1086	1108	1047	1022	1008	101
The share of poultry meat,%:										
In the production of meat	41	47	46	46	49	49	49	49	50	+9
In the import of meat	48	45	42	27	27	22	32	41	46	-2
In the export of meat	32	48	69	63	66	80	81	66	80	+48
In the consumption fund	42	46	45	44	44	43	45	47	46	+4

Calculated by the author according to the State Statistics Service of Ukraine.

URL: <http://www.ukrstat.gov.ua/>

It was established that poultry production increased by 47% during the period under study. The expansion of production by domestic producers ensured the satisfaction of demand in the domestic market, as a result of which imports decreased from 262,000 tons to 85,000 tons. Import of poultry meat is intended mainly for processing at food industry enterprises. Studies have shown that during this period there was a significant decrease of the purchasing power of the population with a sharp increase of prices in the food market, which became an objective reason for the reduction in demand for poultry products in the domestic market and a decrease in the incomes of its producers. These prompted domestic enterprises to search for new product markets: since 2013, the export of poultry meat has increased actively. Large commodity producers are emerged to foreign markets, strengthening their export-orientation, expanding the geography of markets and increasing the volumes of sales.

The conducted researches allow to draw a conclusion, that the offer of the domestic vertically integrated poultry-farming enterprises will gradually decrease at escalating of export deliveries to the markets of the European Union, Asia and Africa. This will stimulate the development of farms in order to ensure the demand of regional markets of organic poultry products and will enable the implementation of the rural development program. Formation of demand and supply of poultry products on the food market will be formed under the influence of negative factors that caused the economic crisis in the country. The export-oriented strategy should be the basis for the development of the poultry industry for the future, which will allow to balance supply and demand in the domestic market, the import substitution policy that will stimulate the development of poultry farms, a balanced mix of interests of production, processing and market enterprises.

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