

DAIRY PRODUCT INDUSTRY IN THE COUNTRYSIDE AND PERSPECTIVES OF ITS DEVELOPMENT IN UKRAINE

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Dairy product industry is a leading factor in the food and food processing sphere. It is of great demand not only within Ukraine, but outside its borders either. That is why milk and all dairy products are valuable and nutritious food products.[1]

The problem of dairy product industry is of urgent importance nowadays.

The demand and supply of the dairy product industry in Ukraine were researched by V. Andriychuk, P. Berezovsky, V. Boiko, M. Malik, V. Savytska and others.

However, we state that the milk demand research problem and further development of the dairy product sphere are considerably underestimated.

The objective of this study is to analyze the factors that influence the development of dairy industry and to consider the possible ways of its solution.

The dairy product industry problem is of particular importance in the countryside.

Our native village Burivka, Horodnya district, Chernihiv region is a vivid example of such a policy. One liter of a farmer's milk costs about four (4) hryvnas paid by milk collector enterprises. The same liter costs city residents from twenty (20) to thirty (30) hryvnas. It has become disadvantageous to breed and keep cows. Many expenses are spent on fodder for the animals in summer than the profit they get after. As a result cow keepers of the village sell out the cattle. [2, page 15]

The dairy product industry in the village concerns not only the people, but farm management either. Within 70 years of time the great cattle farm had been developing and flourishing. It benefited much both the industry of Ukraine and to a village dweller. However, at the end of 2016, the farm started to decay. The governmental policy of Ukraine resulted in the fact that keeping cows turned to be not profitable. This policy made people liquidate what had been acquired and cherished for years. Burivka farm came to a total collapse.

Within a month all the farm cattle was taken away for meat. Dairy workers appeared to be jobless. Because of unemployment the process of struggling survival began in the village. People had to make their ends meet.

Sunflower plants are grown on the fields which used to be the source for the animals' fodder.

Nowadays bi-planes are flying over the village area. They drop fertilizers on the plant crops. Their aim is to increase sunflower harvest. All these factors are of negative influence upon the people's health.

One more significant issue of the village is the state of the roads. During the time of sunflower harvesting large trucks go through the streets of the village. They not only damaged the roads, but they created a huge pothole.

Another important problem for the village is chemical fertilizing storage which is supposed to be in the place of the dairy farm.

All the things considered, the following measures should be taken to solve the problems.

Firstly, one liter milk price should cost more for individual farmers. This strategy will stimulate people to breed and keep the cattle.

Secondly, individual dairy producers should be joined with private small farms and enterprises. [3] Only in this way Ukraine will keep and develop dairy product industry in the village.

References

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