Problem in general terms. In modern conditions of Ukrainian society in the process of solution of issues improving professional training of specialist agricultural sector needs a new professional and social-psychological model of biotechnology-humanist, who has not only deep knowledge, but also high moral and intellectual potential, high sense of responsibility to society for their actions. Identification of the specific professional activity of future biotechnologists agricultural sector, today's idea of humanism in accordance with the idea of sustainable (co-evolutionary) causes the relevance of the process of forming humanistic orientation specialists and development of its theoretical model.

The purpose of the article is scientific substantiation of model of humanistic orientation of future biotechnology in agricultural universities.

Identified the following objectives:
1) to identify the contradictions training of future biotechnologists;
2) to construct a graphical model of humanistic orientation of biotechnologists;
3) to identify and describe the main components of that model.

We have identified the contradictions, the solution of which provides optimal conditions for the formation of future biotechnologists humanistic orientation of, namely between existing training system with emphasis on the transfer of only knowledge and skills and ignoring problems of formation of humanistic oriented personality; between the needs of society in humanitarian training of specialists and lack of discipline in the humanities curriculum for biotechnologists; between vocational training and the need for all implementation of personally oriented training.
We have developed a model of formation of humanistic orientation of future biotechnologist agricultural sector includes a number of structural blocks to be applied systematically (target, methodological, content-correctional, diagnostic and analytical control and correctional). The developed model offers the prospect of improving the content of education and qualification characteristics and socio-humanitarian training of students in specialty "Biotechnology". Its implementation will promote formation of knowledge and students perception about the principles of humanism, humanistic orientation, understanding their significance for professional work in the field of biotechnology and the ability of students biotechnologists to humanistic activities directed towards self, society, nature.