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DIRECTIONS OF MARKETING POLICY OF ORGANIC BUSINESSES

Organic is for nearly three decades gaining food markets in the world and becoming a popular alternative to traditional consumption products. Organic products are quite popular in the economically developed countries of Western Europe and the USA. The leader in consumption of organic food is Germany, which began to implement a policy of healthy nutrition in the 80-ies. Since the 90-ies of the XX century in other countries are also markets for organic products, the volume of which today are rapidly increasing. Now Ukraine has about 290 thousand hectares of land under organic farming, but in the domestic market the organic products intended for consumers is virtually absent. Organic agricultural production in our country mainly focused on the export of grain to the countries of the European Union.

The slow development of markets for organic products is caused by many factors. First and foremost, it is the incompleteness of the establishment of a legal and regulatory framework, which would clearly outline the state policy in the field of organic production, create the conditions for the legal recognition and protection of organic prod-

ucts, formation of national certification system, adoption of rules, standards and clear, effective system of state support and stimulation of development of organic production. This and factors such as economic instability, low income of the population (because the price of organic products higher), the lack of consumption culture of organic products, low level of consciousness of consumers about their future and children's future. It is also can be mentioned the lack of support for organic production from the state and development of market infrastructure for organic products.

Organic production method is regarded as an innovative technology for the agricultural development in the region aimed at meeting the needs of the target consumers in environmentally friendly products. Under these conditions an important marketing component of organic production is the timely identification of these needs and aligning them with the existing potential of the region. An effective instrument for ensuring producers about the motives and motivations of target consumers is the implementation of marketing research.