

We recommend considering trust with such dimensions as satisfaction, adaptation, power/dependence, communication and commitment. It will contribute to make the strategic partnership as effective as possible the companies will be open to information sharing, cooperation and even sharing technology.

References:

1. M.Bensaou, "Portfolios of Buyer-Supplier Relationships", Sloan Management Review, volume 40, number 4, 1999, pp. 35-44.

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## **USING GLOBALGAP TO PROMOTION IN THE MARKET OF EGGS**

«AVANGARDCO IPL» is the biggest agroindustrial group of Ukraine. Its companies specialize in manufacture of hen's eggs and egg foodstuffs. The production cycle of «AVANGARDCO IPL» is vertically integrated. The company consists of: 19 battery farms; 3 reproducers of II degree; 10 zones of youngsters breeding; 6 formula-feed plants; and 4 storehouses of egg long-term storage.

For advancing in the market the enterprise actively uses various standard and regulations including: ISO 22000:2005 (Requisitions to organizations of production and delivery chain), CAC/RCP 1-1969 (International codex of general principles of foodstuff hygiene), International codex of hygiene practice regarding eggs and egg foodstuffs, GMP (Good Manufacturing Practice) – Good Manufacturing Practice, StandardGAP (good agricultural practice) – Safety of agricultural products.

At the same time the standard of assessment of agricultural products quality, such as EurepGAP (Euro-Retailer Produce Working Group), is widely applied in Europe. In 2007 its new version was suggested, it was named GlobalGAP. Today GlobalGAP is the most progressive system of certification of agricultural production in the world. At the same time the part of crop production is 74%, the part of stockbreeding production is 17%, the part of aquaculture is 9%.

The key element of the certification according to this standard is support of such important fields as: labor protection and industrial sanitation, environmental protection, risk level of manufacture, procedure of complaints, procedures of tracking and return of production, state and correctness of a collection, processing and storing of production, etc.

The principal mission of the voluntary standard GlobalGAP is forming of a stable trading network for reprocessors and public catering establishments.

Standard GlobalGAP has a real benefit for «AVANGARDCO IPL»:

- Increasing of allegiance of bulk buyers at the expense of safety of production. Supermarkets are interested in purchasing of exactly such production.

- Use of GlobalGAP demonstrates openness and responsibility for its production, which is favorably told upon an image of an enterprise.
- In connection with the reduction of complaints relative to low quality of production long-term relations as for delivery are becoming better.
- Rise in purchasing prices may happen.
- Certification according to GlobalGAP is the most important part of a successful and enjoying equal rights entry to the world market.
- Certification according to GlobalGAP gives an opportunity to move to the strategy of attraction of an ultimate consumer, to create confiding and reliable relationships in the whole chain of sales from a manufacturer, a reprocessor to an ultimate consumer.

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## **INFLUENCE OF 4C ASSOCIATION ON COFFE MARKET**

The coffee sector is confronted with many pressing issues: climate change, lack of interest from the next generation of coffee growers, aging coffee trees, and inadequate finance or land to name a few. There are no easy answers to the sustainability challenges threatening coffee supplies.

The members of the 4C Association have developed the 4C Code of Conduct, which sets social, environmental and economic principles for the sustainable production, processing and trading of green coffee.

The 4C Association's goals include poverty reduction in coffee producing countries, protection of the environment, and improvement of farmers' living conditions. The main target areas of the 4C Association include: labour conditions, working hours, child labour, deforestation, wastewater management, soil fertility and more.

The overall financial situation of the 4C Association continued satisfactorily in 2013 with revenues 5% over and expenses 6% below original estimations. What brought up revenues is primarily fees from new members to the amount of €199 000. This positive development made possible two supplementary budgets over the course of 2013 and led to an asset growth of €46 000.

Open receivables were further reduced, which highlights the loyalty and satisfaction of members. Investments were rather moderate (€54 000), in accordance with 2013 planning. On the Property and Liabilities side of the balance sheet, fixed reserves were defined by the Council to be €570 000 after a comprehensive risk analysis. This renders retained earnings to be currently €364 000, paving the way for increased investment activities in the future.