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## **State and development prospects of viticulture and wine-making**

**Objective.** Definition of strategic guidelines for the development of the wine-growing and wine-growing subcomplex on the basis of the introduction of an innovative model of industry development. **Methods.** Statistical groupings, graphical and qualitative, correlation-regression analysis. **Results** The main principles of strategic development are: creation of favorable conditions for the integration of industries into the world economic space; Growth of socio-economic well-being of society; Formation of scientifically grounded and socially oriented innovative model of structural modernization of viticulture and winemaking. **Conclusions** For the further effective development of viticulture and winemaking, technical and technological re-equipment and organizational and economic provision of wine-growing, seedling and winemaking enterprises should be carried out according to modern world standards.

*Key words: strategy, viticulture and winemaking, modern state, prospects of development.*

In today's globalized world, the place and role of viticulture and winemaking in Ukraine depend on the ability to effectively realize its objective advantages of the resource-potential in the global division of labor and international competition. With the accession of Ukraine to the WTO (2008), viticulture and winemaking were in conditions of perfect market competition, which led to the restriction of state protectionism of national producers, most of which proved to be of low competitiveness. Due to the non-conformity of national quality standards of European products, the inability to meet the technical, sanitary and phytosanitary conditions for the export of their products of national commodity producers has actually been eliminated from trade on the world market. Further development of the industry requires qualitative transformations that would increase the competitiveness of winemaking and winemaking products. Therefore, it is important to determine the strategic guidelines for the development of the wine-growing and wine-growing subcomplex, according to which Ukraine will pursue a policy on regulatory, financial, economic, environmental and social regulation based on the introduction of an innovation model of the industry's development. At the same time, Ukraine should summarize and take into account the experience of the countries that have already joined the EU (especially the countries of Eastern Europe), so that the stages of preparation and entry of viticulture into a single European space do not lead to negative consequences for the economic and social spheres. **Materials and methods of research.** Methods are used: statistical groupings, graphical and selective and correlation-re-analysis analysis. **Research results.** In the last 40 years, the area of grapevine planting in Ukraine has decreased by 3.5 times and amounted to 75.1 thousand hectares in 2013, in particular, in agricultural enterprises - 61.6 thousand hectares. In recent years, overgrowing of vineyards has increased their livelihoods, especially the high vineyard output index has been observed in 1995-2000. The area of young vineyards in Ukraine is no more than 12% of the total area (while it is needed to have up to 20% of young vineyards). The yield of grapes in Ukraine, despite some favorable periods, is generally low. The average annual yield of grapes during the research period was 53 c / ha, while the average yield in countries - world leaders in the production of grapes - 100 - 120 c / ha. Gross collections of grapes also tend to decrease. Over the past 40 years, the volume of grape production in Ukraine has decreased by 2.2 times (Table 1). The main reasons for the destabilization of wine grazing in Ukraine are the planting of grapes without taking into account the natural and environmental factors, the inappropriate varietal composition of the plantings,

the low quality of the gardening material of the grapes and the level of the agro-technical condition of the vineyards, the stagnation of the Ukrainian economy. The domestic market of grapes and wines is now in a state of stagnation. This is due to the low profitability or even loss making of small producers, caused by increase in the cost of licenses, low level of crop yields, costly promotion of products on the market. However, the analysis of the market for wine production in the retail trade network indicates the apparent tendency to increase demand for harvested produce and significant prospects for the development of viticulture and winemaking (Table 2). The problems of the development of viticulture in Ukraine have led to a significant increase in the volume of imports of wine products compared with the volume of its exports. According to the calculations, the capacity of the domestic grape market in Ukraine is 377.7 - 522.9 ths. Tons. The level of self-sufficiency of Ukrainian population of grapes has significant regional differences, taking into account the traditions and customs of the local population. The market for grapes is mainly due to domestic producers (85%), but the share of imports has a significant tendency to increase. It should be noted that the shortage of technical grapes in Ukraine is replenished due to the import of wine materials. Thus, in 2012 Ukraine imported 782.9 thousand dishes of wine materials, from the CIS countries - 520 thousand decalitres. In Ukraine today, the level of consumption of grapes is an order of magnitude lower than scientifically substantiated standards (1 kg per person per year at the rate of 8 - 10 kg), the saturation of the market of table grapes averages 13.6%. Consumption of grape wine per capita over the year is at times lower than the European one. The low saturation of the market of table grapes and domestic grape wine is due to the insufficient level of production of the corresponding products per 1 person, low solvency of the population, the absence in the separate regions of the country of the traditions of consumption of table grapes And grape wine, lack of professional management of the marketing complex of the investigated subcomplex. A number of problems related to the reformation of viticulture and winemaking, determined by the strategy of their further development in terms of integration into the world economy, requires more detailed scientific and applied work, in particular, in terms of development and improvement of the market for viticulture products (special An approximate grade of table grapes), an innovative reorganization of the national wine-gradation, rational scientifically grounded placement of vineyards, as well as the formation and reconstruction of a selection of grapes and you oblenoyi vynoproduktsiyi ura-huvannyam of demand and supply national and international markets, scientific support and implementation of scientific innovations in industrial production. Models of integration links between vine producers and wine producers, processing enterprises and other organizations that promote the promotion and marketing of products are not fully developed. Also, marketing strategies for the further development of viticulture and winemaking have not been sufficiently worked out. The necessity of developing a strategy for the development of viticulture and winemaking is due to the close interconnection and interdependence of these industries, the prospect of output of which on the world market is determined by the coherence of their interaction and the parity of relations; Dynamical changes taking place in the economic, social, political, international, scientific and technical spheres and generating new opportunities and threats; Intensification of competition in the domestic wine market and development as a result of penetration of new competitors by commodity producers, the growth of which is accompanied by an increase in the supply of goods and a reduction in income and profits; The importance of mastering the world market for viticulture and winemaking, which requires viniclors and winemakers with a well-defined vector of motion for a long-term prospect as an important condition for achieving their export economic goals; The ability of buyers to influence the commodity, price, distributive and communicative policies of the subjects of management of the respective branches, thus defining the parameters of their production and economic activity; The growing influence of state institutions, local self-government bodies and the social movements of consumer rights protection and the environment. As components of the agro-food complex of Ukraine, viticulture and winemaking directly provide food security to the country and form the economic basis for improving the living conditions of rural commodity producers and solving important social problems in the countryside. The investigated branches must perform a pioneer function in relation to an effective combination of multi-disciplinary business entities and science oriented toward the harmonization of relations in the economic, social and

environmental spheres. On the basis of generalization of approaches to the formation of a strategy for the development of the wine-growing and wine-growing subcomplex of Ukraine, it was stated that its main principles are to create favorable conditions for the integration of industries into the world economic space; The growth of social and economic well-being of the society; Formation of scientifically grounded and socially oriented innovative model of structural modernization of viticulture and winemaking. An important condition for achieving strategic results is also the systematic implementation of measures to ensure long-term economic, social and environmental priorities (Figure 1).

1. Key indicators of the development of viticulture in Ukraine
2. dynamics of wine sales in Ukrainian retail trade

Fig. 1. Principles of the strategy of development of viticulture and winemaking of Ukraine and the mutual influence of its priorities

In order to identify the main strategic directions of improving the efficiency of wine growing and winemaking in Ukraine, the problems that hamper their development and the causes of their emergence should be identified. The content of the strategy for the development of viticulture and winemaking consists in the preparation and implementation of such production and economic activity, which ensures the achievement of additional economic, social and environmental goals on the basis of satisfying the needs of consumers in the products of viticulture and winemaking of the domestic and world markets in conditions of dynamic changes macro. - and the microeconomic environment. In accordance with the defined strategic tasks and directions, appropriate mechanisms for their implementation are developed (Fig. 2). The development of the strategy for the development of viticulture and winemaking is preceded by market-based research, on the basis of which the state and trends of the market situation are determined, the nature of the existing and future competition is established. Taking into account these factors, a complex of marketing is being developed regarding the volume, range, quality, price, dyslipidation and communication of the corresponding products on specific national markets. Studies show that the priority component of modern development of viticulture and winemaking is the applied use of scientific achievements. After all, the transition of the wine-growing and processing subcomplex and its subjects of state-building to the innovative model of development enables to react in a timely manner to the dynamic changes of the market economy and the environment. Therefore, the goal of winemaking and winemaking is to ensure the adaptation of the scientific-experimental and production-economic process to the needs of a market economy based on the transition to an innovative model of development. In the case of Ukraine, this primarily involves the use of innovative developments to improve the quality of development indicators. Increasing the efficiency of grape production involves the development of scientifically grounded placement of grape plantations on the basis of detailed study and taking into account environmental factors: relief, microclimate, soil cover due to high ecological plasticity of the grape plant. The main task of breeders and ampelographers of the NSC "IViV named after V.Ye. Tairov "was and continues to replenish and improve the variety of grapes in Ukraine to provide the consumer with local high-quality products available. To solve this problem, we use 3 modern methods - generative selection, introduction and clone selection. Now more than 130 varieties and perspective forms are created in the institute, 36 of them - entered in the Register of plant varieties of Ukraine (23 - one hundred, 11 - technical, 2 - rootstocks). Their total area in Ukraine is more than 10 thousand hectares. A number of varieties are successfully cultivated in Russia, Moldova, Italy, the Czech Republic, and others. Winemaking is the crown of wine-making, therefore it is necessary to ensure the production of original products that will form the brand "Ukrainian Wines". The perspective direction of viticulture is the development of the market for table grapes. Due to the insufficient number of table grapes of the domestic production (about 30 thousand tons annually), the import of table grapes reaches 40 thousand tons, which complicates the progress of the promising industry. Further development of viticulture and winemaking in Ukraine to a large extent depends on the state of grape seedlings. The scientific and technical achievements in the field of agrobiolgy, biotechnology and genetics of grapes have confirmed the importance and necessity of using breeding methods during its reproduction. Improving the technology of planting and growing vineyards is of great importance. Domestic and foreign scientists

developed a significant number of technological ways that vdosko-nalyuyut lay the vineyards along the line of energy saving, saving rrun-tovoyi fertility, creation bioadaptive technology. Among the main tasks of the innovation sector of the industry is the improvement of the scientific system and the direction of its market adaptation to meet market needs; Strengthening of consulting activity of scientific institutions for the promotion of their own competitive development in the market, the production of high-tech products in the use of experimental and experimental base of scientific institutions.

Fig. 2. Strategies for the development of viticulture and winemaking in Ukraine on the basis of scientifically grounded innovation model of their functioning

### **Conclusions**

The strategy of economic development of wine-growing and winemaking in the conditions of Ukraine's integration into the world economic space provides for the creation of conditions for the integration of the economy of the branches into the European and world economic space; Creation of the principle of a new scientifically grounded and socially oriented innovative model of structural adjustment of branches with the phased formation of priorities of economic, social and ecological development of agricultural production in the state; Development and constant scientific and economic support of regional programs of development of viticulture and winemaking in all wine-growing regions of Ukraine in order to increase the efficiency of the industry, modernize its production base, develop cooperative and integration ties, social and marketing policy. Further development of viticulture and winemaking in Ukraine should be based on the adaptation of Ukrainian legislation to the EU member states. It is necessary to initiate amendments to the Law of Ukraine "On Grapes and Grape Wine" on the promotion of direct actions and restoration of the State Inspection of Ukraine. Taking into account the experience of European countries, it is necessary to restore the practice of financing the laying of new plantations in Ukraine as a way of improving the competitiveness of the industry. For the effective development of winemaking and winemaking in Ukraine and obtaining their maximum guaranteed income, it is necessary to develop regional programs for the development of viticulture and development in all wine-growing regions of Ukraine. To the "Program for the Development of Viticulture and Winemaking of Ukraine for the period up to 2025", separate sub-programs should be added: "Grape seedling of Ukraine", "Table Grapes of Ukraine", "Ecological Viticulture and Winemaking of Ukraine".

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