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STATE AND PROSPECTS OF PRODUCTION AND TURNOVER OF ORGANIC PRODUCTS IN UKRAINE

The article deals with the investigation of current state and prospects of production and turnover of organic products in Ukraine. Special attention is paid to the lack of proper regulations, national certification standards, pollution and depletion of agricultural land and other factors that can decelerate the rate of growth of the organic products. The need for organic agricultural production aimed to promote environmental preservation and production of both safe food products and raw materials is substantiated. The national agricultural potential of development of production and turnover of national organic agricultural products is defined by the authors and the definitive measures at the national, regional and microeconomic levels, which will promote organic agricultural production, are suggested.

Key words: organic products, certification, regulatory framework, organic market, organic agricultural production.

Problem setting. The more wealthy and civilized society become, the more its citizens pay attention to the quality and safety of life. The leading role in ensuring the proper quality of life is played by the development of the agricultural sector, which, on the one hand, provides the production of safe ecologically clean manufacturing (food products, raw materials for food and light industry, medicine and pharmacology, chemical industry, power industry); on the other hand, it provides safe, ecological, organic production, based on the principles of sustainable development.

Both the level of development of land use and, hereafter, the level of food independence of the country, health of the population, and its quality of life will be determined by the innovations focused to the organic agricultural production and preservation of the natural land resources. According to the foreign experience in organic production we can conclude that the development of agriculture, oriented to the production and turnover of the organic products is a promising strategy that is being developed in the world. Thereafter, Ukraine, presenting itself as a would-be member of the EU and one of the world leaders in the agricultural sector, assumes the responsibility and liabilities as for the compliance of the domestic agricultural products with the European standards.

Analysis of the recent research and publications. The problems of the development of the world and national production of the organic products are considered in the research papers of such scientists as P. Skrypchuk, N. Zinovchuk, V. Artysh, G. Shpak and others. The problem of the efficiency of organic production is also provided by the research papers of such Ukrainian scientists and practitioners as T. Chaika, J. Manko, D. Zakharova and others. The theoretical and methodological study of the formation and development of the organic agricultural production, the evaluation of its economic, environmental and social impact on the social and economic system are covered in academic papers of the local scientists, namely, P. Sabluk, A. Rudnytska, A. Popova, M. Kobets, O. Kuzmenko, O. Dudar, I. Tkachuk, V. Shlapak, N. Fedorova, O. Khodakivskiy, S. Korchynska and others.

They consider organic agriculture not only as a method of farming, but also as a system that combines economic, environmental and social components, and is focused to ensure the sustainable development of the national agro-industrial sector of economics. Thus, Ukrainian scientists proposed to define the organic agriculture as a «system of agricultural management of agro-ecosystems, based on the maximum usage of the biological factors associated with the increase of soil fertility, agro-technological measures of plant protection, as well as the completion of a range of other activities that provide environmentally, socially and economically sound agricultural products and raw materials»¹

¹ Кобець, М.І. (2004). Органічне землеробство в контексті сталого розвитку. Проект Аграрна політика для людського розвитку. *Актуальні питання аграрної політики: збірник робіт*. Київ, 106-132.

Exploring the features and trends of the organic agricultural production both in Ukraine and the world N. Fedorov, A. Khodakivskiy, S. Korchynska concluded that «Organic production is based on the principles caused by the local social and economic, climatic, historical and cultural features; it is quite difficult to identify the priority ones as they are equally important»¹, so there is no standard model for the implementation of the organic production and it is important to take into account the local peculiarities when studying the international experience of the organic production. In his book «The institutions of the agricultural market» A. Shpykulyak pays attention to the specific nature of the development of the national agricultural market in general. According to him, in Ukraine there is actually a paradox: the institutions and mechanisms have been developed, but in practice they are incompetent and ineffective². It can be also said about the market development of the organic agricultural products. Accordingly, there is a need for further analysis of the status and prospects of production and turnover of the organic products in Ukraine.

Objectives setting. The aim of this study is to determine the prospects for the organic production in Ukraine and its competitiveness on the foreign and domestic markets by analyzing its current state.

The basic research data. Nowadays society gradually realizes that the main criterion of agricultural production is not only the increase in the volume of production, but also the preservation of natural resources, which are essential to deal in agricultural activity. The current dilemma of the further development of agricultural production and preservation of the environment as the basis of human vital activity of future generations defined the search of the alternatives in the industrial development. As a result, the interest in methods of organic agriculture, which contributes to the natural restoration of soil fertility and maintaining of the balance of natural ecosystems, is growing rapidly. The organic farming organization focuses on the environmental regularities through its focus on obtaining the environmentally friendly products of plant growing and cattle breeding and reducing the health risks of the agricultural producers and consumers of the organic products. Therefore, it requires the compliance with other technologies different from the traditional agricultural farming ones.

Despite the attractiveness of the organic products market, its development in Ukraine is progressing slowly. In the current situation it does not allow both to take the stable place in the world market and to apply the potential of the Ukrainian market of organic products to provide the Development strategy of the agricultural sector for the period until 2020 adapted by the Ukrainian government in 2013³. The deterrent factor in the development of the production and turnover of the organic products is expressed by the imperfect legal framework and lack of national certification of organic products.

It is arguable that until October 2013 in Ukraine the organic farming was developing spontaneously, without the appropriate legislative adjustments and proper control of compliance with non-traditional production of the agricultural products. Therefore, some dishonest manufacturers, in order to obtain the competitive advantages in the market and using such brand as «ecological», «organic», «biological», sell their products, that do not, partially or fully, conform to these characteristics and this fact had a negative impact on the market development for organic products because of declining confidence in the manufacturers of such products. To ensure the proper functioning of the market for organic products and raw materials as well as guarantee the consumer confidence in products and raw materials, which are labeled as organic, the Law of Ukraine «On the production and turnover of the organic agricultural products and raw materials», which came into legal force in January 2014, was adapted. According to the provisions of the Law, «any physical or legal entity who got the assessment of commodity for organic products (raw materials) production, received the certificate of commodity and was included in the Register of organic products (raw materials) manufacturers, has the right to produce organic products (raw materials)»⁴.

However, this law, focused on the development of production and turnover of the organic agricultural products, cannot be regarded as sufficient. Kravets N.V. underlines that for the effective practical implementation of the Law of Ukraine «On the production and turnover of the organic agricultural products and raw materials» it is necessary to itemize and specify the relevant regulatory legal acts, including the

¹ Федоров, М.М., Ходаківська, О.В., Корчинська, С.Г. (2011). *Розвиток органічного виробництва*. Київ, 146.

² Шпикуляк, О.Г. (2009). *Інституції аграрного ринку*. Київ, 480.

³ Стратегія розвитку аграрного сектору економіки на період до 2020 року (2013). *Офіційний сайт Верховної Ради України*. <<http://zakon5.rada.gov.ua/laws/show/806-2013-p#n7>>(2016, October, 23)

⁴ Закон про виробництво та обіг органічної сільськогосподарської продукції та сировини 2013 (Верховна Рада України). *Офіційний сайт Верховної Ради України*. <<http://zakon3.rada.gov.ua/laws/show/425-18>> (2016, October, 23)

regulations of the Cabinet of Ministers of Ukraine. In her opinion, «it concerns the procedure and rules of production and turnover of the organic agricultural products of plant and animal origin, the procedure of obtaining the status of entity entitled to be engaged in the production of the organic agricultural products, the procedure for determining if the land can be used for organic farming, the procedure aimed to control and confirm the status of the agricultural products as organic ones»¹. Indeed, the credibility of the certification system determines the tendency of consumers to purchase the organic products at a higher price.

Therefore, the lack of the Ukrainian rules and standards for organic production manufacture makes the national producers apply the European organic standards, both for export and for the internal market. According to the indices of May 2015 in the Ukrainian market for the organic products, the manufacturers of the organic products, depending on the target market, are provided with 16 organizations extending the certification services in accordance with other standards, namely: Ecocert SA (France), CERES GmbH (Germany), Institute for Marketing ecology (Switzerland), Control Union Certifications (Netherlands) and others, one of which is Ukrainian (Organic Standard). The Ukrainian certification company «Organic Standard» provides with the certification according to the standards for organic agricultural production and labeling of food, and also such food products as BIOLan developed on the basic standards of the International Federation of Organic Agriculture, the Council Regulation (EEC) № 2092/91 on organic production of the agricultural products and such standards as BIOSWISS of the Association of Swiss organizations of organic producers².

The slow development of the organic production can be explained by the fact that not many agricultural lands can be used for environmentally friendly products growing. Today we must recognize that the state of the Ukrainian agricultural lands is unsatisfactory. The reforms of the agricultural sector, which negatively affected the dynamics of the structure of the land fund, caused the irrational land-use and the adverse human impact on the soil, resulting in degradation and deterioration of the natural ecological balance.

Rogach S.A. states that «this ecological aspect of the agricultural land-use can be explained, first of all, by the imperfect structure of the acreage, which has undergone the significant changes in the direction of increasing the share of crops that are in great demand in the market»³. These crops are corn, sunflower, rape plant, which remove a significant amount of soil nutrients in the period of harvest development of a crop. For example, at an average yield of 15-20 hundred kg per hectare of sunflower and rapeseed can remove from about 200 to 260 kg of nutrients per hectare, so it leads both to the reduction of soil fertility and the economic losses. The decrease of humus content in the soil at about 0.22% for the recent 20 years resulted in losses of approximately 53.4 billion UAN nationwide. Due to the inefficient and irrational use of agricultural land, Ukraine has lost almost all soils with high humus content (in 1990 they accounted for 36.9%, in 2015 they amounted only 3%)⁴.

We can restore the soil fertility with the help of fertilizers. However, despite the catastrophic environmental condition of land, there is a reduction in measures to restore the soil fertility. During 2014 the soil was enriched only with 0.5 tons per hectare or 500 kg of manure per hectare while the minimum standard to ensure a rational balance of humus, depending on the kind of soil in different climatic zones, varies from 8 to 14 tons per hectare. So, such activities as the soil enrichment with the organic fertilizers, considered as the main source of the replenishment of humus and nutrients in the soil, the creation of the optimal regulations and the overall conservation and improvement of soil fertility, were practically stopped⁵.

On a nationwide scale in Ukraine the amount of degraded and unproductive soils is accounted for up to one fifth of the arable land (6.5 million hectare), and the unsatisfactory environmental condition of land is a major cause of the environmental degradation. At the beginning of 2015 in Ukraine the total land area,

¹ Кравець, Н.В. (2015). *Екологізація аграрного виробництва як принцип аграрного права: автореферат дисерт. канд. юрид. наук*. Харків, 20.

² Офіційний сайт Федерації органічного руху в Україні. <<http://organic.com.ua/>> (2016, October 23)

³ Рогач, С. (2016). *Екологічні аспекти формування ринку сільськогосподарських земель в Україні*. <<http://studlib.org.ua/index.php/eprs/article/view/48>> (2016, October, 23)

⁴ Рогач, С. (2016). *Екологічні аспекти формування ринку сільськогосподарських земель в Україні*. <<http://studlib.org.ua/index.php/eprs/article/view/48>> (2016, October, 23)

⁵ *Національна доповідь про стан навколишнього природного середовища в Україні у 2014 році* (2016) Київ: Міністерство екології та природних ресурсів України.

which requires conservation, is accounted for 1.1 million ha, including 644.2 thousand ha of degraded, 432.1 thousand ha of unproductive, 144 thousand ha of disturbed land which require rehabilitation¹. The positive factor is that according to the analysis of the environmental and toxicological state of arable Ukrainian lands, conducted by the Institute of Agricultural Chemistry and Soil of UAAS, the anthropogenic pollution of land resources is not total but local, i.e. that among the contaminated lands we can also find those ones with the level of pollution that is much lower as compared to the countries of the European Union and, therefore, can be suitable for growing the environmentally friendly agricultural products.

Nowadays the national agricultural producers have all the prerequisites for the production of organic products and raw materials. Among them we can mention the several-centuries agricultural tradition, large land resources, as well as various applications of synthetic chemical fertilizers and other chemicals for plant protection and growth, considered to be minor in comparison with the industrialized countries of the world. In this regard, we believe the development of the national brands of the certified organic products, their promotion in the internal market and also their import to the foreign markets to be strategically important.

Ukraine has unique export potential, enormous natural resources for the production of the organic products, we mean the Ukrainian farmlands that make up about 19% of the pan-European ones, including the arable lands with almost 27% (the highest indicator of the agricultural land per capita among the European countries is 0.9 hectares, including 0.7 hectares of the arable land (compared to the average European indicators accounted for 0.44 and 0.25 ha correspondingly) and the most fertile lands, the black soils, which are generally estimated in Ukraine from 15.6 to 17.4 million ha². According to the indices of the Food and Agriculture Organization (FAO) «the agro-ecological yield potential in Ukraine is 6.2 tons per hectare (FAO experts estimate it as the greatest potential in the world which can be used most effectively by applying the organic technologies for farming), but the factual one is only 2.5 tons per hectare»³.

The availability of large areas of agricultural lands, rich in black soils, allows holding a leading position among the world producers and exporters of the agricultural products, when growing more than 60 million tons of grain and more than 10 million tons of sunflower seeds per year. In particular, in 2014 the gross grain harvest reached 63.8 million tons, including wheat (24.1 million tons), corn (28.5 million tons) and barley (9 million tons). Thus in 2014 the total production of bread-grain was 39%, while the amount of forage crops reached 61%⁴. According to the Minister of Agrarian Policy and Food of O. Pavlenko, Ukraine continues to strengthen its position in the world agricultural market. While providing nowadays 140 million of the world consumers with foodstuff, we can increase this amount to 400 million. He stressed that Ukraine is not only the world leading exporter of sunflower and sunflower oil, but also the third supplier of grain crops (34 million tons), and is among the top ten exporters of chicken meat⁵.

In 2013 the main Ukrainian organic crops for exports were presented by the organic sunflower seeds, organic wheat (spelta), organic soybeans, and organic flax and organic lupine. As for organic grain crops, they cover about 130 thousand hectares of the organic area or 5% of the planetary area under organic crops⁶. Ukraine occupies the 20th place among the leading countries of the world organic movement, taking into account the fact that in Ukraine they started developing this kind of farming only in 2000.

Globally, nowadays more than 162 countries are engaged in organic agriculture and 37.2 million hectares of agricultural land are certified as organic. According to the data of the IFOAM (International Federation of Organic Agriculture Movements), the popularity of the organic production in Ukraine is growing constantly, as evidenced by a steady trend of growth of the organic farms (from 31 in 2002 to 210

¹ Агроекологічна оцінка ґрунтів. *Офіційний сайт Всеукраїнської екологічної ліги.*

<<http://www.ecoleague.net/diialnist/vydannia-vel/ekolohichni-karty/ahroekolohichna-otsinka-hruntiv>> (2016, October, 28)

² Новаковський, Л.Я. (2015). *Національна доповідь щодо завершення земельної реформи*. Київ.

³ Нагорна, О. (2011). Чи може стати Україна «органічною» житницею Європи? *Офіційний сайт всеукраїнської щотижневої газети «Сільські новини»*. <<http://silskinovyny.com/apk-sogodni/item/549-chi-mozhe-stati-ukrayina-organichnoyu-zhitnitseyu-evropi?.html>> (2016, October, 28).

⁴ Єрмолаєв, А., Клименко, І., Ємець, В., Таран, С. (2015). *Аграрний сектор України: тенденції, суб'єкти, перспективи реформування*. Київ, 28.

⁵ *Офіційний сайт Міністерства аграрної політики та продовольства України.*

<<http://minagro.gov.ua/node/17566>> (2016, October 23)

⁶ Ільїнова, С.М., Терьохіна, Л.А. (2016). *Обрії органічного овочівництва в Україні*. Матеріали міжнародної науково-практичної конференції «Стан та перспективи розвитку виробництва органічної продукції» Селекційне Харківська обл. Інститут овочівництва і баштанництва НААН, 47-49.

in 2016, or almost 0.5% of the total number of farms) and the increase of the total area of certified organic farmland (from 164.4 thousand hectares in 2002 to 400.7 thousand hectares in 2016), representing about 1% of the Ukrainian farm land, i.e. we have considerable reserves for growth¹.

Unfortunately, in Ukraine there is a very low level of the internal consumption of the organic products, caused by the deficiency of the appropriate institutions, the lack of the development of the internal market for the organic products and a low effective demand. Despite its growth in 2015 to 17 million euro per capita, this level comprises only a minuscule share, namely about 0.30 euro per person (for reference, in Switzerland in 2011 it was accounted for 153 euro the per capita)². Therefore, the bulk of the produced organic products are exported. According to Y. Voskobiinyk, foreign markets are supplied approximately with 80% of the Ukrainian organic products, and the rest is sold to the internal consumers, namely 18% are sold at the usual price and only 2% of them are labeled as «organic ones»³. According to Kharchenko, this situation is caused by the high price of the organic products which is about 40% higher than the traditional one (for reference, in the US and Germany it is 10-15% higher than the traditional price). If the cost of the organic products is only 10-25% higher than the cost of non-organic ones, about 60% of Ukrainians will be ready to move to its consumption⁴.

All the researchers and practitioners believe that despite the significant problems and difficulties of the organic production in Ukraine, taking into consideration the rich natural resource potential of the agricultural production, the aspiration to study and learn from the successful experience both of the world's organic farms and the agricultural companies of the Ukrainian producers, the intention of the researchers and practitioners to enhance their innovations in this sector and the increase of the internal consumers awareness as for the usefulness of the organic products consumption will contribute to the development of the production and turnover of the organic products in the internal market.

The sustainable development of the organic production in Ukraine is confirmed by the European experts. According to Piddubna D., we can predict that «in 2013 Ukraine entered the top 5 countries by the increase of the organic production; now the market of such products comprises 2-3% and 10-15% of the population buys such products; by the end of 2016 this figure should reach 20%. Now Ukraine has ranked the 21st among the world leaders of the Organic Movement and, according to predictions, by 2020, the country can enter the top five countries that produce and supply organic products»⁵.

The analysis of the key market trends of the organic products allowed us to come to the conclusion that the market is being and will be constantly developed in the future when keeping to the current trends. The further development of the production and turnover of the organic products in Ukraine allows the appropriate measures to be developed and implemented in practice effectively not only at the national and regional levels but also even at the level of agricultural enterprises.

In our opinion, the understanding of the importance and necessity for gradual transition from the conventional agriculture to organic one, starting with the small farms, will provide the development of all areas of the national agribusiness. The system analysis and evaluation of the possibility to use the global experience in the organic agriculture, taking into consideration the Ukrainian conventional one, are the prerequisites for the strategic development, strengthening the position of agriculture in the national economy.

Conclusions. The understanding of the prospects for organic production, particularly for presenting it in the foreign markets, will encourage the agricultural producers to start the organic production. In recent years in Ukraine there are favorable conditions for this transformation: the law, regulating the production and turnover of the organic products, was adopted; the Ukrainian Federation of Organic Agriculture Movement is being developed intensively and etc.

¹ Офіційний сайт Федерації органічного руху в Україні. <<http://organic.com.ua/>>(2016, October 23).

² Офіційний сайт Федерації органічного руху в Україні. <<http://organic.com.ua/>>(2016, October 23).

³ Воскобійник, Ю.П., Гаваза, Є.В. (2013). Ємність ринку органічної продукції в Україні. *АгроІнКом*, (4–6), 7-10.

⁴ Харченко, Т.Б. (2013). Перспективи розвитку ринку органічної продукції в Україні. *Економіка АПК*, (9), 37-41

⁵ Піддубна, Д.С. (2016). Економічні та соціальні факти в процесі втілення органічного виробництва. *Науковий вісник Ужгородського національного університету. Серія Право*, 36(1), 208-213.

The organizational levels and defining measures of the development of production and turnover of the organic products in Ukraine

The organizational level	The defining measures of the development of production and turnover of the organic products
The state level	to create the legal frame work that would regulate the functioning of the market of the environmentally clean products for consumers, based on the participation of all engaged market entities
	to develop the national standards in the field of organic agriculture, and harmonize the system of international environmental standards
	to create the institutional infrastructure, starting with the certification institutions, associations of the organic producers and related sales network
	to develop the economic stimulation mechanism of the organic products with the help of the system of the concessional lending , tax optimization, subsidies
	to create the investment and innovation climate to increase the investment attractiveness and innovation activity of the organically oriented agricultural production
The regional level	to develop the target programs aimed to support the creation and development of the organic agricultural production
	to conduct scientific search in order to identify the potential in the field of organic agriculture in the region, to expand the information and advice service support for the organic agricultural production
	to establish the learning and training programs for specialists in field of the organic agricultural production
	to involve the land resources suitable for organic production
	To develop the regional markets for organic products. To participate in both international and Ukrainian fairs and expositions to promote the regional organic production
The level of the agricultural enterprise	To choose the direction of the transition to organic production, taking into account the available production resources and the demand for organic production
	To restore the land resources by using the fallow and underutilized lands in the agricultural rotation and start the organic land use; to restore the soil fertility by both using the system of crop rotation and chemicals-free farming
	To improve the efficiency of the agricultural production by setting the attractive prices for the organic products
	To advance the skills , to certify the system of organic production

In Ukraine special attention is being increasingly focused on the production of the organic products both at the productive and the state levels. However, most of the organic produce is exported. As for the Ukrainian customers, according to a number of restrictions, these products are regarded to be non-competitive in the market. These restrictions are basically represented by the low purchasing power of the most citizens, a rather high price of organic products, a narrow range of the national organic products and the lack of the advisable, educational and even promotional activities for the organic products promotion. The promotion of the proposed measures will help to overcome all these difficulties when organizing the organic agricultural production in Ukraine, which will allow our country to increase the production and turnover of the organic products at national, regional and microeconomic levels.

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