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## **Diagnostics of relation of consumers of Lviv area to production and consumption of organic food stuffs**

The purpose. To clarify items of different layers of population of Lviv area concerning assessment of situation on production and consumption of organic food stuffs in Ukraine. Methods. Marketing research was realized using quantitative methods of questionnaire. Results. Low level of popularization of organic food stuffs in Ukraine, as well as low level of awareness of the population with advantages of organic production, weak co-ordination of stable channels of its sales and advertising is determined. Conclusions. Results of assessment of situation by population of Lviv area concerning production and use of organic food stuffs in Ukraine testify to insufficient level of popularization of these products, low level of knowledge of the population about their advantages before traditional food stuffs and high useful properties; weak co-ordination of stable trade channels of production of ecologically oriented production.

*Key words: organic production, ecologically safe products, marketing research, target consumers.*

The most widespread alternative method of farming in the world is organic production. It creates potential opportunities to meet the growing demand of consumers for eco-friendly and safe food for people. Today, 37.2 million hectares of land worldwide are used for organic production. Australia, New Zealand and Oceania are the region with the largest agricultural area (12.2 million hectares), followed by Europe (10.6), Latin America (6.8), Asia (3.7), North America ( 2.8) and Africa (over 1 million ha) [10]. Despite the slowdown in the growth rate of the global economy, the volume of sales of organic products on the world market is increasing. According to Organic Monitor, sales of organic food and beverages amounted to \$ 63 billion. The United States in 2011 Compared to 2002, the organic products market grew by 170%. The largest demand is for organic products in the countries of North America and Europe. These 2 regions cover over 90% of all sales. Although organic agriculture is today on all continents, the greatest demand is observed in these regions. The production of organic food in other regions, especially in Asia, Latin America and Africa, is mainly export-oriented. In some countries, the organic sector is almost entirely dependent on exports [10]. The countries with the largest markets for organic products are the United States of America (EUR 21 038 million), Germany (6 590) and France (EUR 3 756 million). The highest per capita consumption is observed in Switzerland, Denmark and Luxembourg. The largest shares of the market are Denmark, Switzerland and Austria [10]. There is every reason to assert that the supply and demand for organic products are determined by the economic development of the regions. The development of the production of organic products in Ukraine began one and a half decades ago, but has acquired a special activity in the last 5-7 years. This is evidenced by the gradual increase in the area of certified organic land and the number of organic farms, which mainly specialize in the cultivation of such crops as grain, leguminous plants, oilseeds, vegetables and berries [5]. Thus, according to the Federation of Organic Movement in Ukraine, in 2012, 270320 hectares were used for organic farming under 164 certified state aid [13].

The development of the organic movement in Ukraine is concerned with: the Organic Federation of Ukraine,

the Association of Clean Flora, the Poltava Organik Association, the International Community Organic Producers Association BIO Lan Ukraine, the Organic Farming Club, the Union of Organic Agricultural Producers Naturproduct, Lviv city public organization "Ecoterra" and many other organizations. The main reasons for the increased attention to ecological management in the world are as follows: the use of chemicals for several decades, since the middle of the 20th century, caused significant damage to the environment (depletion of natural resources, deterioration of soil fertility, erosion, etc.); High energy price: the amounts used for artificial mineral fertilizers and synthetic pesticides are not bought up by harvest; Farmers' profits decreased; The public view has changed on the environmentally harmful environment that is spreading intensively in chemical agriculture and the possibilities to reduce this threat; The demand for environmentally friendly, safe products for health has increased, as people are reflecting on their future [7]. Analysis of recent research and publications. Many domestic scientists pay close attention to the introduction and development of organic production in Ukraine. The most famous are the work of VI Artisha, H. A. Berlach, M.I. Kobtsa, E.V. Milovanov, O.V. Rudnitskaya and others. In the writings of many scholars, the basic principles and methods of conducting organic farming [2] are determined and the necessity of its widespread adoption is grounded [1, 4, 12]. However, issues of studying the provision of consumers with commodity products of organic producers are still underdeveloped. The purpose of the research is to find out the position of the Lviv oblast on assessing the situation regarding the production and consumption of organic food products in Ukraine. Materials and methods of research. For conducting marketing researches, a quantitative method of questionnaire was used. The questionnaire consisted of ten main questions (closed type) and two questions about the respondent. The sample size is 500 respondents, among whom 60% were female and 40% were male. Research results. A question was formulated to determine the attitude of respondents to the organization of organic food production. The results of the answers to the question: "How do you assess the situation regarding the organization of production of environmentally safe (organic) food suppliers?" Is given in Fig. 1. The opinions of the respondents were distributed so that almost a third of people (36%) consider the situation as "complicated" with the production and consumption of this product, 27% - "very complicated", 28% - "favorable" and only 9 respondents - "More favorable". Almost 2/3 of the respondents (63%) believe that the situation with production and consumption of organic produce is difficult.

Fig. 1. Distribution of answers of the respondents concerning the organization of production of organic food products: k - favorable; □ - more favorable; @ - complicated; With-very complex

In market conditions it is important not to produce products, but to successfully implement them, so we are interested in the attitude of the population towards consumption of organic food products. Analysis of responses concerning the attitude of the population of the country to the consumption of organic food products, the results of which are presented in Fig. 2, has shown that the majority of respondents (64%) consider insufficient attention to the consumption of organic food products among the population, and 18% do not interest in this issue at all. The results of the respondents' answers can be explained by the low level of awareness of consumers with the peculiarities of organic products, which is consistent with the results of marketing research I.M. Volkoy [6], according to which the question "How much do you as a buyer are aware of the peculiarities of organic products?" - 10% of respondents answered "nothing is known", 15 - "partly known", 15 - "well-informed", 25 - "interested", 30 - "there is a desire to buy" and only 5% - "active buyer" [6]. It is necessary to note the low level of consumer confidence in the quality and ecological purity of food products, both domestic and imported. This is evidenced by the results of the survey respondents, typed in the table. This distribution of responses is evidently due to lack of awareness of consumers with guarantees of high quality of these foods, lack of knowledge about eco-friendly food products and their advantages over traditional foods. In addition, such survey results can be explained by the fact that in Ukraine there is competition among unscrupulous Ukrainian producers and sellers of food products that use the term "ecologically pure product" in advertising or marking products, "cultivated in an ecologically clean zone" Without the appropriate legislative framework. It is hoped that with the adoption of the Law of Ukraine No. 425 - // II "On Production and Turnover of Organic Agricultural Products and Raw Materials" [9], which sets the legal basis for the effective effective development of organic agricultural production, it is impossible to do the following: Phenomenon as "pseudo-organic food", misleading consumer. Business entities that mark their products as organic are obliged to bring their activities into compliance with this law within six months. Currently, the specialists of the organic sector of Ukraine are developing relevant substatutory acts, amendments and additions to the above-mentioned normative document, which should strengthen its role in production practice.

Fig. 2. Distribution of answers of the respondents concerning the level of attention of the population of the country to the consumption of organic food: and - enough; □ - partially; W - not enough; W - this question is not paid attention at all; W - did not reflect on this problem. The level of public confidence in the quality and ecological purity of food products of domestic (A) and import production (B), % of the number of respondents

The preliminary results of the analysis confirm the data of questionnaires on the usefulness of organic food and the level of consumer awareness in the places where they are implemented. So, although most respondents buy food in supermarkets (40%), grocery stores (31%) and in well-organized markets (40%), but only 3% of respondents are aware of the points of sale of ecologically pure products. Also, on the question "How do you rate the attractiveness and arrangement of places for the implementation of environmentally friendly products by trading enterprises of Lviv region?" 11% of respondents replied: "There are no such places for implementation", 32 - "not familiar" and 25 - "this issue Practically nobody is engaged ", 32 - " partially decorated "and only 3% of respondents said that they are" properly decorated ". As the world experience shows, the demand for ecologically clean products in most countries is limited by the volume of supply. For Ukraine, this trend is also relevant. If in Kiev today there are specialized shops where you can buy organic food products, in particular the trading house "Organic Era", "Eco-shik", "Natur Boutique", then in Lviv the network of these stores is not developed, hence it is clear A low percentage (3%) of the answers to the awareness of sales outlets for the sale of organic products. In addition, in the capital, organic food products can be bought in most major supermarkets: MegaMarket, Bill, Metro, WestLine, Milky Way, Furshet Gourmet, Sheremetyev, "Land", "Country Life". Speaking about Lviv, it is possible only in the network of supermarkets "Furshet", "Silpo", "Arsen". At the same time as the insignificant supply of goods is insufficient awareness of potential consumers. Such data was obtained in [8], where the formation of consumer demand for environmentally friendly products was analyzed: 66% of respondents indicated that they did not buy ecologically pure products due to their lack of trade networks, 39% because of insufficient Its assortment.

Fig. 3. Level of awareness of consumers with restaurants, where organic food products are offered: - such establishments operate; □ - partially functioning; - catering establishments with individual proposals; And - no one cares attention to this issue; W - not aware of

Fig. 4. Distribution of the answers of the respondents concerning the level of coverage in the mass media on the benefits of organic food products: ■ - enough; W - partly; W - not enough; - this question is not paid attention at all; W - not aware

Abroad, the food service sector in restaurants is very interested in purchasing organic raw materials. We have such units, and therefore the results of respondents' answers are understandable. It is established that the level of awareness of consumers with restaurant establishments, in which ecologically clean food products are offered, is also very low. Only 11% of the respondents reported that such establishments are known to them, 17% know about food establishments, where there are separate proposals for environmental products, and 25% tend to answer that such institutions function partly (Figure 3). However, there are already available on the market of services and organizational catering (outbound catering), offered by the company Organik Era, Natur Boutique, Eco-Shik, Glossary. The pioneer in introducing the maximum possible (the range of organic products is still not complete) organic menu for its inhabitants has become a network of eco-hotels "Mezzan Blanche". Significant event in 2013 was the interest shown by the HoReCa trade area (hotels, restaurants, cafes) prior to the introduction of organic products [11]. As to the question about the establishment of advertising in Ukraine of clean and healthy food suppliers, the answers of the respondents were distributed as follows: only 10% of respondents believe that such advertising is, and it is quite effective, however, 14% stated that there is no such advertisement at all, 11% - that such advertising is not enough money and 20% of respondents said that such an advertisement is, but it is ineffective. One-third of respondents (35%) said that they did not trust advertising at all, and 6% said that "it is difficult to answer this question". The survey data showed that half of the respondents (51%) considered insufficient media coverage of the benefits of organic food products, while 13% did not pay attention to this question at all (Figure 4).

In order for the organic food sector to become more active, it is necessary to start with the influence on the consciousness of people, to increase their level of culture of healthy eating. Low awareness of the population on the use of organic products, their benefits and the positive impact on the preservation of ecological state of the environment is determined by the low demand for these products. It is necessary to further increase the

population's formation that organic products and organic food products are produced: without the use of fully soluble mineral fertilizers; With the application of alternative methods of protection against diseases, parasites and weeds; Without the use of substances that accelerate growth, and hormones; Without the use of genetically modified organisms; Without the use of ionizing radiation; Taking into account the biological and behavioral needs of animals; With limited use of veterinary medicinal products; Using plants and animals adapted to local environmental conditions; Without the use of hazardous chemical impurities; On the basis of rules and regulations. In order to increase consumer confidence in the quality of organic products, the issue of certification of organic production should be explained to the public, which in all countries is based on the four basic principles of organic agriculture developed by the International Federation of Organic Farming (IROAM), such as: The principle of health (organic farming must support and improve the health of the pound, plants, animals, humans and the planet as a single and indivisible whole); The principle of ecology (organic agriculture must be based on living ecological systems and cycles, working, co-existing with them and supporting them); The principle of justice (organic agriculture must be based on relations that guarantee justice in the light of the general state of the environment and living conditions); The principle of care (the management of organic farming should have a preventive and responsible character and be oriented towards the protection of the health and well-being of present, future generations and the environment)[14].

### **Conclusions**

The results of the evaluation of the position of the population of Lviv in relation to the situation with the production and consumption of organic food in Ukraine have shown an insufficient level of popularization of these products, low level of information of the population about their advantages over traditional food products and high useful properties; The weak stability of stable sales channels of ecologically oriented production, etc. Due to the low availability of organic products for the consumer, lack of proper advertising about its qualitative indicators in a significant part of consumers there was a loss of confidence in it. To form a positive attitude towards organic production is possible not only through a campaign of shi-year advertising on the Internet, but also in the mass media, but also integrating the study of the topics of organic production and its benefits to the educational programs of higher education from different disciplines, in particular for special Alisters in the field of tourism and hotel-republican affairs, who have to provide quality food services to tourists from all over the world. Most consumers around the world are interested in saturation of the consumer market with organic products, as it contributes to improving both the health of people and the state of the environment. Increasing awareness in the society about the value of consumption of products produced in the process of environmentally safe production will help to establish a stable demand for organic food products.

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