

Development of global and domestic markets of fruits of mazzard cherry

The purpose. To study the basic trends of development of the market of fruits of mazzard cherry in Ukraine and in the world.

Methods. Economic-statistical, comparative, analysis and synthesis.

Results. State and features are analyzed of de-velopment of global and domestic markets of fruits on the basis of indexes of production, consumption and export of products for 15-years period. It is fixed that slight increase of production of fruits of mazzard cherry (for 23%) causes acute deficiency and heavy prices for them in the global market.

Conclusions. In conditions of deficiency of fruits of mazzard cherry in the world market for preservation Ukraine as one of leading producers of fruits of mazzard cherry it is necessary to essentially enlarge squares of highly productive plantings.

Key words: market of fruits of mazzard cherry, de-mand, deficiency, countries-producers, square of fruit-ful plantings, productivity, dynamics of production, export of products.

Cherry is a fruitful fruit marked by annual fruiting, an early term for the achievement of fruits with high flavor and dietary properties and is one of the first places in terms of profitability. Ukraine belongs to the world's leading producers of sweet cherries. According to FAO [11], it is in the 10th place with a production volume of 72.8 thousand tons, which is 3.3% of the total world production (2.19 million tons). The world and domestic markets of cherry fruit are scarce, which leads to a high level of prices for them. To increase the production of cherry fruit, it is necessary to expand the area under the plantings, use high-yielding varieties, forages, to introduce modern cultivation technologies. The purpose of the research is to investigate the main tendencies of the market development of cherry fruit in Ukraine and in the world. Research methods. To determine the state of the market for fruit cherries, an economic-statistical method was used, to study the main trends of its development - comparative and analysis and synthesis. Research results. According to FAO data [11, 12], the total area of fruit bearing plantations of cherries in the world in 2005 amounted to 401.1 thousand hectares and, as compared to 1994-1996, increased by 22.6%. These plantations in the regions of our planet are as follows: in the EU countries - 36.7%, in the Middle East - 17.2, in Eastern Europe - 12.7, North America - 8.2, Asia countries - 7.1, in others territories - 18% of the fruit-bearing orchards of this culture [13]. In Ukraine, in 2011, the area of fruit bearing plantations of stone crops in all categories of farms was 69.4 thousand hectares, in 2013 - 68.9, of which cherries were respectively 12.5 and 12.4 thousand hectares, or 18% [1, 5]. It should be noted that the area of such plantations, as compared with 1991, decreased by 8.4 thousand hectares, or by 40.2% (Fig. 1). The share of Ukraine in the world square of fruit bearing plantations of cherries is 3.1%. In the world, 93% of the fruits of the cherry are grown in the northern, and 7% - in the southern hemisphere of our planet. According to FAO, in 2011 the world production of sweet cherries was 2.19 million tons, which is 0.5 million tons, or

23% more than in 2001 [8, 9, 11, 12]. It should be emphasized that the indicated volume of fruit production in this crop is only 0.4% of the total world production (609.2 million tons) and is less than the volume of apples production in 32 and bananas - 25 times, which collectively form 20% the global segment of fruit production. The analysis of FAO data on changes in world volumes and fruits producers of cherries during 1996 - 2011 revealed such tendencies. In 15 years, the first four of the leading cherry-producing countries have not changed. If Turkey and the United States increased output by 2.2 and Iran 1.4 times, then Italy reduced it by 18%. At the same time, Spain, having increased its production by 1.4 times, has moved from the 9th to the 5th place. However, the highest growth rates in the production of cherry fruit during this period have been achieved by the following countries: Austria has increased production by 4.3 times and moved from the 20th to the 6th place in the list of 20 leading producing countries of this culture, Uzbekistan - in 3.3 times and from the 24th rose to 7th place and the Republic of Chile, which increased production by 2.8 times and moved from 18th to 12th place.

From 1996 to 2011, Austria showed the world's fastest growing cherry fruit production. If this trend continues, it can ahead of Spain and Italy in the coming years. An example of this state is extremely indicative for Ukraine, since Austria is mainly a mountainous country (more than 70% of its territory is covered by mountains). Despite the fact that its territory is 7.2 times smaller than the territory of our country, over the past 15 years, they managed to increase the production of cherry fruit by almost 71 thousand tons, which is equal to the average annual production of the fruits of this crop in Ukraine. The analysis of data from FAO for 1996 - 2011 also indicates that Ukraine during this period has maintained the 10th position in the ranking of leading world producers without a significant change in the production of cherry fruit. The lack of progress for this time period on the 15th position was also demonstrated by Poland. Thus, over 15 years, taking into account the achievements of the group of leading producer countries, the increase in gross production of fruit cherries has increased to 674 thousand tons. At the same time, during this period, significantly reduced production volumes of the country that are among the 20 leading world producers of sweet cherries, in particular Lebanon - by 75%, Bulgaria - 47, France and Serbia - 11, Romania - by 8%. These countries over 15 years have cumulatively reduced world production of cherry fruit by 183 thousand tons. Taking into account the aggregate growth and decrease rates for the mentioned period, it should be noted that over 15 years the world production of cherry fruit has increased by 500 thousand tons. Such growth rates are extremely unsatisfactory, since according to a scientifically sound norm, a person needs to consume 2 kg of sweet cherry fruit per year [2]. For its maintenance, the world production of the fruits of this crop should be at least 14 million tons, now it is actually almost 6.5 times less than it needs. The slight increase in its production volumes (by 23%) over 15 years (1996 - 2011) has only aggravated the acute shortage of cherry fruit and high prices on the global market. According to FAO, world wholesale prices for sweet cherries are much higher than domestic ones. So in 2011, the most expensive cherries were sold in Japan (\$ 20.1 thousand / t), Austria, Denmark, Norway, South Africa, and Cyprus (\$ 4 - \$ 8.7 thousand / t). It should be noted that in Ukraine, wholesale prices for cherry fruit were significantly lower and ranged from 2 thousand dollars. US / T [11, 12].

The leading producer of sweet cherries is Turkey, which produced 438.6 thousand tons in the given year, or 20% of world production. On the 2nd place - the USA - 303.4 thousand tons, the 3rd - Iran - 241.1, in the 4th Italy with a production volume of 112.8 thousand tons. These countries produce 50% of the world's cherry fruit (Fig. 2). Ukraine's share in world cherry fruit production is 3.3%. It should be noted that this indicator of cherry fruit production in Ukraine is at the level of 2002 and reached primarily due to an increase in planting yields by 41.2%, since at that time their area was 4 thousand hectares more than in 2011. In addition, to ensure domestic demand in accordance with the established norm of annual consumption of fruit cherries (2 kg) should increase their production

by at least 20 thousand tons, or 25%. In order to strengthen Ukraine's position as the world's leading producer of sweet cherries, which is in the top ten, it is extremely important to suspend the negative trend towards annual reduction of the area of fruit bearing plantations and urgent laying of new high-yielding gardens of this culture. The second dozen major cherry fruit producers included Syria, Chile, France, Greece, Poland, Germany, China, Bulgaria, Serbia and Lebanon. The total production of cherry fruit by these countries is 402 thousand tons, or 18.4% of the world's volume. It should be noted that the production of fruit cherries to a large extent depend on the productivity of plantings. According to FAO data [11, 12, 15], among the 20 major producing countries of this crop, high planting yields (average for 2009 - 2011) were recorded in Turkey - 9.69 t / ha, Iran - 8.71, Austria - 7.84, USA - 7.80, Romania - 6.30, Ukraine - 5.66 t / ha (6th place in the world) (Fig. 3). The main factor stimulating the production of cherry fruit is the export of products. According to FAO data, in 2010, world cherry fruit exports amounted to 293 thousand tons, or 12% of its production, and increased almost three times as compared to 2001 [9, 11]. The largest exporters are Turkey - 65.3 thousand tons, the United States - 64.3, Chile - 44.3 and Austria - 20.5 thousand tons, which together provided in 2010 supplies to foreign markets 194 thousand tons, or 66.2% of world exports. The following 16 countries were exported fruit cherries in the following volumes: Spain - 22.9 ths. Tons, Syria - 13.8, Greece - 7.3, Serbia - 7.1, Kyrgyzstan - 5.8, the Netherlands - 5.7, Canada - 5.2, Italy - 5.1, Germany - 4.4, France - 4.1, Lebanon - 3.4, Iran - 3.2, Belgium - 3.1, Poland - 2.5, Moldova - 2.4 and the Czech Republic - 1.8 thousand tons [3]. The analysis of these statistics by FAO suggests that Ukraine did not hit even twenty leading countries - exporters of cherry fruit, because by 2010 the volumes of exports of the fruits of this crop, according to the Gosstat of Ukraine, amounted to 0.16-1.1 thousand. However, in 2010 and 2011, the situation substantially improved, and domestic producers exported 3.3 and 3.2 thousand tons of these products respectively, of which 93% of the cherry fruit was sent to the Russian Federation, 6% to Belarus and 1% - to other countries. It should be noted that according to the Foreign Agricultural Service of the Ministry of Agriculture of the United States, the Russian Federation is the largest importer in the world, since the deficit of the domestic market of this country in accordance with the established norm of annual consumption of fruit cherries is at least 210 thousand tons. The said service taking into account the population's solvent demand estimates the capacity of the Russian market of cherry fruit in 73.8 thousand tons (2010 data) [7], which is equal to the current production of cherry fruit in Ukraine. The indicated volume of supplies to the markets of the Russian Federation was provided by Turkey - 29,99 thousand tons, Uzbekistan - 9,09, Kyrgyzstan - 7,71, Hungary - 6,55, Poland - 3,85, Syria - 3,09, Ukraine - 2,85, Serbia - 2,39, Azerbaijan - 1,61, Greece - 1,55, other countries - 5,14 thousand tons. The highest activity in the Russian market was revealed by Turkey, which had a surplus grain market of cherries and in 2010. has demonstrated how the year 2007 can increase the export of this crop to Russia by 11.89 thousand tons, or 60% compared to 2009. In addition, the position of such exporting countries as Uzbekistan has strengthened. en, Syria, Greece and Hungary. At the same time, Romania, Spain, Poland, Kyrgyzstan, Serbia and Azerbaijan have significantly weakened their presence on the Russian market. Major producers of sweet cherries from the southern hemisphere, including Chile, Australia and New Zealand, are also interested in the Russian market [6]. In connection with the ratification by the Verkhovna Rada of Ukraine of the Association Agreement with the EU, our producers need to more actively offer their products in the markets of the European Union countries, the capacity of which, according to EUROSTAT, according to weather conditions in recent years is 35-50 thousand tons [10].

Conclusions

It has been established that over 15 years (1996 - 2011) there was a slight increase in world cherry fruit production (23%), which caused sharp deficits and high prices for them on the global market. The calculations show that in order to meet world and domestic needs for annual consumption of sweet cherries, their production in the world should be increased to 14 million, in Ukraine - up to 20 thousand tons. Therefore, to preserve the position of Ukraine as one of the world's leading producers of cherry fruit, it is necessary to significantly increase the area of laying high-yielding plantations in order to obtain large wholesale parties of competitive products to fully meet the needs of the domestic market and increase its export volumes.

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