

### 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

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#### CURRENT APPROACHES TO PRICING POLICY IN AGRICULTURE OF UKRAINE

The article is devoted to developing improvements in key directions of government regulation of the economic activity of agricultural enterprises. The author substantiates the necessity of including the price of land into the price of agricultural products, using the single method of determining the profit margins for all sectors of the economy. The main direction of improving pricing mechanism of the agro-industrial complex is an integrated approach to pricing at all the stages of reproductive cycle and using the single for the economy methodological framework, a gradual transition from adjustable to free prices with an active role of the state in providing equivalent exchange, restricting prices for a monopoly's products and gradual approaching domestic prices to international ones.

Price is the main source of own financial resources and, therefore, price parity plays a leading role in shaping key indicator of financial condition – profitability. Agricultural production is an area of significant risks because the desire to stabilize the income of agricultural producers – an important direction of agricultural policy. Agriculture has significant shortcomings of the current pricing, which caused two key unresolved issues of agricultural price policy: providing an equivalent level of prices and its stability under conditions of constant and intense inflation.

Price production, which is a requirement of offers in the market, is faced with the possibilities of demand and the result is market price equilibrium. In this model, the local market price is valid for a particular region. The national market determines prices are national, and the process of globalization creates value and price of the world market. There is always a price difference between the local, national, and global markets. However, with the elimination of customs barriers, improve technology and delivery and storage of whole market infrastructure growing trend towards convergence of local and world prices. Today, there is a growing cross-border freedom of movement of goods, the ability of modern technology to store and move food products at any distance form as a permanent pattern of convergence in prices of food markets. Therefore, to determine the extent of compliance with the equivalence of linkages in the national agricultural domain should be comparing the proportions of domestic and world prices of purchase and sale.

Thus, if the dynamics of domestic and world prices is such that approaches, that is convergent trend should talk about strengthening pricing equivalence (parity). For the opposite dynamics of internal and external prices, that is, their divergent movement, there is an increase of the price disparity.

During the formation of the price mechanism for agriculture, there should be consid-

ered a feature of agricultural production as low reversibility of working capital because in crop production are obtained once a year, and costs are incurred during the year, while the industry reversibility of working capital is very high, and when pricing is taken into account entire capital, which enables fully determine the costs and, therefore, generate profit margins. The calculations must take into account the turnover time of fixed and current assets to provide compensation for legal expenses and similar profit per unit of resources.

To ensure intersectoral level to enterprise level economic business conditions, setting prices equal exchange of goods between industry and agriculture, creating objective

of distributive relations in agriculture to be included in the model for equity as a part of the cost of agricultural land. Constituent prices – the rate of return should express the ratio of profit to the average value of advanced capital, including the cost of land and material working capital.

The revival of the agricultural sector is not possible without state regulation of prices in the agricultural trade. Further development of the strategic directions of financial support for agricultural sectors of the economy should be aimed, firstly, at increasing budgetary support to agricultural producers, and secondly, increasing the real purchasing power to increase the capacity of the domestic food market.