

English competence, taking into account the above mentioned reasons, should be a part of professional training of civil servants.

The announcements on occupation of vacant positions in 17 ministries of Ukraine have been analyzed regarding the focus of their activity on international cooperation with the EU and the presence of the item "foreign language" in the list of requirements for the candidates. It has turned out that the websites of all ministries contain declaration of international cooperation with EU countries and promotion of European integration of Ukraine. At the same time, the knowledge of a foreign language, English in particular, among the qualification requirements for the occupation of separate vacant positions has been written in 6 ministries. In 5 of them the corresponding item was present in the announcements for occupation of vacant positions, specializing in international relations. Herewith, the Ministry of Foreign Affairs has stated that the level of knowledge of foreign languages is determined by Supreme language courses of the Diplomatic Academy of Ukraine under the MFA of Ukraine by the direction of the Personnel Department after the submission of the applicants' documents. In the Ministry of Internal Affairs of Ukraine, this competence is written as desirable. On the website of the Ministry of Justice the assigned page was empty. Among the requirements of 3 ministries the knowledge of a foreign language was absent. The information regarding the contests for vacant positions hasn't been found on the websites of 5 ministries, as well as any information on the qualification requirements to the workers.

The absence of the necessary information on several ministerial websites makes definite conclusions impossible. Taking into account the outlined activity direction, namely the cooperation with EU, on the websites of all ministries and the presence of the foreign (English) language knowledge requirement among a considerable part of the found advertisements, it can be stated that there is the demand for candidates with English language competence among civil servants of higher categories. Still, further studies require questions of the share of civil servants with the specified competence, the level English proficiency among them, as well as existing mechanisms providing the English language competence among civil servants.

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ORGANIC PRODUCTION AS A PRIORITY OF THE DEVELOPMENT OF AGRICULTURAL SECTOR OF UKRAINE

The aspiration of Ukraine for the integration into the European economic space demands the development of the competitive environment and points to the necessity of the implementation certain effective strategy and marketing programs in the agricultural enterprises. Gradually Ukraine will receive access to the new European markets, which have their own rules, laws and consumers. Thus quality of agricultural products, which are produced by Ukrainian enterprisers, has to be high and meet the increased requirements of European consumers.

One of the directions of quality management marketing of agricultural products is the choice of production techniques. There are following farming practices:

1. The conventional (traditional) method - agricultural production by generally accepted technologies where it is possible to use any chemical means of protection, synthetic mineral fertilizers, preservatives, artificial colors, growth stimulants, hormones, antibiotics, flavors, stabilizers, flavor enhancers, etc. according to the laws.

2. The organic method. The domestic consumer is becoming more careful and exacting at a choice of food and is interested in ecologically clean vegetables, fruits, products of meat and dairy group. An appropriate resource base and climate conditions of Ukraine promote their production.

Therefore, in our opinion, the actual method of improvement of the agricultural products quality is the organic production method, because it plays a dual social role: on the one hand, it provides a specific market that meets the needs of consumers in organic products, and on the other - provides general welfare, promoting environmental protection, proper maintenance of animals and rural development.

According to the State strategy of regional development for the period till 2020 the priority direction of all regions of Ukraine is ensuring achievement of the high quality standards, safety and environmental friendliness of products [2].

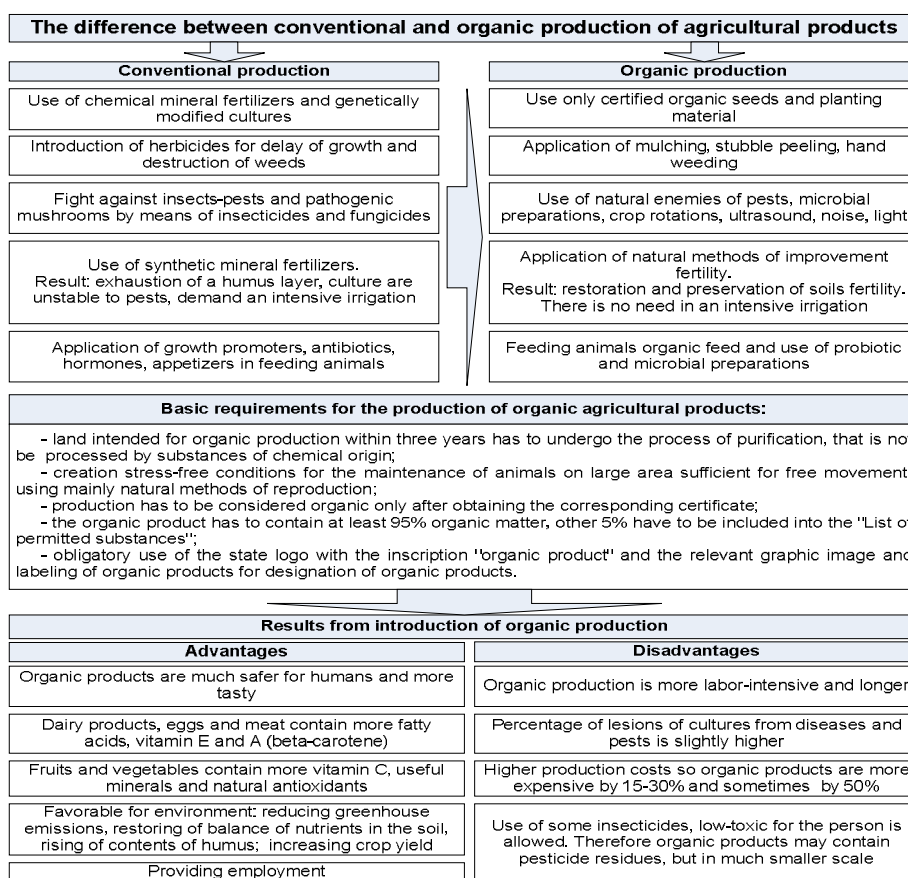
The formation of legislative base for the legitimate definition of organic agricultural production in Ukraine just has started.

In 2014, the Law of Ukraine "About production and circulation of organic agricultural products and raw materials" came into force. It defines certain legal and economic framework bases of production and circulation of organic agricultural products and aims at ensure the proper functioning of the market of organic products and fair competition, preservation of surrounding environment, rational use and restoration of natural resources, improvement of health condition of the population [4].

The law of Ukraine defines production of organic products as a production activity of natural or legal entities (including cultivation and processing), where during such production use of chemical fertilizers, pesticides, the genetically modified organisms, preservatives, etc. is excluded and the methods, principles and rules determined by the Law are used at all stages of production (growing, processing) for receiving natural (environmentally friendly) production, preservation and restoration of natural resources [4].

However, the most common standard that contains the rules and requirements for organic production, according to which the certification of organic production in Ukraine is carried out is Council Regulation 834/2007. In Europe, the special European emblem for organically made products is developed which guarantees that the European organic production standards were executed.

To understand the importance of the organic production method it is necessary to analyze the difference between organic and conventional production requirements, which are imposed to it, and to identify the advantages and disadvantages of introduction of organic production that is represented in fig. 1.



* compiled by authors

Fig. 1. Comparison of conventional and organic production of agricultural products

During introduction of the organic production method, the natural means of agricultural products quality are used: organic fertilizers, microbial and biological products, systems of crop rotations and so forth.

Organic fertilizers include manure, bird's dung, composts, peat, sawdust, straw, green fertilizer (siderites), plant remains and others. Besides, organic fertilizers have positive impact on water and air nutrition of plants, promote the development of soil bacteria and microorganisms, which live in symbiosis with roots of crops and help them to receive available nutritious elements [3, p. 8].

The highest provision with fertile black earth in the world (30% of all world reserves) and existence of favorable conditions for animal husbandry are considerable competitive advantages of Ukraine in the international market of agricultural products.

Therefore, we emphasize need of expansion and development of animal husbandry in Ukraine as it provides farmlands by necessary organic matter and nutrients, and promotes improvement and development of steady agrarian production. Therefore, a composting method deserves considerable attention for improvement of fertility of soils.

Special value has composting of a bird's dung, because bird's dung belongs to the best types of organic fertilizers. Use of composts solves the important problems connected with recycling of agriculture and allows improving physical and chemical properties of soils (eg, to increase a reserve of nutrients, reduce acidity, improve aggregate composition, etc.). Composts are used in all cultures, they are brought in the soil by spreading over freshly plowed field (eg before planting potatoes) during autumn plowing, planting a seedling in the hole [1].

One of the most perspective ways of improvement of quality of agricultural organic products is application of probiotics - lactic bacteria. They increase productivity of crops, and normalize intestinal microflora of animals and birds, suppress development of pathogenic colibacillus, stimulate appetite and increase comprehensibility of a forage. The advantages of probiotics against antibiotics consists in possibility of sale of products immediately after application, lack of accustoming to a preparation, positive influence on an organism of an animal and safe consumption of production of animal husbandry. Use of microbiological preparations allows stimulating the course of the separate processes that are important for plants growth [3, p. 24] and increase the productivity of agricultural production by 70-80% and more at small financial expenses.

In addition, use of biofungicides, which are three-five times cheaper in comparison with use of chemical analogs with similar result of action, is possible.

The considerable economy of money and energy in organic production is possible thanks to refusal of use of mineral fertilizers and pesticides price of which is constantly growing [3, p. 40].

As we can see, despite the fact that a lack of organic products is that it is more costly, and as a result more expensive, but there are ways of decrease in costs of its production, depends on the choice of appropriate means of conducting organic farming and animal husbandry.

In conclusion, the growing interest in organic products from consumers creates the need to develop the concept of organic marketing to inform, raise awareness, life standard, safety of health of society and effective activity of the agricultural enterprises. Development of marketing support of agricultural enterprises and effective implementation of the strategy of organic agricultural production will allow increasing the employment rate and welfare of the rural population, creating favorable conditions for the development of rural areas and ensuring competitiveness of domestic agricultural products in international markets.

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