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## **Institutional medium of food market: foreign experience and domestic realities**

**Aim.** To expose a role and place of institutes as a constituent of food market and on the basis of generalization of foreign experience to offer the methods of their functioning taking into account home realities. **Methods.** Aggregate of scientific receptions of abstractly-logical method (induction and deduction, analysis and synthesis, analogies and comparisons, normalizations and designs), and also monographic method and method of questionnaire. **Results.** The estimation of foreign experience of functioning of the institutes of food market, presented by public and interprofessional associations, is carried out, as co-ordinators of productive and sale activity of agricultural commodity producers. The normatively-legal providing of their activity is analysed in Ukraine and leading countries of the world. On the basis of generalization of world experience the methods of activation of their activity are offered. **Conclusions.** Basis of further development of the institutional providing is forming of corresponding normatively-right base, that is harmonized with the requirements of the European legislation that will provide strengthening of role of public organizations

*Key words: food, market, public associations, interprofessional association.*

An institutional environment and economic base form the complex institutionally-economic mechanism of adjusting of a foodmarket, that, in turn, provides for, : development of instruments of adjusting of demand and supply of agricultural produce and food, interregional barter, adjusting of agrarian sphere that gives an opportunity to form strategic approach in агропродовольчого market development.

The Institutionally-economic mechanism of liberalization and adjusting of trading in agricultural commodities gives an opportunity to define methods and methods of achievement of aims of policy the states that does not conflict with the requirements of the multilateral trade system WTO and take into account national economic interests.

Taking into account the different going near determination of institutes as economic category, offered at one time In. Нортон, Дж. by Hodgson and other researchers, determine the institutes of Agro-foodmarket development as an aggregate of norms and rules that regulate composition and relations of subjects of activity in a Agro-food sphere.

**Aim of researches** — to carry out the estimation of foreign experience of functioning of institutional environment of Agro-food market and on the basis of generalization to offer directions of their forming in Ukraine.

**Methodology of researches.** The scientific receptions of abstractly-logical method (induction and deduction, analysis and synthesis, analogies and comparisons, normalizations and designs), and also monographic method and method of questionnaire, were used.

**Results of researches.** Institutional development in modern terms is priority direction of improvement of control system АПК and foresees organization, co-ordination and development of operating under the effective use of aggregate of formal and informal rules and norms (laws, positions, codes of behavior, customs), intercommunications and co-operations that contain the terms of realization and limitation of economic activity at the Agro-food market. Taking into account it institutional Agro-food market development must be based on such principles: to the system of organizational and institutional transformations to all links of functioning of market and on all levels; balanced of institutes that provide

development of the system of adjusting of Agro-food markets; creation of complex informative material well-being of control system and reliable feed-back.

In relation to the normatively-legal providing of functioning of Agro-food market in leading countries, then here an important place is taken to adjusting of sphere of production and agricultural production distribution. Yes, in Canada the row of laws is accepted on the sale of Agricultural products.

Under the law on the purchase-sale the National council of agricultural produce (Agricultural Products Board), that operates on national and provincial levels, was created. An executive branch is the National agency from an agricultural produce.

In accordance with laws on a sale all payments to the primary producers, related to realization of their products, must be concerted with managing by National advice. According to laws on the sale into provinces and on an export on advice or agency there can be the fixed duties from control and adjusting of sale of any type of agricultural produce [2].

In laws on standards establishment of national standards is foreseen on, adjusting of rules of international and internal trade. Laws on the inspection of the brought in and taken out commodities provide securing of rights for consumers and inspectors, standard-setting for agricultural foods, grant of certificate with pointing of type, size, internalss of product, that he must answer. On producers, that supply with off-grade products, lay on a fine, and in a number of cases they get under a court.

Laws on an inspection and sale of seed provide the observance of rules of import or export of him from Canada, set, these seed can be used under what circumstances. Laws on the sale of grain-growing foresee adjusting of internal and external markets of this products. Main establishment that coordinates the sale of grain-growing is Advice from grain, it is fixed on that, : general supervision in quality and by transportation of grain, determination of his grade, organization of control after activity of grain-growing exchanges, observance of terms of storage, transporting and sale of grain, producing of licenses for the proprietors of elevators, management of money a fund for stabilizing of profits of producers of grain and oil-bearing crops [3].

In laws on suckling production distribution establishment of national standards is foreseen in relation to her quality: determination over of that or other product is brought; terms and terms of sale of dairies; the specific of packing of dairies, use of container is certain; sizes of bonuses for quality [1].

Council of milk, the basic function of that is control after processing, packing, transportation, import and export of dairies, payments to the producers of milk, creams and other products with the aim of stabilizing of prices on them, is created in a country.

Laws on meat production distribution provide the rules of inspection of meat of all kinds and bully beeves, order of their packing and marking, rule of purchase-sale, control after standardization of quality, loading and meat production, receipt of certificate distribution on meat products [5].

It is set that in Great Britain laws on a sale before their statement are examined in the associations of producers and consumers of agricultural products. All laws that touch interests of consumers are examined in Committee of consumers and accepted taking into account all remarks. After it they are examined by the minister of agriculture, fishing and food, and then parliament.

In Great Britain Law operates on the sale of Agricultural products, that is aimed at stimulation of production of agricultural goods; an assistance is in establishment of market prices; prognostication of prices is on grain-growing (on 4 months forward) in the basic countries of continental Europe; development of terms of payment of bonuses (an aim is an increase of interest of producers to the done early conclusion of contracts on the supply of grain); publication of a weekly bulletin about a price change on Agricultural products on local, national and world levels; realization of the experienced works is on questions, related to the production, processing and sale of agricultural products; stimulation by means of the special bonus fund of conclusion of contracts farmers on realization of mine-out by them products by industrially-trade firms; realization of purchases, storage and processing of Agricultural products is within the framework of the Single agricultural policy of EC [10].

Under the Law on the sale of Agricultural products Food advice that coordinates this question is created. Advice operates at national level and at the level of counties and has such rights: to determine

the conditions of sale of agricultural produce; to set minimum prices on them; to carry out a general supervision after standardization and quality and transportation; to render a financial help to the farmers, charges from storage and transporting; to enter into contracts with processing enterprises and trade firms, farmers; to conduct control after timely determination of standard of the assured prices depending on quality and standard on mine-out products [4].

In Great Britain the row of laws operates in relation to the sale of grain-growing and stock-raising products. Yes, laws in relation to the sale of grain-growing regulate him both up country and at the international market, and also sale of grain-growing through cooperative stores, standard-setting of quality on grain.

Laws on the sale of vegetables and fruit determine the basic channels of sale of fruit and vegetable products farmers, rules of storage, transporting, packing, activity, that gives an opportunity to produce the products of high quality and abbreviate losses, set wholesale prices, and also determine compensative payments to the farmers for a salvage [8].

By law by it calculations with producers come true after living mass of animals that are more perspective and answers interests of farmers.

In the complex of laws on stock-raising products an important role is played by laws on suckling production distribution, that provide standard-setting of quality on dairies, adjusting of prices on milk (the quantitative and quality indexes of products are thus taken into account), establishment of quotas on dairies, adjusting of sale of cheese and technology of his production.

In the USA laws on agricultural production distribution obligate Ministry of agriculture : to promote in realization of scientific researches; to perfect the methods of processing of Agricultural products, preparation of her to the sale, packing, storage, transporting, distribution and sale; to determine charges on a sale after the different channels of distribution; to perfect the standards of quality of Agricultural products and develop recommendations in relation to her sale; to participate in developments in relation to expansion of markets of sale; to collect information about a sale with the aim of grant of support to the farmers in relation to stabilizing of their profits, about balance between a production and sale of Agricultural products; to inspect, to classify, to determine the amount and terms of sale of agricultural foods in behalf on trade activity; to participate in the improvement of work of TCS; to collect, to process and summarize statistical data about a sale [7].

Laws in force provide the collaboration of Ministry of agriculture with state agencies, private research and consumer organizations, advices, associations, agencies, that engage in a production, transporting, processing,. Laws give a right to the minister to contract with agencies, private firms, institutes from processing and sale, production and transporting of Agricultural products; to inspect, to classify a technical personnel for a year and other Laws also give rights to Council of meat of cattle to appoint an executive committee; to conduct referendums among producers about activity of advice; to require establishment of procedure of realization of referendum (regulation is considered approved, when for him voted 50% producers) from a minister[6].

Thus, it is possible to draw conclusion, that in such countries as Canada, USA, Great Britain institutional bases of functioning of Agro-food market are developed, large attention is spared to the normatively-legal providing in the field of production and production distribution.

In relation to institutional principles of functioning of national Agro-food market it is possible to assert in Ukraine, that basic institutes of agrarian sphere are a disbalance, what is explain the unstable state of economy and inhibition of his development.

As the conducted researches testify, most public organizations are effective not enough. It is possible to name weak parties of functional activity of associations : duplication of part of functions by all groups; presence of superfluous functions that does not belong to the competense of concrete type of association; presence of the functions not provided with resource mechanisms; foresight of types of activity, not consonant with activity members of associations; an unconcordance of functional activity of associations is with obligations and responsibility of their members [9]. The state must create favourable terms for converting of these professional associations into interprofessional.

Professional associations are confessed by public organs obligated before the state to carry out an economic policy the ultimate goal of that is collective advancement of products to the market.

Within the limits of one productive subcomplex (chain of advancement of products to end-user) one interprofessional association confesses only.

Interprofessional associations in an agrarian sector, unlike the above enumerated types of enterprises, operate exceptionally within the limits of interprofessional agreements and, steadily adhering to them, have a right in support the state.

An extremely unfavorable economic situation that was folded in an agrarian sector predetermines the necessity of acceptance of the special legislatively-normative acts and realization from the side of public organs managements of concrete measures, that would strengthen possibility of commodity producers to defend the economic interests, adhering to here the competition in a form that is widespread in the countries of market economy.

The analysis of norms of current legislation testifies that there is not only conception of the legislative adjusting of activity of organizations in Ukraine, and thus, and only model of self-regulation. As it was already marked, compatible normatively-legal act that would ration the features of organization and activity of саморегульвних organizations in Ukraine, it is not yet accepted. At the same time, branch normative acts in that there are positions about organizations also do not offer the only going near the settlement of their activity.

Agricultural producers expect the receipt of benefits from the associations of economies and enterprises of Agro-foodsphere (id est economic associations that is created for realization of joint activity from advancement of agricultural produce and food at the agrarian market. Satisfaction of these expectations means development of self-government in economic activity and can be realized in practice on condition of improvement of the Commercial code of Ukraine in part of him the legal field.

Therefore economic associations of enterprises and economies in a counterbalance by the professional association of those or other specialists (physical persons) that is created for defence of interests of their members within the limits of the legal field of «Law of Ukraine about the association of citizens», must develop not on principles of opposition and protecting from officials and agribusiness, but on principles of economic-state economic partnership and democratization of state administration.

Economic associations must be in a Agro-foodsphere, from one side, by the agents that render to them services in the representative office of interests before the state for the facilitation of access to money of state support, and also infrastructural and marketing services in advancement of to the market, and from other side, to come forward as agents of the state, that part of administrative plenary powers is passed to from realization of public agrarian policy.

The institutional system of Agro-food market depends also on the applied mechanisms of the internal and external adjusting. In the field of the internal adjusting — it first of all system of taxation, favourable crediting, investment help and other In the field of the external adjusting is the system of tariff quota, custom-tariff adjusting and other activation of organizations of producers of products, that must to a full degree use the possibilities given to them, has the Most value.

## **Conclusions**

In Ukraine on national and regional levels a normatively-legal base that is oriented foremost on the increase of production of agricultural goods is mainly formed, however by a less measure — on adjusting of her sale at subzero activity of associations of agricultural commodity producers in these processes. As convinces experience of the world countries, effective Agro-food market development must be based on institutional basis, that foresees, except the developed normatively-legal system, exchanges, intermediary and wholesale food markets, auctions and other structures through that and with participation of that motion of agricultural raw material and food is provided.

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