**MODERN TRENDS IN PRODUCTION, PROCESSING AND CONSUMPTION OF MEAT IN UKRAINE**

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*The current state of production, processing and consumption of meat in Ukraine. Grounded Opportunities meat sector in Ukraine AIC*.

***Production, processing, consumption, profitability, market meat and meat products, meat sector***.

***Problem.*** Changes in the economic situation in the world as a consequence of the global food and financial crises, encourage national economy of Ukraine increased attention to the state, development and problems of the food market. Nowadays, an important area of research is the formation of aggregate supply and demand in certain segments of the agricultural and food markets.

Based on national circumstances, vital needs of the population of Ukraine is the consumption of meat and meat products. Therefore, to address the issue of food security is closely related to the efficient development of livestock industries that address the needs of the population in the important and essential protein products. This feature of the meat and meat products, which traditionally is the most difficult (the self-regulatory mechanisms of influence on him). The real possibility of its development in Ukraine related: from agricultural, food and social policy; forming food market of the country; influence of the environment; increase the solvency of the population; ensuring its full, high-quality, safe and environmentally friendly food products; meat consumption population of Ukraine, which does not meet the recommended standards of food [3].

***Analysis of recent research and publications***: Investigation of meat sector in Ukraine AIC and its effective functioning problems in a large number of works of local scientists such as PT Sabluk [1] M. Prong [1] V. Mesel-Veselyak [1] L.V.Bal-Prilipko [2] O. Mazurenko [7] and others.

However, some important issues, we believe require further study, namely generalization trends of production, processing and consumption of meat in Ukraine to form predictions for the future.

***The purpose of research***. Summarize the trend of production, processing and consumption of meat in Ukraine and justify opportunities for further development of meat sector agribusiness Ukraine.

***The main material***. In the recent past, the meat was a delicacy product even in industrialized countries (including significant cost of its production). Even 50 years ago in the world annually consume 70 million tons of meat per year, in 2007 this figure rose to almost 3.82 times - up to 268 million tons [8]. According to estimates of the Food and Agriculture Organization (FAO), in 2012, produced more than 300 million tons of meat, which is about 11.2% higher than in 2007, while consumption of this product per capita in the world average was 42.5 kilograms per year. In particular, in 2006 the average resident of a developing country, he ate, according to the organization, averaging 30.7 kg of meat, and in 2012 - 32.7 kg, indicating a higher consumption of meat and meat products by almost 7%. Although there are still significant differences between rich and poor countries, but poor countries reduce the gap [5]. According to FAO 2050 consumption of all types of meat on the planet will increase by 73% due to population growth and increased its revenues [9]. That is great prospects for the development of the meat and meat products.

Average statistical inhabitant of the planet consumes 38.7 kg of meat, including beef 9.5 kg, 14.9 kg of pork, poultry 12.5 kg and 1.9 kg lamb. In terms of meat consumption per person per year Ukraine ranked 85 in the world (magazine The Economist, FAO data for 2007 - the last date, which allows you to compare all of the country). In the overall ranking Ukraine meat consumption inferior to countries such as Belarus, Russia, Gabon and Ecuador. [10] Low levels of meat consumption in Ukraine due to the low-income population compared with other countries.

According to the recommendations of the World Health Organization physiologically reasonable annual rate of consumption of meat is considered to be 80 kg per person [9]. This figure was exceeded only in Ukraine 1990 (84 kg), but in later years did not meet this regulation and standards established and approved by the Ministry of Health of Ukraine (MOH)

***Conclusions.*** On the reduction of raw meat influenced elimination of collective and state farms; weak state support for the creation of replacement farms; lack of strict controls over production and procurement of raw meat in the country; high interest rates and short repayment period for loans in the Ukrainian market (and if necessary a full upgrade of logistics and implementation of modern technologies); Jump to petty commodity production.

Reduced profitability of livestock and poultry made to reduce this type of activity, which led to a significant reduction of herd in Ukraine. Consequently irrational structure and reducing the number of record over the years, which is the basis of high-quality meat.

Fundamentally important that Ukraine has all the necessary conditions for reconstruction and development of livestock production as a result of sufficient quality raw materials for the meat industry. In particular, experience feeding animals, climatic conditions (favorable geographical position), forage powerful, well-developed transport network, stable production and development of meat industry (growth in demand for raw materials for her), the solvency of the population (stable demand for retail market for meat and finished products from it), the development and improvement of sales channels, availability of skilled and relatively cheap labor.

And the development of meat sector agribusiness Ukraine positively affect targeted government support for the promotion of livestock as households and enterprises, as well as the inflow of investments in this industry, enabling it to