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## **INDICATORS, PERFORMANCE MEASURES INVESTMENT, AND INVESTMENT SUPPORT FOOD ENTERPRISES**

This article is devoted to the problems of regulation of the investment process, where the main question is the budget financing in total investment. Commissioning of the production facilities, storage facilities, or finished products, which is the main indicator of the investment plan, which describes the final product in appropriate physical units of measurement. The study identified and justified indicators and performance criteria for investments and investment to ensure food businesses.

Structural characteristics of the investment process is closely related to the reorientation of investment commodity complex to manufacture innovative products that inevitably leads to the formation of a new branch structure of investment.

It was determined that the most dangerous risks and threats Ukraine in the economic sector in the long term preservation of export include resource-efficient economy, reducing competitiveness and high dependence on external economic conditions, loss of control over natural resources or raw materials; deterioration of the resource base of the industry

and energy; uneven development of regions; low stability and security of the financial system; corruption and criminalization of economic and financial relations; illegal immigration and more.

It is advisable to use such indicators of investment security, the share of investment in units of the enterprise and the directions of its activity, the ratio of investment and output, or work performed, the share of innovative products in total output, the share of investment by source of their income. This will help to increase the effectiveness of implementing the strategy of sustainable development, food business through constant monitoring of indicators of investment potential and investment risk management of the environment.

An important factor in food production is a man with his labour that is a personal factor - a man who has labour and combined with the real conditions in a particular area of production, it is advisable to spend their workforce and makes the process work. The personal factor is directly related to the process of labour.