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**ADAPTATION OF MILK PRODUCERS IN UKRAINE TO
EUROPEAN STANDARDS**

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The main ways of adaptation of milk producers to European requirements under integration with EU are considered, its economic and social consequences are determined in the article.

Ukraine is considered as the country with the largest economic risk among European post-socialist countries. It is one of the main reasons do not expect significant help of foreign investors in recovering the dairy industry and other sectors of the economy, because no one will want to have a strong competitor.

Recently, some positive trends in the production of milk and dairy in Ukraine appeared. Stabilized gross production, increased productivity of cows, rising purchase prices provide the necessary preconditions for profitable operations. The quality of raw milk though at a low level, gradually improving and the trend evident in recent years.

The role of households in the formation of milk supply at the market of Ukraine decreases and agricultural enterprises increases. In the public sector, milk production the stabilization was observed and even some increase of its level.

An important issue of milk product subcomplex appears in today's quality of raw materials. It should be noted that the qualitative characteristics of milk, which came into processors from agricultural enterprises in 2012 had a positive trend compared to 2011. Thus, the volume of milk brand "extra" in 2012 to 2011 increased by 7.3 tons (6.4%), higher grade - by 41.3 thousand tons (6.2%), and decreased of unsorted by 0.3 tons (3.9%).

However, the part of high-quality raw materials remains low: only 5.3% of milk received for processing, equated to the European brand "extra" and realized enterprises only seven regions.

The essential difference between the performance standards resulting in economic losses of producers. If the quality decreases the purchase price decreases too. According to extra grade losses of producers that sold higher quality were 142.1 million UAH, first grade - 524,56 million UAH, second - 76,74 million UAH.

Adaptation farms to European standards will go to implement extra milk and higher grades. It will have some social impact through the provision of safe products . Achievement of European standards of quality and safety is the main focus of civilized economic development of the national economy.

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