


ЕКОНОМІКА

UDC 338.242.4.025.2:635.1/8

JEL L51, Q18, O13

Components of the organizational and economic mechanism of vegetable market regulationBorshchuk V. *Bila Tserkva National Agrarian University* Borshchuk V. E-mail: vasyi.borshchuk@btsau.edu.ua

Борщук В.М. Складові організаційно-економічного механізму регулювання ринку овочевої продукції. Економіка та управління АПК. 2024. № 2. С. 65–75.

Borshchuk V. Components of the organizational and economic mechanism of vegetable market regulation. AIC Economics and Management. 2024. № 2. PP. 65–75.

Рукопис отримано: 20.09.2024 р.

Прийнято: 27.09.2024 р.

Затверджено до друку: 28.11.2024 р.

doi: 10.33245/2310-9262-2024-193-2-65-75

The article examines the tools of the organizational and economic mechanism as a system of interconnected and mutually conditioned methods, incentives, levers and tools of regulation and market self-regulation, which form an open dynamic system. It is founded that the tools of the organizational and economic mechanism should focus on the coordination of business interests entities and the balanced development of supply and demand in the market under the conditions of uncertainty and risk. The author's approach to the interpretation of the organizational and economic mechanism of the market regulations of vegetable production is considered by us as a set of forms and methods of management, levers and tools of regulation and self-regulation of reproductive processes in the industry and satisfaction of the population's needs in vegetable products.

It has been concluded that achieving a balanced functioning of the vegetable market under the conditions of martial law is possible only if effective tools of state regulation are used, which would support stability, efficiency and justice. It is argued that the prospective development of vegetable products market should be considered in terms of the influence of organizational and economic regulation tools on the strengthening of the current positive trends in the direction of increasing production volumes by agricultural commodity producers in the western and central regions of the country.

The principles of the development of vegetable products market are systematized and the need to focus vegetable product producers not only on obtaining profit, but also on ensuring ecological and social principles, which causes the manifestation of a synergistic effect, is emphasized. The directions of the influence of the organizational and economic mechanism of the regulation of vegetable products market in the post-war recovery of the industry are summarized, namely: the formation of new competencies of market subjects taking into account the transition to a new technological structure, the introduction of digital technologies and sustainable technologies for growing vegetables, the creation and modernization of capacities of objects of distribution infrastructure, restoration of the seed industry, etc.

Key words: market self-regulation, instruments of state regulation, vegetable products, market balance.

Problem statement and analysis of recent research. The study of the components of the organizational and economic mechanism is due to the fact that it is a complex multifaceted economic category, the interpretation of which in

the economic literature remains debatable. Any market, in particular, the open-field vegetable market, is dynamic in terms of supply and demand, is under the influence of numerous factors. That is why the tools of the organizational

and economic mechanism of market regulation must ensure the balance of its functioning, which is especially relevant in war conditions.

The economic essence of the organizational and economic mechanism is expressed in its definition as an economic category. Therefore, a scientific understanding of this category is impossible without an analysis of the economic literature. Thus, the concept came to economics from technology, since there was a need to describe social and production processes in their interaction. Prototypes of simpler mechanisms drawn from mechanics (lever, inclined plane, hinge, etc.) in economics formed a group of so-called tools that are part of the mechanism. It should be noted that a feature of the organizational and economic mechanism of market regulation is that it rationally combines the tools of market self-regulation and state regulation of economic relations between entities, which is emphasized by domestic scientists [1-3].

The generalization of the scientific literature has made it possible to establish that the organizational and economic mechanism of agri-food market regulation is considered as a set of techniques, methods and levers of economic influence of the state and market structures on the production system of the agricultural sector and potential consumers in order to reconcile the economic interests of society with the group and individual interests of economic entities [4; 5].

In addition, there is an approach according to which the organizational and economic mechanism of market regulation is a way of ensuring the implementation of the requirements of objective laws in the process of subjective human activity, which includes such superstructure relations (political, ideological, moral-ethical, legal, etc.) that actively influence the basis [5]. Thus, the following independent spheres are distinguished within the organizational and economic mechanism: state and legal; economic and legal; administrative and executive; state and economic management; self-government.

At the same time, according to another approach, the economic mechanism is an integrated multi-level system of forms and methods of influencing economic sales processes and their regulation. The components of the economic mechanism are sales planning, financial and credit mechanism and taxation, and price mechanism (pricing, which generates the process of continuous adaptation of agricultural enterprises and consumers of their products taking into account market conditions) [6]. At the same time, the author notes that the economic mechanism should reflect three groups of factors, name-

ly: natural, demographic and economic, which cannot be agreed with, since it is also necessary to take into account scientific and technical, political and legal, competitive, social, factors, as well as the international environment. In the interpretation of A. D. Dibrova, the mechanism is a holistic dialectical set of interconnected, interdependent and purposeful principles, functions, methods, forms and instruments (levers) of state regulation of the economy, aimed at harmonizing the interests of economic entities of the state [7]. An interesting approach is the definition of the organizational and economic mechanism of the functioning of the agri-food market as a set of economic, organizational and social relations in the field of regulating food supply processes for the purpose of developing and functioning of the national food system [8]. Summarizing the above approaches to interpreting the category, the organizational and economic mechanism of regulating the agri-food market is a form of complex use of a set of methods, levers and instruments objectively determined by the laws of the market for regulating and stimulating the reproductive process in interaction with productive forces. At the same time, it is necessary to take into account the specifics of the action of the elements of the mechanism in the agricultural sectors, which is due to a combination of technical, technological, social and natural factors, as well as the need for state support for the industry and rural areas, as well as changing conditions of the external and internal environments of the functioning of market entities, which requires further research in this direction.

The aim of the research. The purpose of the article is to substantiate theoretical provisions and practical recommendations regarding the rational combination of market self-regulation and instruments of state regulation of the vegetable market.

Material and methods of research. The theoretical basis of the study is a set of fundamental and methodological knowledge of achieving balanced development of the vegetable market based on the orientation of state regulation instruments to create favorable conditions for ensuring the country's food security, the profitability of vegetable growing at a level that ensures expanded reproduction, and full satisfaction of the population's needs for vegetable products.

When conducting the study, a systematic approach was used, which is based on the principles of dynamism, interaction of all elements of market self-regulation and state regulation instruments, which ensure the integrity and complexity of the organizational and econom-

ic mechanism. The study used a monographic method, hypotheses in studying the theoretical foundations of organizational and economic regulation of the vegetable market. General scientific methods of analysis and synthesis, induction and deduction were used in substantiating the instruments of organizational and economic regulation of the vegetable market and outlining the directions of their influence on the revival of the vegetable growing industry.

Research results and discussion. The organizational and economic mechanism is considered as a system of interconnected and interdependent methods, incentives, levers and instruments of regulation and self-regulation of reproductive processes in the industry, which combine the action of market laws and state agrarian policy, which contributes to increasing the efficiency, stability and adaptability of the production system to conditions of uncertainty and risk. The current conditions for the development of the open ground vegetable growing industry are characterized by an imbalance of interests of economic entities, high levels of costs and resource use, pressure on the market of intermediaries, processing and trade, as well as a high risk of loss of production resources and the produced harvest as a result of military actions. It is precisely to solve the listed problems that the main components of the organizational and economic mechanism for regulating the market for open ground vegetable growing products should be clearly aimed.

The organizational and economic mechanism for regulating the vegetable market is considered by us as a set of forms and methods of management, levers and instruments for regulating and self-regulating reproductive processes that are implemented at different levels and form, as a result of the interaction of market laws and state agrarian policy, an open dynamic system that is focused on coordinating the interests of economic entities and balanced, adapted development of supply and demand in the market in conditions of uncertainty and risk.

In essence, the organizational and economic mechanism for regulating the vegetable market is a system of organizational and economic relations that encompasses a self-regulatory system of functioning and interaction of agricultural producers of various organizational and legal forms with other market agents, economic relations that are based on the equivalence of exchange with a rational level of state intervention in market processes.

An important aspect that forms a comprehensive approach to improving the organizational and economic mechanism of management is the

isolation of two interrelated areas of influence on the reproductive processes in the industry at all levels of its manifestation (macroeconomic, regional, sectoral and economic) - state and market regulation. At the same time, the optimal combination of the regulatory functions of the state, which are manifested through the use of specific instruments of regulation and support of the industry, with self-regulation of the activities of economic entities, becomes important. The combination of self-regulation of the activities of economic entities and regulatory functions of the state proves the market nature of the organizational and economic mechanism of management and its internal structure. That is why, in our opinion, the opinion of scientists who assign the organizational and economic mechanism the role of a connecting link between state management of the economy and independently managed production units remains debatable.

We share the opinion of scientists that the improvement of the organizational and economic mechanism for regulating the vegetable market should be carried out not only taking into account the conditions of the external environment, which is a source of uncertainty and, as a result, systematic (objective) risk, but also the specifics of the internal environment of vegetable producers, in which unsystematic (subjective) risk is formed [9]. That is why the rational combination of elements of the organizational and economic mechanism for regulating the open-field vegetable market is determined by the achievement of the main goal of its functioning - the ability of economic entities to counteract the negative impact of risk factors and quickly adapt to changes in the market environment.

We note that in most cases, scientists identify the economic mechanism with a system with a simple set of interconnected and mutually dependent economic levers. Thus, the economic mechanism is most often considered as «...a set of methods, forms, and instruments of influence on the economic and social stabilization of agriculture and the agro-industrial complex as a whole through a system of state support – financial and budgetary, credit, price, tax, insurance, investment, innovation, information, and personnel, which is based on an institutional basis» [10]; «...organizational and economic forms of complex use of a set of methods, levers, and instruments of regulation and stimulation of the reproductive process, objectively determined by the laws of the market» [11]; «...a set of methods, principles, instruments, and levers, the implementation of which will increase the level of potential utilization» [12]; «...means

and tools; subjects, system and means; methods, levers, and instruments; structure and complex of forms and methods; methods» [13]; «...a system of organically related organizational and economic levers that provide the necessary conditions for effective functioning» [14]. Thus, the components of the organizational and economic mechanism are the instruments of state economic and administrative regulation of the vegetable market. We believe that consideration of the economic mechanism within the framework of the system of market (economic) relations, and, accordingly, within the scope of the system of economic laws, will also contribute to a well-founded understanding of this category, since the relationship and compliance of the economic mechanism with economic laws as the main constructive moment of the system of production relations is an objective necessity.

The characteristic features of the category «economic mechanism» are: the interconnected and interdependent nature of its elements, which form an open complex system; the component regulators of the system, oriented towards stimulating reproductive processes and ensuring production efficiency; the compliance of the elements of the economic mechanism with market laws; the existence of the mechanism as part of the process (if we consider economic activity as a set of processes that are interconnected and interacting). At the same time, it is advisable to present the organizational mechanism as a system of interconnected and complementary organizational measures that ensure the balanced functioning and development of the production system in the conditions of uncertainty and risk of a modern market economy. We believe that the organizational mechanism in open-field vegetable growing is a set of functionally interconnected legal and physical entities of various organizational and legal forms that interact with each other in the process of production and commodity movement of vegetables, as well as a system of economic relations that arise between them, ways, forms and methods of organizing production. The purpose of the functioning and improvement of the organizational mechanism is to form and maintain stable organizational relations that ensure balanced development and adaptation to the risky conditions of the market economy of the production system of the industry.

The formation of a balanced vegetable market occurs under the influence of the market mechanism of demand and supply, which determine the equilibrium price and regulate the volume of product supply. It is obvious that in conditions of martial law it is necessary to de-

velop such an organizational and economic mechanism that will allow, on the one hand, to satisfy the needs of consumers at the level of scientifically substantiated norms, that is, economic and physical accessibility to high-quality vegetable products, and on the other hand, to provide producers with a sufficient level of profitability for conducting expanded reproduction. It is advisable to develop the vegetable market at a qualitatively new level, and the basic conditions are a rational combination of market self-regulation and state economic regulation. Achieving balanced functioning of the vegetable market in conditions of martial law is possible only if effective instruments of state regulation are used that would support stability, efficiency and fairness. Changing market conditions and global problems of humanity - COVID-19, the war in Ukraine, rising world food prices, and climate change - necessitate a critical review of the tasks, methods, and priority areas of state economic regulation of the studied market.

It should be noted that at the beginning of the full-scale invasion of the Russian Federation, most experts predicted a shortage of domestically produced vegetable products due to the occupation of the southern regions and the negative impact on the potential of agricultural production of the Kakhovka tragedy. Thus, in 2022, our country lost almost 40% of the potential of vegetable production, according to various estimates, the southern regions provided almost a third of the supply of onions and carrots, as well as seasonal vegetables [15; 16]. At the same time, there was no shortage of vegetable supply on the market, since agricultural producers increased the area sown under vegetable crops in the central and western regions. Thus, domestic agricultural producers in the current extremely difficult conditions quickly reoriented to the production of vegetables, even agroholdings, which requires the modernization of tools in the direction of supporting the development of the vegetable growing industry. This is explained by the fact that growing vegetables is a technologically complex process that requires significant investment and training of relevant specialists. In addition, the import volumes of vegetables supplied to the domestic market during the war are significant, for example, tomatoes - more than 50%, cucumbers - 30%, onions - 30%, which indicates the country's high import dependence on supplies from foreign operators [17]. At the same time, it is necessary to ensure a positive impact of the instruments of the organizational and economic mechanism on the development of market infrastructure capacities, since, in addition to losses in

the volume of vegetable production, the war led to a lack of capacities for storing vegetable products, the deficit of which was estimated at 40%, due to the occupation and destruction of storage facilities in 2023 this figure increased to 60%.

We share the opinion of researchers who note that the domestic vegetable market demonstrates an operational adaptation of production volumes, consumption, export-import by finding the optimal balance between existing demand and product supply, taking into account the reduced number of consumers [18; 19], as a result of which there were no sharp fluctuations in the market situation. It is obvious that the prospective development of the vegetable market should be considered in terms of the influence of organizational and economic regulation instruments on strengthening the current positive trends in the direction of increasing production volumes in order to reduce import dependence in certain types of products.

The structure of the organizational and economic mechanism for regulating the vegetable market can be represented as a set of norms of an organizational, economic, legal and social nature, which contributes to the rational formation of economic relations between agricultural producers with other participants in the vegetable market and consumers in a risky market environment.

It is necessary to single out specific features that are characteristic of the functioning of the organizational and economic mechanism both in agriculture as a whole and in open-field vegetable growing. This feature is due to the fact that this mechanism is formed and manifested at all levels of agricultural production: macroeconomic (state), meso-level (regional) and macro-level (agricultural enterprises and personal peasant farms). It should be noted that the manifestation of the influence of methods, levers and instruments of regulation on the industry is different, since at the macro level general conceptual approaches to the development of all components of the organizational and economic mechanism are formed, and at the sectoral and regional levels the concretization of regulatory influences and their practical implementation at the macro level are carried out. Accordingly, for each level of implementation, certain priority areas of improvement of the organizational and economic mechanism will be characteristic.

Thus, the model of the organizational and economic mechanism for regulating the market for open-field vegetable products, adapted to risk conditions, involves a combination of market self-regulation tools and targeted influence of state regulatory levers (Fig. 1).

According to the proposed model, organizational, economic, legal, environmental and social instruments at the macro- and meso-levels must be considered in a complex, since together they form the vector and intensity of external influence on market processes.

Fig. 1 presents the components of the organizational and economic regulation of the vegetable market, which form an impact on the activities of economic entities in the industry and end consumers. The optimal combination of the elements of the mechanism creates conditions for increasing the resistance of enterprises to negative factors, which contribute to a prompt response to changes in the risk conditions of the market environment, ensuring the balanced functioning and development of the open-field vegetable market. In this context, it should be noted that the concept of balanced functioning of the market should not be limited to the framework of economic entities, but should be considered more broadly as the ability of the industry to withstand the negative dynamics of macroeconomic processes and contribute to the full satisfaction of the consumer needs of the country's population in high-quality and safe vegetable products. We believe that in the current conditions it is advisable to maintain budget support for vegetable producers. Thus, in 2024, one of the challenges for agricultural producers was the shortage of financial resources, especially small and medium-sized farms. In order to partially solve this problem, the government of the country has provided for the use of a set of instruments that ensure the availability of loan sources of financing for agricultural enterprises. Thus, the following economic regulation instruments were planned for implementation: the program «Affordable Loans 5-7-9», the maximum loan amount is set at UAH 90 million, and for processing enterprises - up to UAH 150 million; for enterprises that have up to 500 hectares of agricultural land under cultivation, a loan guarantee is provided by the Partial Loan Guarantee Fund in Agriculture; grants for the development of gardens and greenhouses - up to UAH 7 million or UAH 10 million, respectively; payment of expenses incurred up to 50% of the cost of restoration and construction of land reclamation systems; compensation up to UAH 50% of the cost of restoration and construction of land reclamation systems; compensation for the cost of expenses incurred for the purchase of domestic agricultural machinery - up to 25% [20]. It should be noted that for farmers who grow vegetables, fruits and seeds, a program for the construction and restoration of land reclamation systems is provided, for which 200 million

hryvniyas have been allocated in the state budget. This allows us to conclude that the amount of funding under the program is small, as a result of which no significant positive changes will occur.

The development of the vegetable market must be built on a set of principles that are interconnected, among which the following should be highlighted: the principle of complexity involves taking into account the situation and competition in the market of vegetables and their processed products; the principle of balance makes it possible to maintain a balance of sup-

ply and demand based on the creation of food reserves, food interventions, price regulation, etc.; the principle of systematicity means that the development of vegetable products depends on the connections and dependencies (between supply and demand), the levels of sales channels, the structure and level of development of infrastructure elements; the principle of continuity is basic in the formation of market development directions and determines the need to determine the optimal composition and structure of the current organizational and economic mechanism.

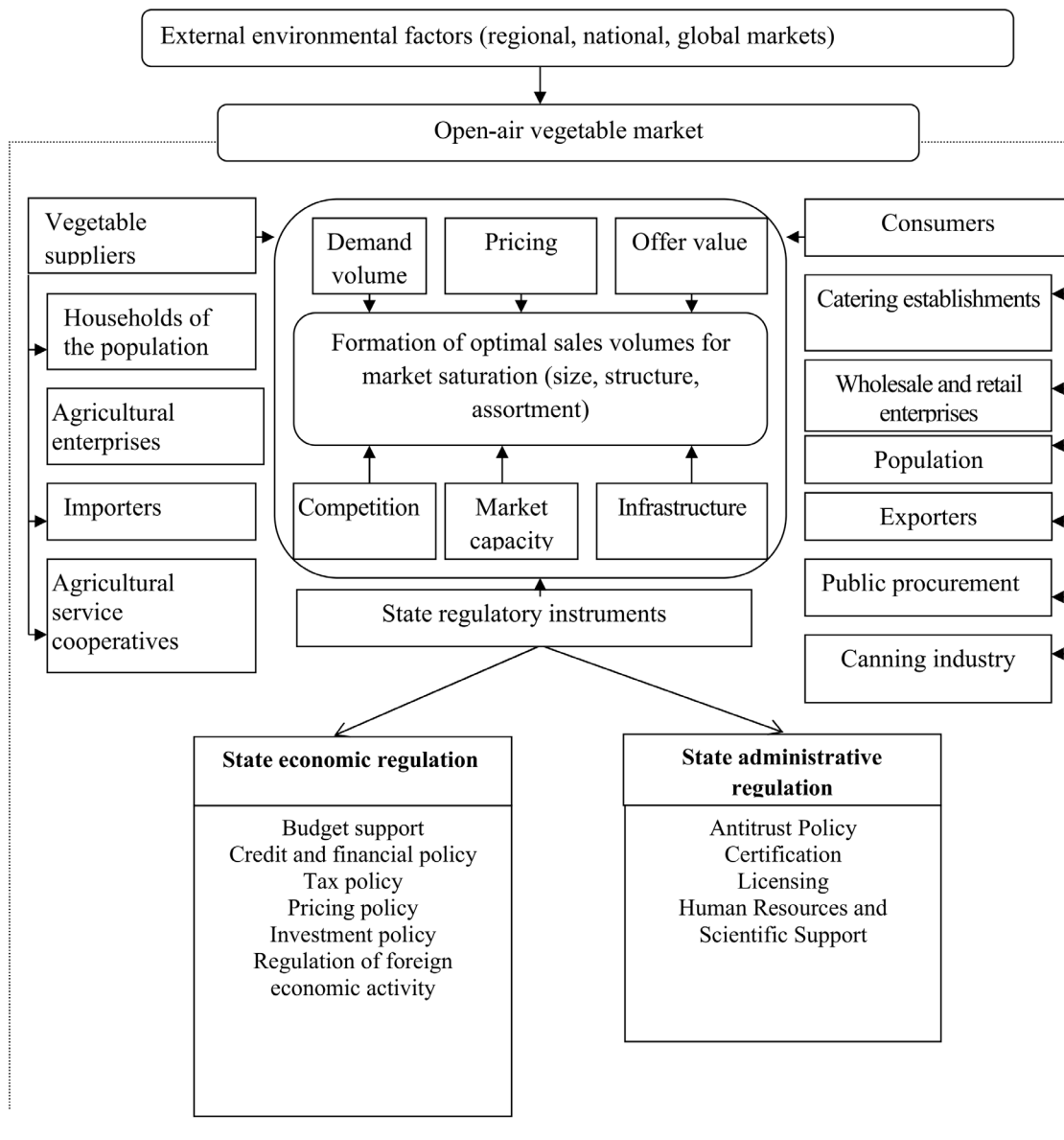


Fig. 1. Components of the organizational and economic mechanism for regulating the open-field vegetable market

Source: developed by the author.

The significance of the principle is associated with the time gap between the formation of supply and demand in the vegetable market, differences at the level of individual regions, which requires taking into account socio-economic trends and processes that affect the territorial and sectoral structure of the market and cause changes in the rates and proportions of the formation of supply and demand; the principle of proportionality provides that in the vegetable market it is necessary to observe a rational ratio (proportion) between demand and supply, the structures of market segments to create conditions for the market to fulfill its economic and regional functions.

These proportions characterize the market as a holistic organism, where changes in the characteristics of one proportion will require changes in other proportions; the principle of adequacy assumes compliance with specific temporal, territorial socio-economic and natural-climatic conditions of the development of the industry, taking into account the trends and patterns of its development, the priorities of the state's agricultural policy, the situation of the domestic and world vegetable markets; the principle of adaptation assumes prompt adaptation to changing external factors of the entire system of methods, incentives, levers and regulatory instruments; the principle of innovative development assumes the priority of high-tech, science-intensive areas of modernization of the technical and technological component of the development of open-field vegetable growing, the processing industry and logistics infrastructure based on the use of economic regulation instruments that would stimulate producers to implement innovative developments; the principle of cognitivism assumes that market entities make decisions based on their knowledge, ideas, expectations and cognitive processes (perception, evaluation, etc.). This principle implies that when developing a strategic program, vegetable producers should take into account the cognitive processes of consumers. It should be noted that cognitivism in the market should be considered as a mechanism of optimal management, which includes studying the market and methods of influencing it in order to fully satisfy the needs of buyers and achieve the strategic goals of producers. The cognitive approach should be based on the principles of producer-consumer orientation (adaptation to market requirements and influencing the consumer), focus on long-term results, and a systematic approach to solving issues of vegetable market development as a subsystem of food

supply. The volume of supply and the assortment of vegetable products on the market are determined by the volume of production and its structure, transitional stocks, and imports. It is obvious that it is producers, not intermediary structures, that should influence the price, since only under such conditions will the market be able to satisfy consumer needs in full and with a variety of assortment. Therefore, when developing an organizational and economic mechanism aimed at increasing the production of vegetable products, it is advisable to use a cognitive approach, which can help determine market opportunities, understand the behavior of market entities and justify the directions of influence on it.

The tools of the organizational and economic mechanism should contribute to changing the culture of entrepreneurial activity, that is, creating a rational type of entrepreneur who supplies the market with quality products [21]. Today, vegetable producers should be oriented not only to making a profit, but also to ensuring environmental and social principles, which leads to a synergistic effect. Thus, a «rational entrepreneur» should continuously improve their competencies, learn, take into account values and institutional changes, use sustainable management practices and methods of a cognitive approach in their economic activities. A «rational entrepreneur» based on the use of a cognitive approach in business activities makes more rational management decisions regarding planning a production program based on taking into account internal capabilities and consumer demand.

An important subject of the vegetable market is the consumer, who must also have a sufficient level of knowledge to make rational decisions when choosing vegetable products. Today, one of the tasks is to form a culture of vegetable consumption, the constituent elements of which are the idea of consumer norms and values that regulate consumption. Undoubtedly, the culture of consumption is formed by consumers, folk traditions and social institutions. Therefore, the development of the vegetable market from the position of a cognitive approach involves the formation of competencies of market entities, taking into account the transition to a new technological order, the introduction of digital technologies and sustainable technologies for growing vegetables.

It is obvious that the balanced functioning of the vegetable market and its processed products is achieved under the condition of a rational ratio of supply and demand, which cannot

be achieved on the basis of market self-regulation without state intervention. We believe that today the tools of the organizational and economic mechanism for regulating the studied market should be oriented towards expanding and optimizing the structure of sown areas in farms in the central and western regions of the country, which will contribute to reducing annual fluctuations in the gross harvest towards increasing the supply of vegetable products. Methods for increasing average yields are moisture- and resource-saving and alternative technologies, the use of highly productive seed material, increasing the level of material and technical support for vegetable production, and the use of bioprotection methods. A promising direction in the development of the domestic vegetable growing industry is the supply of environmentally friendly products grown using organic farming technology [22]. Today, individual vegetable producers form the supply of organic products, mainly for European markets. Buyers of organic products are consumers with a high income level, so it is obvious that crisis conditions at both the national and global levels will not contribute to increasing demand for it. However, the spread of the trend of consuming environmentally friendly food will contribute to the formation of demand for organic products in leading countries, although it can be assumed that it will decrease slightly.

We believe that the transformation of the organizational and economic mechanism for regulating the vegetable market should be aimed at reducing the dependence of domestic producers on imported seed material. Most of the areas under vegetable crops are occupied by varieties and hybrids of foreign selection, which indicates high import dependence and food safety. In addition, vegetable products belong to the group of perishable products, for which it is important to ensure the appropriate temperature regime both during storage and transportation. Modern logistics of this type of product requires storage facilities with a controlled gas environment capable of creating conditions that suspend the vital processes of fruits and vegetables.

Among other unresolved problems, one should highlight the imbalance (and most often the conflict) of interests of economic entities in different sectors of the agricultural sector, the high level of costs and resource consumption, pressure on the market by intermediaries, processing enterprises and trade. At the same time, the high level of uncertainty in the domestic vegetable market in the near future must be resolved through the use of regulatory instruments.

The implementation of the program to create conditions for food self-sufficiency of the country is the main prerequisite for increasing the volume of vegetable production and increasing the economic efficiency of vegetable growing, which will contribute to meeting the needs of the population at the level of scientifically based norms and the formation of export potential. Obviously, to solve this problem, it is advisable to strengthen state support for stimulating the acquisition of commodity producers in the industry in the implementation of innovative technologies and leading practices not only at the expense of domestic, but also foreign samples of material and technical resources. We believe that in the years of post-war recovery, it is necessary to strengthen state support for the construction and modernization of wholesale and distribution centers, vegetable storage facilities and other objects of logistics and distribution infrastructure.

Conclusions. We believe that the effectiveness of the functioning of the organizational and economic mechanism for regulating the open-field vegetable market is characterized by indicators of the performance and financial condition of the industry's enterprises, the level of satisfaction of needs for vegetable products, as well as the industry's impact on the main socio-ecological and economic parameters of the development of rural areas, the level of food security of the country (regions) and the dynamics of the growth of agricultural production as a whole. We believe that a detailed study of the listed indicators allows us to identify problem areas of the organizational and economic mechanism, assess the rationality of using specific methods and instruments of regulation, and determine priority areas for their improvement in the future. It has been proven that an effectively functioning organizational and economic mechanism for regulating the open-field vegetable market maximizes the potential and internal reserves, ensures the interaction of the industry with other spheres, industries and components of agro-industrial production as a more complex system, which is part of the external macroenvironment. The separation of open-field vegetable growing as an economic subsystem from the system of agricultural production branches, in addition to agrotechnical and technological aspects, is due to specific characteristics and directions of development of economic and financial relations, which form unique and unrepeatable conditions of management in a certain specific period of time.

As basic parameters for assessing the effectiveness of the organizational and economic mechanism for regulating the market for open-field vegetable growing products, it is advisable to use the following: creation of motives and incentives for subjects of the vegetable market (primarily for agricultural producers), which can be assessed by such indicators as: growth in the volume of production of open-field vegetables, increased management efficiency, increased responsibility for the results of production and economic activities taking into account social and environmental requirements, maximization of agricultural producers' income; creating conditions for harmonizing the economic interests of the main subjects of the vegetable market, which will be expressed in the optimization and parity of the distribution and redistribution of added value between agricultural producers, processing enterprises and trade, the comprehensive development of all segments and links of the vegetable subcomplex, and, ultimately, in maximizing the gross domestic product of the industry and economic growth. Since the development of vegetable growing takes place in high-risk conditions, it is advisable to minimize risks - the share of enterprises at different stages of the bankruptcy procedure can be used as a formal criterion for assessment. At the same time, ensuring food security in terms of types of vegetable products - this parameter can be considered the most integral, it provides the most generalized assessment of the effectiveness of the functioning of the organizational and economic mechanism for regulating the open-field vegetable market, as it allows assessing the achievement of the main goal, namely, fully satisfying the needs of consumers in high-quality and safe open-field vegetable products, as well as creating conditions for expanded reproduction in the industry under study.

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Складові організаційно-економічного механізму регулювання ринку овочевої продукції Борщик В.М.

У статті розглядаються інструменти організаційно-економічного механізму як система взаємопов'язаних і взаємобумовлених методів, стимулів, важелів та інструментів регулювання та ринкового саморегулювання, які формують відкриту динамічну систему. Обґрунтовано, що інструменти організаційно-економічного механізму повинні орієнтуватися на узгодження інтересів господарюючих суб'єктів та збалансований розвиток попиту та пропозиції на ринку в умовах невизначеності та ризику. Авторський підхід до тлумачення організаційно-економічного механізму регулювання ринку продукції овочівництва розглядається нами як сукупність форм і методів господарювання, важелів та інструментів регулювання та саморегулювання відтворювальних процесів у галузі та задоволенні потреб населення в овочевій продукції.

Зроблено висновок, що досягнення збалансованого функціонування ринку овочів в умовах воєнного стану можливе лише за умови використання дієвих інструментів державного регулювання, які б підтримували стабільність, ефективність та справедливість. Аргументовано, що перспективний розвиток ринку овочевої продукції доцільно розглядати в аспекті впливу інструментів організаційно-економічного регулювання на посилення сформованих нинішніх позитивних тенденцій в напрямі нарощення обсягів виробництва сільськогосподарськими товаровиробниками західних та центральних областей країни.

Систематизовано принципи розвитку ринку овочевої продукції та наголошено на необхідності орієнтуванні товаровиробників овочевої про-

дукції не лише на одержання прибутку, а й забезпечення екологічних та соціальних принципів, що зумовлює прояв синергетичного ефекту. Узагальнено основні напрями впливу організаційно-економічного механізму регулювання ринку овочевої продукції в повоєнному відновленні галузі, а саме: формування нових компетентностей суб'єктів ринку з урахуванням переходу на новий

технологічний уклад, впровадження цифрових технологій і сталих технологій вирощування овочів, створення та модернізація потужностей об'єктів розподільчої інфраструктури, відновлення галузі насінництва тощо.

Ключові слова: ринкове саморегулювання, інструменти державного регулювання, овочева продукція, збалансованість ринку.



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