**ANALYSIS OF ACCORDANCE OF PRODUCTION POTENTIAL ORIENTIRAM OF STEADY DEVELOPMENT OF RURAL TERRITORIES OF REGION**.

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*Analyzed compliance productive capacity of rural sustainability benchmarks for example, Poltava oblast ob, identified the major reasons for its non-compliance with proposed measures to address these problems.*

***Sustainable development, production capacity, land resources, efficiency, rural area.***

Overcoming the crisis in agriculture Ukraine possible with the revival of villages and rural areas. A nayvazhly-vishym element that forms the economic basis for sustainable development is, of course, the production area. It is not possible to ensure stable growth without proper expansion. Of course, you can not underestimate the importance of other elements of sustainable development, but the economic base of the region is the production steadily growing. Therefore, we must examine all the negative changes and trends that have developed in this area.

***Analysis of basic research and publications***. The problems of rural production areas in the national economic literature dealing with such scholars as Borodin, A. Dubrava, M. Orlat, J. Prokop, V.iTereschenko, A. Shkilov, V. Yurchushun and others. However, the need for research-deepening these issues due to strengthening of integration processes in the global economy.

***The aim*** - to analyze compliance with the production sector benchmarks rural sustainable development in Poltava region to assess the prospects for its future development.

***The main material***. In value terms, the rural-th spodarstvo in Poltava region is not the main industry in the regional economy. In view of our study, we can conclude that agricultural production is about 10 times smaller than industrial products. This ratio has remained largely unchanged for 2008-2011. However, rural area that, conductor production system generates agriculture itself. Because the industry is concentrated in the regional center, some large cities in the region (Kremenchug, Komsomolsk, lubni and Myrgorod). Therefore househo-lyzu these cities and, to some extent, regional centers industry has some impact on the surrounding area. However, in general, if we consider the field of rural development, agriculture itself forms the economic basis of sustainable development.

After analyzing the industrial structure of agricultural production-operation in Poltava region, we note that the main industry is the ro-slynnytstvo. A study by grouping districts specialization allows one-to conclude that specialization in crop typical for most regions. Only two areas (Dicanskogo and Shishatskiy) in the value of agricultural products and livestock prevails in three areas (Khorolsky, Orzhytskomu and Kotelevsky) the share of crop in the value of agricultural products is less than 70%. In other regions, the share of crop production in agriculture exceeds 70%.

Also it should be noted that the plant (as opposed to animal-operation) is seasonal industry, so this leads to specialization and significant seasonal fluctuations in the demand for labor and employment poses a problem in those months when demand for workers is minimal.

Now directly analyze trends in the production sector rural area. The analysis will begin with resource pro-BAKING. The main resource used in rural households ers, especially in plant, is land. Land resources in economics viewed as "a basis for sustainable development" [1, c. 19]. So pretty all-zhlyvo analyze trends in agricultural land.

The area of arable land in the area has no distinct tendency either to increase or to decrease. In the period from 1996 to 2011 was observed in six years of growth the previous year, nine - reduction. Even if we consider the later period (2006-2011 gg.), In 2007, 2008, 2011 sown areas increased in 2006, 2009 and 2010 - decreased. So, not only is no long-term, but serednostro Cova trend in acreage. This indicates the lack of a strategy for the use of agricultural land area. The area of land used for growing crops formed under the influence of situational factors in a given year. The lack of such a strategy has a negative impact on the ability of sustainable rural development area as one of the main components of resource support - agricultural land used as crop area, formed situationally.

The share of acreage of agricultural land (degree of rozoryuvanosti) is very high. If we look at the past four years, we can note that the degree rozoryuvanosti farmland in more than 80%. This is higher than for the country as a whole is higher than in neighboring countries of Ukraine, as well as Canada, USA, Switzerland.

The high degree rozoryuvanosti farmland indicates that the potential for increasing the resource base of the production system, particularly in terms of land resources in virtually exhausted you, since this figure is almost nearing its game nychnoyi limit (100%). Therefore, the provisions of logically seek to improve the efficiency of land resources, rather than the possibility was hit-shennya arable land.

***Conclusions and prospects for further research***. To derive the production system on the path of sustainable development is necessary to develop and implement measures to increase capital investment (cessation of reducing health care), job creation, particularly in livestock (for agricultural degree rozoryuvanosti very high) and ancillary industries, build capacity for processing agricultural raw directly on farms. This will balance the sectoral structure of agricultural production, to reduce its dependence on weather factors. Because of staffing analysis revealed a high turnover rate, the sustainable development is not possible without measures aimed at raising th