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Directions of development of poultry industry

Purpose. To determine the capacity of the domestic market of poultry production and to forecast its volume in the short-term period. **Methods.** Prognostic models of correlation-regression analysis. **Results** The current state of the poultry industry is assessed. Per capita growth is projected at 2020. Production of poultry meat up to 42 kg, eggs - up to 565,1 pc. **Conclusions** Improvement of organizational and economic conditions and regulatory base in accordance with the current world standards will allow to increase gross production of eggs and meat and increase the export potential of the country.

Key words: poultry breeding, poultry meat, food eggs.

Introduction. Poultry farming is the most technologically developed branch of rural state support of Ukraine, capable of providing high quality dietary food products to the population and increasing the pace of production, which makes it possible to strengthen the food security of the state. Due to the high quality of poultry production and rapid payback, this branch in all countries occupies a priority among livestock industries [2, 4, 6 - 11]. The effectiveness of the further development of the industry is determined mainly by technical, technological, organizational and economic factors, the rational combination of which enables the production of products and the profitability of farms. In addition, the profitability of the production of eggs and poultry meat depends more on the quality of genetic resources used for this purpose [1, 3, 5]. The purpose of the research is to determine the capacity of the domestic market of poultry production, taking into account the livestock and indicators of egg production and poultry meat, and to predict their volumes in the short-term. **Research methodology.** The research used a constructive-dissipative approach and predictive models of correlation-regression analysis. **Research results.** According to the State Statistics Service of Ukraine, as of January 1, 2015, [2] the total number of agricultural poultry of all types in farms of different types amounted to about 218.3 million head. Of this number in agricultural enterprises hold 124.4 million goals. (57%), in state pre-retirees - 93.9 million head. (43%). The gross production of poultry meat in live weight in all categories of farms in 2014 amounted to 1487.8 thousand tons, of which agricultural indigenous enterprises produced 1276.5 thousand tons (85.8%), farms - 213,3 thousand tons (14,2%). The share of poultry meat in the total volume of meat production in the country increased to 44.6% against 31.1% in 2005 (Table 1). The increase in poultry production in recent years was mainly due to the powerful poultry enterprises, whose share in poultry production increased from 57% (in 2005) to 94.7% (in 2014) in meat accounts Broiler chicken (1208.5 ths. Tons). In the future, taking into account available resources and world trends in the growth of chicken-broiler meat production, this segment in Ukraine will have a positive trend and, according to the forecast in 2020, will reach 1.8 million tons in live weight. Planned growth (16.3% compared to 2014) of the quantity of products at large specialized agricultural enterprises to almost 1.5 million tons. For small, farms and other households of the population, it is also planned to increase the indicators of gross production of poultry meat At the level of 49.9% (to 319.8 thousand tons) and the expansion of its assortment (meat of chickens, ducks, geese and turkeys).

1. Balance of production of meat of poultry of all kinds (live weight, over the years)
2. Balance of production of food eggs (by years)
3. Number of livestock of parent herds of poultry by species, million goals. (By years)

4. Production of meat from poultry of all species (live weight, thousand tons) by years

5. Production of incubation and breeding eggs from poultry of all species, million pcs. (Over the years)

At the same time, growth and domestic demand are expected to reach 1.5 million tons in 2020. In 2014, 34.6 kg per capita (without consideration of the temporarily occupied territory of the Autonomous Republic of Crimea and Sevastopol) yielded 34.6 kg and Consumed about 28.4 kg of poultry meat. By 2020, with an eye to current trends in the industry, it is planned to increase the level of poultry meat production by 21%, to 42 kg per year compared to 2014 (see Table 1). For the period 2014 - 2020, the number of egg chickens is expected to increase by 1.3 times, that is, to reach 60 million goals. Due to the introduction of additional production capacities in 2015-2020. In 2014 in Ukraine specialized agricultural enterprises produced about 12.7 billion eggs (Table 2). By 2020, it is planned to increase their production by 46.5% (to 17.5 billion units). At the same time, with the increase in production in specialized farms, the number of commodity hens-bearers of domestic selection in households by 2020 is expected to increase to 43.6 million head, which is more than 1.2 times compared with 2014. This will increase the average Carrying up to 135 pcs. Eggs on a carrier for a season (by 27%) and meat output - up to 3.1 kg / head. (By 29%). Production of food eggs in households will remain at a stable level - about 7 bln. Domestic demand, taking into account the physiological norm of consumption (290 pieces / year) and the population of the country, will also remain at the level of 12.5 billion units. In view of this, Ukraine's potential export potential will increase from 7 to 11.8 billion units in the coming years. Eggs In 2014, in Ukraine, the breeding stock of birds was 4.15 million goals. [2]. The largest number of poultry in this segment of the poultry market in the country accounted for the parent herds of meat chickens - about 2.9 million head. (Table 3). Parental herds of egg chickens amounted to 0.68 million head, ie 16.4% of the total population of breeding poultry. The share of other types of poultry - 4,6; 8.3 and 1%, respectively for ducks, geese and turkeys. By 2020, a gradual increase in parent herds of meat chickens is expected to reach 3.6 million head, which is 1.2 times more than in 2014. This will increase the domestic market for hatching eggs, day-old chicks and broiler chickens. The substantial increase in the number of waterfowl in the future is not planned (see Table 3), since a significant proportion of the production of geese and ducks meat will be concentrated in the subsidiary and farm state subsidies of the population.

The breeding stock of turkeys in 2020 will increase almost by half - to 100 thousand head. This tendency is connected with the expansion of the range of products in the market in the market and the prospects for using turkey meat in food production, in particular as a dietary product. Due to logistical and kor-movyy potential, total production of all kinds of poultry to 2020 will increase 1.2 times (compared to 2014) - 1 577.1 ths. Tons (live weight) (Table 4). In addition, the proportion of broiler meat in total production will be about 91.9%. Currently, the breeding resources of egg and meat chickens (foreign selection), which are used by agricultural enterprises, are concentrated only in the second-order reproducers. They provide specialized poultry farms with day-old young, and the population (through incubator-poultry stations) - incubation eggs. In 2014 in our country there were about 725.3 million pieces of probinco-van. eggs (tab. 5), which is almost 5% from 2013 to fully meet the needs of industry by 2020 expected to increase Volyn NGO-Valo hatching eggs production 1.2 times (to 877.6 million units.). At the same time, the maximum increase in the number of incubation eggs of meat breeds of chickens for broiler chickens (up to 615.6 million units) and about 490 goals is planned. Day young The production of hatching eggs of other species of birds will remain stable. Successful implementation of the program depends on the state financial support for producers of poultry products, vitchyz-nyanoho stimulate exports, the mechanism of acquisition of modern technological equipment and ne-owse existing legal framework. Restoration of a vertically integrated network structure and poultry breeding state-lands' provides encouragement and if po-treby providing state support for the p-schuvannya repair and maintenance of young adult poultry in breeding plants for breeding poultry of all kinds (to profitability + 10%). The planned substantial increase in poultry production is possible only if a favorable investment climate in the industry, due stabil-noyu, predictable government policies to support domestic producers in the budget, credit, pricing and rehulyator-nyy public administration. In order to guarantee the dynamic

growth in poultry production, stimulate domestic and export potential and provide on-dovolchoyi security measures need zdiysny-ty system of state regulation of the industry: • streamline the use of funds in the state budget pered-bachenyh on devel-current poultry; • develop a harmonized regulatory framework; • to strengthen the control of authorities for the unauthorized importation of imported poultry products.

Conclusions

In Ukraine, egg and meat poultry enterprises operate at the level of world standards, whose products confidently compete with the import. Improving the organizational and economic conditions and regulatory and legal framework for the development of the poultry industry and its harmonization in accordance with the standards in force in the EU and the world will enable to increase the volume production of eggs and meat and increase the export potential of the country.

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