

FACTORS AFFECTING THE INCREASE IN POULTRY PRODUCTION

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Poultry is one of the most dynamic branches of animal husbandry, characterized by rapid rates of reproduction of livestock, the lowest cost of material resources and human labour costs per unit of output. The largest and most powerful Ukrainian market participant is the “MHP”, the share of sales is 45.16%, followed by 14.42% of imports, 13.62% of “Agromars” (fig.1) [1]

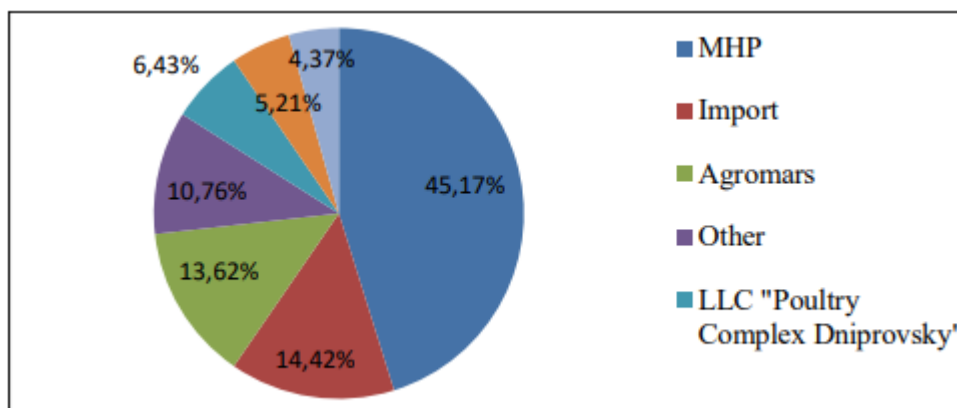


Fig. 1. Poultry market share in Ukraine (%) 2019

The poultry market is attractive and in constant demand, but 10.79% of the market is new and small enterprises that face the problem of how to increase profits, the scale of the enterprise so as not to lose their investment. To begin with, it is necessary to understand that profit is the difference between the selling price and the cost of production (goods, works, services), between the amount of revenue and the amount of costs for production and sales. [2]

Considering the profitability of production according to the type of farm, it should be noted that poultry production is profitable in farmers and state enterprises, and egg production - private and agricultural enterprises.

In order to increase profits, companies need to focus on:

- increase in the volume of finished products,
- reducing the cost of production,

• improving product quality, 45,17% 14,42% 13,62% 10,76% 6,43% 5,21% 4,37% MHP
Import Agromars Other LLC "Poultry Complex Dniprovsky"

- improving the range,
- increasing the efficiency of the utilization of production assets,
- increasing productivity.

One of the most important tasks of industrial development is to ensure production, primarily by increasing its efficiency and fuller use of domestic reserves. The increase in production is achieved through:

→ implementation of actions to increase the main production capacity; Achieved through new construction, as well as reconstruction and expansion of existing shops. This will increase the number of livestock, which characterizes the market value and market condition of the enterprise. The number of birds also determines the dynamics of further development of quantitative and qualitative composition of biological resources of the enterprise in the short and medium term. [3]

→ optimization of the utilization of existing production capacity.

Improving the use of existing production facilities will improve the organization of production, labour and management. [4] These measures increase the utilization rate of production capacity, ie lead to an increase in output based on available production capacity.

The rapid development of poultry in Ukraine is due to a number of factors, among which the short payback period of invested capital and the steadily growing demand for the industry's products should be singled out.

The industry is currently developing at high-tech enterprises, thanks to an innovative investment approach to production. They increase production and increase productivity while reducing feed costs.

The most rational organizational directions of development and efficient production under market conditions should be based on approaches of cooperation, rational placement taking into account climatic conditions, concentration, integration, internal specialization, optimization and diversification of agricultural production.

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