

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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THE MARKET OF PORK, ITS CURRENT STATE AND PERSPECTIVES IN UKRAINE AND KHARKIV REGION

To reach the highest results of business activities, the agrarian enterprises should sell their products at the highest price and in the shortest terms. It is impossible to do it and to satisfy the consumers' needs without stable market functioning.

In this article the current state and tendencies of pig breeding market development in Ukraine and Kharkiv region are observed.

It is determined that though the pork market is one of the biggest food products market and its development influences greatly other kinds of markets, it is now still in the making and development but has serious prospects for growing.

By now there is a lack of pork in the world and thus Ukrainian pork producers have serious prospects to develop foreign trade of pig breeding products. The Ukrainian agricultural producers have powerful resource base for increasing the

export volume of the main types of stock-breeding products.

In this research the main tendencies and peculiarities of pork market are analyzed, the problems of its functioning and further development prospects are shown. The analysis was made to reveal the dynamics of pig heads growing and pork production in all kinds of farms, selling products and prices for different ways of distribution. The balance between the supply and demand for meat and meat products, meat export and import and the dependence of pork consumption on the population incomes are investigated.

It is discovered in the research that pork market has a number of peculiarities and problems which are to be settled in future.

It is proved in the article that the pork market is obeyed the laws of goods production which include supply and demand, cost and competition.