

TOOLS AND MECHANISMS FOR SUSTAINABLE DEVELOPMENT OF SUBJECTS OF ECONOMIC DEVELOPMENT OF THE FRUIT AND VEGETABLE INDUSTRY OF UKRAINE

Sustainable development of economic entities is based on the implementation of three main aspects of activity: economic, social and environmental. At the same time, "development" reflects the process of changing a particular object. It has already happened that transformations and changes are irreversible in the sectors of economy, as evidenced by the ability to expand reproduction. This also applies to the fruit and vegetable industry, as one of the promising sectors of the national economy related to food security. At the same time, combining the values of three elements, it is necessary to update the search for basic approaches to ensuring the sustainable development of economic entities in the fruit and vegetable industry.

In the article, mechanisms for regulating the development of fruit and vegetable production in Ukraine are disclosed. The fruit and vegetable industry needs the latest tools, which should be aimed at maintaining a stable economic situation, ensuring food security, market conditions and an adequate level of profitability of the fruit and vegetable industry is substantiated. Assistance in adapting business entities to the new conditions of functioning of the national economy is offered. Self-elimination of the state from stimulation of innovative processes and support of high-tech production of fruits and vegetables, has led to structural changes in the economy it was concluded. Small fluctuations in supply volumes, due to many uncontrolled entities, for reasons such as high or low yields, lead to a decrease or increase in prices for fruit and vegetables it has been shown that. The instruments of state intervention in the fruit and vegetable sector include measures of financial influence using the mechanisms of lending, market regulation, tax policy, direct budget subsidies. Tools for weakening the decline processes of high-tech business entities and the dominance of raw materials that are weak in the technological unit of farms in the conditions of transformation processes are proposed.

Keywords: instruments; regulation; mechanism; national economy; fruit and vegetable industry; economic entity; sustainable development.

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