

## EXPORT OF UKRAINIAN HONEY TO THE WORLD MARKET: OPPORTUNITIES AND THREATS

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*This paper discusses modern trends and current stat of the Ukrainian agrarian sector. The data from scientific and statistical sources, scientific and practical developments, as well as information related to the development of the bee-keeping industry in Ukraine and specific features of honey export have been analyzed. Key contributors to the Ukrainian export of honey to the world market, as well as research papers and methodological materials related to the subject have been examined.*

**Keywords:** *current conditions, export, world market, agrarian sector, honey.*

The branch of beekeeping of Ukraine is an important component of the economy of the state, determines the volume, supply and cost of basic types of food for the population of the country. Bee keeping is the basic and the source of sustainable development for a number of industries, in particular, the crop, pharmaceutical, food and other industries. Natural and climatic conditions and fodder base of Ukraine contribute to the production of high-quality beekeeping products for domestic needs and the formation of export potential.

Today, Ukraine has already become a significant player in the world honey market. The products of our beekeepers are in demand in the EU countries, the USA, Canada and the countries of Asia. Today the beekeeping industry is one of the most dynamic in the agrarian sector. Over the past ten years, honey exports have increased 7- fold. By 2017 our beekeepers exported more than 65,000 tons of products, which is 13% more than in 2016. By currency earnings from honey exports, growth is even greater - 38%. Through exports in the region, almost 134 million US dollars have gone. Of course, a certain part of these funds settled with traders, processors and intermediaries, but most of it was directly sent to beekeepers. For these funds, they will expand and modernize their own farms: buy beekeepers, bee queen, modern inventory etc.

The scientific works of O. Bilorus, Y. Pakhomov, Novitsky, V.Vlasov and others are devoted to the development of the modern model of development, the impact of the globalization of the economy on the world market, and the prospects of the beekeeping industry. The formation of the agrarian market was studied by Boyko, P. Sabluk, V. Andriychuk and others.

**The purpose of the research is** – to analyze information from scientific sources and statistics, as well as scientific and practical developments and knowledge related to the development of the beekeeping industry in Ukraine and the peculiarities of honey export. The task was to summarize scientific publications and methodological materials on research topics.

**Material and methods of research.** The object of research is the process of formation and development of the domestic and world beekeeping market in the face of global challenges. Methodological support of the research is based on the principle of unity of theory and practice and the system-synergetic approach, considers the development of the agricultural sector in the

context of the concepts of its multifunctional development, while taking into account the close interconnection of organizational economics, socio-political, environmental-natural factors and priorities.

**Research results.** In 2016, the country exported 57,000 tons of this product, which is 50% more than a year earlier. In 2017, the largest importers of Ukrainian honey were the United States, buying 11,000 tons, Germany - 5,760 tons, Poland - 3,100 tons, France 1,900 tons, Belgium 1,400 tons and Spain 1,200 tons. At the same time, the European Union has set quotas for duty-free supply of a sweet product from Ukraine to 4000 tons per year. This volume of Ukrainian companies used in the first 10 days of 2017. In early summer of 2017, the EU increased quotas of 8,000 tons, but as statistics show, it will be exhausted instantly.

The export of honey in Ukraine is mainly a family business. The largest exporter is Askania-Pak. The company belongs to Sergey and Valery Gorban. GC "Sodruzhestvo", located on the second line of the rating, belongs to Viktor Popov. For the third largest importer - "UKRAINIAN BEE LLC" - the production of honey is the main business. The company belongs to a resident of the Khmelnytsky region Neonile Pankivsky. On the fourth line of the rating is the Volnovakhi enterprise of the Donetsk region "Ukrainian honey". It buys honey from herbs and sunflower and exports homogenized batches to the countries of the European Union and the United States. The company belongs to Alexander and Lyudmila Prutsky.

The main competitor of Ukraine in the world honey market is Argentina. We compete with it both in Europe and in the USA. According to the most recent report of the European Commission, in 2016 the EU imported almost 195,000 tons of honey! The leader is China, exported to the EU more than 75 000 tons (ie 38%). Ukraine is on the second place - 37 000 tons. Further - Argentina (28000 tons) and Mexico (20 000 tons). The cheapest honey (at 1.58 euro / kg) Europe in 2016 received from China. The most expensive (from the countries-leaders) - from Mexico (almost 3 euro / kg). Ukrainian honey (1.76 euro / kg) - the cheapest after Chinese, Argentine - more expensive (2.12 euro / kg). The main supplier of imported honey to the United States is India, which exported about 42,000 tons in 2017. On the second place - Argentina (30,000 tons), on the third - Vietnam (19000 tons) and only on the fourth - Ukraine - 17000 tons of honey.

### 1. The main exporting companies

Export	Bulk, tons
Ascania Pack	3484
Ltd. "Group" Sodruzhestvo "	3156
LLC «UKRAINIAN BEE»	2928
Ukrainian Honey, Ltd	2297
Agro East Trade	2205
<b>Dionis Med</b>	1734
Lumeli	1701
Honey Land	1345
Bartnik	1234
Dzhesa, pp	947
Sun Bee Ukraine	618
Beehive	477
Med-Ok	473
Bezpeka Medu (Zlatomed)	470
Gera	439

According to Olga Trofimtsov, Deputy Minister of Agrarian Policy and Food for European Integration, the lion's share of production in Ukraine falls on small producers. Association in cooperatives will allow Ukrainian beekeepers to lobby their interests more effectively to exporters, the state and foreign partners.

Bee products are accompanied by a large list of documents: a veterinary certificate, a product specification, a certificate of origin, an analysis report, an analysis certificate, a delivery schedule, a procurement letter and a contract.

Currently, the team of the Ministry of Agrarian Policy together with the Union of Beekeepers of Ukraine and leading manufacturers are working to improve legislation in accordance with European standards. Attention is paid to such problematic issues of the beekeeping industry as the use of veterinary drugs for bees and the use of agrochemicals and pesticides by agricultural producers and try, within their authority, to help beekeepers solve them.

The overall goal is that in the short term, Ukrainian beekeepers began to export Ukrainian honey not as raw materials, but as a finished and high-quality product under the brand "made in Ukraine".

### Conclusions

1. Products of Ukrainian beekeepers are in demand in the EU, USA, Canada and Asia.
2. For successful work in world markets it is necessary to play according to global rules, to comply with international standards of quality.

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**Буюкли-Таран Т. П., Карпенко О. О., Хамид К. А. Экспорт украинского меда в мире: возможности и риски.**

*Показанные современные тенденции и текущее состояние украинского аграрного сектора в целом и медовой промышленности в частности. Анализ данных официальных статистических источников, источников научного и практического характера свидетельствует о перспективах развития медовой промышленности в Украине. Определенные специфические особенности и выделенные ключевые помощники украинского экспорта меда на мировой рынок.*

**Ключевые слова:** текущие условия, экспорт, мировой рынок, аграрный сектор, мед.

**Буюкли-Таран Т. П., Карпенко О. О., Хамид К. А. Експорт українського меду у світі: можливості і ризики.**

*Показані сучасні тенденції і поточний стан Українського аграрного сектора в цілому та медової промисловості зокрема. Аналіз даних офіційних статистичних джерел, джерел наукового і практичного характеру свідчить про перспективи розвитку медової промисловості в Україні. Визначені специфічні особливості і виділені ключові помічники українського експорту меду на світовий ринок.*

**Ключові слова:** *поточні умови, експорт, світовий ринок, аграрний сектор, мед.*