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## **MODERN STATE AND PROSPECTS OF MARKET OF MILK AND MILK PRODUCTS DEVELOPMENT**

Milk industry belongs to lead in food and processing industry which forms an attractive enough after volumes market. Milk and dairy products today is one of basic valuable food stuffs, what rich in squirrel, irreplaceable amino acid, oligoelements, vitamins and other useful matters. Providing of population milk and milk products, closely associated with suckling market development, functioning of which depends on the high-quality source of raw materials, state of production, market infrastructure, solvency of users. It testifies to importance of stable development of their production and sale, effective functioning of processing enterprises, increase of competitiveness. It is for this purpose necessary to own reliable state information and strategic directions of future expansion suckling market. The principal assortment items of soul-milk group is kefir, yoghurt and cheese. Plenty of yoghurts with different food ingredients, such as a strawberry, banana, peach, pear, and others like that, allow to satisfy the necessity of every user. This products are competitive and has demand not only at the domestic market but also outside Ukraine [4].

Raising of task. To analyse consisting of suckling industry of Ukraine. And also to select all positive and negative tendencies which take place at the suckling market.

Food industry is characterized a downstream, considerable decline of assortment of products, grave finansovo-ekonomichnim condition of most enterprises, high coefficient of wear of capital production assets, especially them active part.

Depending on demographic indicators differ and priorities at the choice of dairy products, these differences are unimportant although.

So in the consumption of suckling products by both men and women, milk has the greatest specific gravity (about 30%). In relation to age-old categories, only persons to 18 years most love to consume sour cream (28,4%), and other give advantage milk, thus in the consumption of milk products milk has the greatest specific gravity for people senior 56 years, presumably, with their low purchasing power. The basic users of sour cream among different age-old categories are persons from 31 to 40 years (31,4%); to kefir and yoghurt – in age from 18 to 30 (accordingly 25,6% and 26,5%); to cheese – from 41 to 55 years (11,2%).

Gradual growth of welfare of population is accompanied the change of pattern of consumption, new requirements, to quality of products which are offered a market, that demand occupies the incident to him place of factor which determines suggestion gradually.

Today in Ukraine about 350 enterprises are on processing of milk.

In connection with a considerable competition at the raw material market the production of the prepared suckling goods is all in a greater degree concentrated on large enterprises which inlay a considerable money in modernization of production, mobile react on changing of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, extend the market of sale due to export deliveries. Such amount of enterprises results in a volume, that a market "podrobleniy" enough, in the number of most companies - Milkilend, VimmBill'Dann, Lactalis, Danone, Zlagoda, Rainford, Galychina [1].

The crisis of the Ukrainian economy did not go round suckling industry. Among the basic problems of suckling industry it is possible to name such: low level of the technological rigging of milk plants, ramshackle equipment; lack of development of market infrastructure; low level of material well-being and work-load of powers raw material; low quality of eventual products of enterprises of suckling industry; narrow-mindedness of possibility of wide differentiation of assortment is through low quality of raw material; decrease in demand on the products of processing in connection from low purchasing power of population of area, in particular rural districts; high level of competition from the side of powerful enterprises, equipped a modern equipment and technologies which produce suckling products under the known commodity brands «President», «Lasunka», «Balance», «Fanni», «Danone», «Veselyy milkman» and other. At the raw material market the enterprises of district scale a large competition is made by the leading enterprises of cities, which can offer to higher purchase prices the agricultural commodity producers. In the total district milk plants lose the local source of raw materials and forced to buy in raw material outside a district which results in additional charges on transporting, and consequently, promotes the charges of production and vacation prices on the prepared products.

The important problem of suckling market development is a source of raw materials. In connection with a considerable competition at the raw material market the production of the prepared suckling goods is all in a greater degree concentrated on large enterprises which inlay a considerable money in modernization of production, mobile react on changing of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, extend the market of sale due to export deliveries.

One of ways of improvement of quality and competitiveness of suckling products, that and conduces to strengthening to industry, - there is an association of enterprises - producers of suckling products with private small farms and economies of population. Experience of foreign countries testifies that integration in suckling industry is an objective process that is related to the necessity to promote efficiency of commodity production and competitiveness of suckling products, both on internal and on world markets [5].

Conclusions. The analysis of tendencies and prospects of the Ukrainian market of milk and dairies development allows to draw conclusion, that one this market niche of most, dynamic and cost-effective, and, thus, and most perspective.

But market of suckling products development depends on production of milk and state of stock-raising volumes in a country. Further development of молокопереробних enterprises will depend on possibility to pay off after present obligations and form farms that will provide a production own raw material. A necessity is a transition of mutual relations with the producers of milk on a qualitatively new level, creation and equipment in the settlements of молокоприймальних points, improvement of the system of mutual settlements.

Connection with a considerable competition at the raw material market to the producers of the prepared suckling products it is necessary to create associations that will inlay considerable money in modernisation of production, mobile will react on the changes of the state of affairs of market, constantly increase the assortment and, not to lose the niche of market at the terms of seasonal deficit of raw material, will extend the market of sale due to export deliveries.

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