

## PERSPECTIVES OF INNOVATION DEVELOPMENT OF UKRAINE

Levchuk Nataliya

"Institute for Economics and Forecasting, Ukrainian National Academy of Sciences" –  
Kyiv, Ukraine

Levchuk Nataliya [levnatali71@mail.ru](mailto:levnatali71@mail.ru)

**Abstract:** An analytical review of the development of innovative production of fat-containing products in Ukraine was research.

**Keywords:** Development of innovative, fat-containing products.

### Introduction

Market economy of the states stimulates development of food industry, extending the assortment of the produced foods and ingredients, reducing energy- and resources consumption, and also reducing prime cost foods. The feature of the post-Soviet independent states is privatizing of food industry enterprises, except the spirit industry enterprises. Privatizing and market from one side awakes interest of proprietors to invest facilities in expansion of high quality food staff production, and from the other side is called to minimize material production inputs. In the market conditions the production of foods is determined by demand. Taking into account that 80 % of Ukrainian populations have minimum profits now, demand for cheap food increases [1].

We will consider development of production of food staffs on the example of fat-containing foods: dairy butter and vegetable oil.

The tendency of dairy farm reduction is preserved in Ukraine, and also the milk production is being reduced and as a result the production of dairy butter is being reduced. Milk has maximal production volumes in May-July, although the tendency to the declination of volumes on the whole is saved. Also marked influence is rendered by the state of affairs of dairies world market, in particular price declining for fat free dried milk and casein, as a result of which profitability of dairy butter production is being reduced.

### Results and Discussion

In 2008 84,8 thousand t of dairy butter was produced in Ukraine, in 2009 - 74,7 thousand t, and in 2010 - 79,5 thousand t. Cost of ton of butter today is about 45 thousand UAH.

Milk is processed on productions directions as follows:

-whole milk products: pasteurized or sterilized drinking milk, baked milk kefir, curdled milk, yoghurt.

- dairy butter, casein, fat free dried milk, cream, sour cream;

- cheeses: curd, cheese, melted cheese.

As the for dairy butter price grows, and production of its volumes reduce steadily, then producers willingly substitute part of animal fats by vegetable oil:sunflower-seed refined oil, refined palm-oil, hydrated fat [2]. The price of ton of the refined sunflower-seed oil is about 14 thousand UAH. the Usage of hydrated fats in compounding of fat-containing

product, consisting of mixture of fat and oil which called spread, allows to reproduce organoleptic properties of natural dairy butter, even if in a product it is only 5 % fat of animal origin (natural dairy butter). Such replacement of fats can bring high profitability to the producers and to stimulate falsification of natural dairy butter. Educing the fact of falsification is possible, finding out the presence of nickel in a product which is used as a catalyst at hydrogenizing. Raw material for the production of hydrated fat is the refined vegetable oil mainly sunflower or rape. In Ukraine basic oil-bearing cultures for the production of vegetable oils are a sunflower, rape and soy. A sunflower occupies leading position, having the middle productivity of 15,0 c/ha. Rape is the most productive culture (20,8 c/ha), but the presence of limitations on chemical fatty-acid composition of oil and agro technical terms of growing slows his industrial till and processing. Soy, having the productivity of 16,8 c/ha, demonstrates the absolute increase of sowing areas and volumes of processing on a soy oil and feed schrot.

The major part of sunflower seed is processed in Ukraine, while a half the taken crop of soy and almost all seed of rape are exported. Processing of sunflower into vegetable oil with every year grows and market saturations foods of production are not yet reached. From 2008 power of oil-bearing cultures processing enterprises is being intensively increasing. In the south of Ukraine in Mykolaiv, Odesa, Zaporizhzhya, Poltava and Vinnytsya regions, foreign investors extend processing of oil-bearing cultures and build new oil-extracting plants.

Major part of produced sunflower-seed oil is exported in countries the CIS and countries of distant foreignness. Part of vegetable oil, which remains for an internal consumption, is being sent for hydrogenizing and margarine producing, and a remaining amount enters retail network and goes to the production of mayonnaise. Negligible quantity – 17-25 % from produced - margarine export. The basic component of margarine is hydrated fat which in margarine is about 98 %. Mainly margarine and hydrated fat is used by pastry, bakery, milk processing enterprises and enterprises of public food consumption and restaurant business. A spread is mixture of fat and oil, namely dairy butter and hydrated fat or margarine - appeared at the market in the beginning of 90th in the imported execution under the name easy oil, not containing cholesterol. Spreads had and have the marketing niche, as profits of population are low. Increase of average monthly available profit calculating on one man in 2008 and 2009 years became slower, that it is constrained, presumably, with a world crisis. Diminishing of profits a population entailed increase of demand on cheap food staffs.

In 2009 in a suburb South to the Odesa region (Novi Belyaru) there was built and put into an operation plant for processing of tropical oils on an investment from Malaysia and India. Through the Yuzhnii port in 2010 was imported 280 thousand t of palm-oil which is refined and fractionate on liquid olein faction and hard stearin. Stearin faction is used as a substitute of dairy butter in fat-containing foods. Educing such falsification of dairy butter is difficult, as a nickel in such product is not present, but fatty-acid composition substantially differs from a natural dairy butter. An import to Ukraine and export from Ukraine of tropical fats is presented on a fig. 1. Ukraine exports factions of palm-oil also, thus 80,8 % Russia buys in from a general volume. In 2011 the import of tropical oils shorted, especially palm-oil. It, presumably, it is related to the increase of prices for tropical oils and building of similar enterprises in Russia, in particular in Krasnodar.

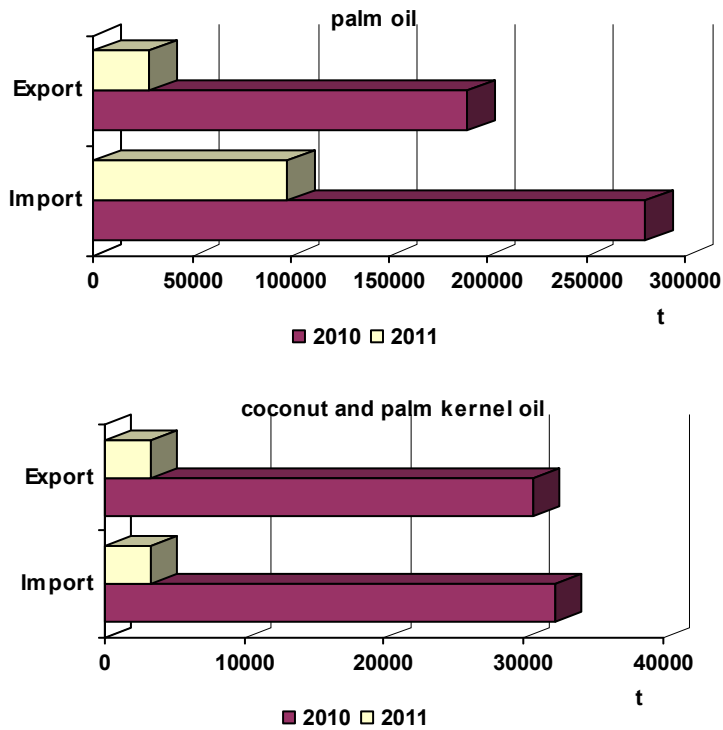


Fig. 1. Import and export by Ukraine of tropical oils in 2010 and 2011

Increasing areas under growing of oil-bearing cultures and extending the production of the vegetable refined oil, in 2010-2011 marketing year Ukraine gained the leading position in the world rating of producer of sunflower-seed oil (fig. 2) as evaluated by Ministry of agriculture of the USA.

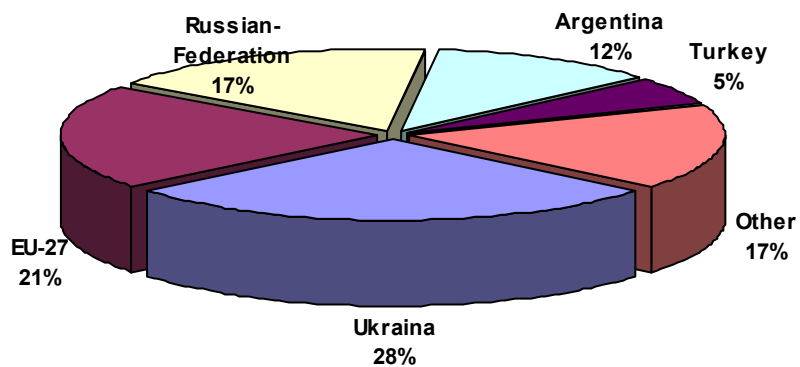


Fig. 2. There is the world rating of producers of sunflower-seed oil in 2011

Research is executed within the framework of scientifically research work of State | Organization "Institute for Economics and Forecasting, Ukrainian national academy of sciences" on the topic: "Structural transformations in the economy of Ukraine: dynamics, contradictions and influence on economic development".

### Conclusions

Expansion and innovative development of powers on the production of fat-containing foods, introduction of new technologies of production and processing of vegetable oils allowed Ukraine to occupy leading positions in the world market of vegetable sunflower-seed oil. Expansion of oil production and reduction of fat go in the conditions of market. The production of foods of stock-raising must be supported at state level, entering grants from the state budget or giving to the producers of preferences and privilege at legislative level.

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