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ISBN 979-8-88722-616-3
DOI 10.46299/979-8-88722-616-3

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Monograph

2022

UDC 330.34

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Kovalchuk S., Khaietska O., Feniak L., Tomashuk I., Baldynyuk V., Palamarenko Y., Sakhno A., Dotsiuk S., Tabenska O.. Socio-economic and ecological aspects of the development of the economy of Ukraine in the conditions of European integration. Monograph. – Primedia eLaunch, Boston, USA, 2022. – 224 p.

Library of Congress Cataloging-in-Publication Data

ISBN – 979-8-88722-616-3
DOI – 10.46299/979-8-88722-616-3

The collection of scientific articles published is the scientific and practical publication, which contains scientific articles of students, graduate students, Candidates and Doctors of Sciences, research workers and practitioners from Europe and Ukraine. The articles contain the study, reflecting the processes and changes in the structure of modern science.

UDC 330.34

ISBN – 979-8-88722-616-3

ABSTRACT

The agricultural sector was and remains a key component of social development. The current state of the agricultural sector of Ukraine shows the imbalance of its development, when priority is given to the economic component with secondary environmental and social determinants. Theoretical substantiation and practical development and implementation of determinants of sustainable development of agricultural enterprises of the national economy, which combines both internal contradictions and external challenges, become particularly relevant.

An important direction of the progressive reproduction of the agrarian sector of the national economy is the practical implementation of the concept of sustainable development adopted in Ukraine as a model in the context of state policy and the program of its pragmatic implementation at the level of individual economic entities. The dynamics of agrarian processes within the limits of certain constants - financial and economic, organizational, technical and technological, commercial, etc., as the most optimal at the relevant market stage, collectively reflects the principles of sustainable development in the sense of permanence, not static. Such measures will be possible under the condition of balancing the interests of society, the agricultural environment, a separate agricultural enterprise, man and the environment.

The monograph indicates that the process of improving the sectoral structure of agricultural enterprises involves the implementation of certain measures that precede the determination of the main directions and ways of developing and implementing a mechanism for ensuring the optimization of the production structure when using agricultural land.

It is impossible and impractical to determine the priority of one of the branches of agriculture. Since animal husbandry is based on plant products, the fodder base for which is hay, straw, green fodder, grain fodder and some other types of agricultural crops. In turn, animal husbandry waste, namely manure, is used in crop production as organic fertilizers, which ensure the improvement of soil quality indicators and the yield of agricultural crops. At the same time, it should also be noted the undeniably

important role of crop production in the social life of a person as a whole. This territory provides the population with food products and raw materials for the processing industry, including food, pharmaceutical, light, woodworking, etc.

In today's realities, the problem of ensuring the financial security of the enterprise is urgent. This problem is especially acute in the conditions of the current global economic and financial crisis. Today, in the conditions of an unstable political situation, economic crisis, martial law in the country and a drop in the solvent demand of the population, domestic enterprises suffer from significant financial problems.

The financial activity of the enterprise is associated with many risks, the degree of influence of which on the results of its activity increases significantly with the transition to a market economy. The risks accompanying this activity are allocated to a separate group of financial risks, which play a dominant role in the general "risk portfolio" of the enterprise.

The increase in the degree of influence of financial risks on the results of the company's financial activity is associated with rapid changes in the economic situation in the country and on the financial market, the expansion of the sphere of financial relations, the emergence of new financial technologies and tools. Risks arise in the field of corporate relations with banks and other financial institutions and are associated with the probability of loss of funds or their non-receipt.

It is emphasized that at the current stage of the development of the world economy, the integration of Ukraine into the European space, great attention is paid to the effective functioning of the enterprise, which in turn depends on the quality of products. Ignoring this factor, it is difficult to create optimal conditions for the development of any trade, sales and profitability of enterprises. Improving the quality system of enterprises' goods in modern conditions is a complex and urgent task that requires an immediate solution. The long-term course of sustainable development of the enterprise should be aimed at achieving not so much quantitative indicators as qualitative ones, therefore, the heads of enterprises should pay attention to the development of measures to increase competitiveness and reach the international level. The construction, implementation and certification of an integrated product quality

management system will provide them with a number of competitive advantages and confidence in the level of production and service that meets international standards and is able to win in competition on the domestic and foreign markets.

Scientific research was carried out within the framework of the research initiative topic "Organizational and economic aspects of the development of agroecosystems on the basis of ecologization of the economy" of the Vinnytsia National Agrarian University, state registration number: 0121U112882 for 2021-2024.

Greening of production is possible under the conditions of development of business relations of business entities and use of rural areas. In the conditions of a competitive economy, the main factor in the assessment of economic activity is efficiency, which allows determining the need for material, labor and financial resources. Taking into account the instability of the global economy, its impact on the economies of the world's leading countries, the need to plan and manage the development processes of enterprise activities by preserving and increasing the potential of rural areas is of particular importance. Greening is an important influencing factor that determines the characteristics of the distribution of both material, labor, and financial resources. Thus, there is a need to create and gradually develop the environment for the functioning of enterprises in rural areas, which will allow optimizing their activities based on the principles of achieving efficiency: choosing the most important types of activities in agriculture; to increase the volume of production; cost regulation, including labor costs.

The work uses general methods of modern rational and empirical systemology. The obtained results are substantiated by the fundamental principles of dialectics and systematic analysis of phenomena and processes.

The work is formed on the basis of the methodology of research on the impact of greening on the development of enterprises and rural areas, in particular, taking into account the organizational and economic mechanism of the disposal of agricultural waste as a component of energy security. The basis of the study is the hypothesis of the formation of the environment for the functioning of enterprises engaged in activities in agriculture, forestry and fisheries, taking into account the characteristics of rural

areas in the conditions of environmentalization, optimization of cause-and-effect relationships, adaptation and historical development.

The study of resource management of agricultural enterprises and rural areas in the conditions of greening will be conducted on the basis of functional and process approaches. The main methods are methods of quantitative comparison, system analysis, methods of statistical evaluation, methods of economic-mathematical modeling, methods of decision-making theory.

In the formation of separate theoretical propositions, in the process of fulfilling the assigned tasks, general scientific methods were used, such as: scientific abstraction, morphological analysis, generalization, decomposition and systematization, etc.

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1. Ecologization of agricultural production - the main vector of the green renewal of Ukraine

Globalization and integration processes of social development are accompanied by the aggravation of food security in the world, which refers it to the category of priority problems of humanity and necessitates deepening research on the study and practical use of opportunities for increasing food production in Ukraine and its export to foreign markets.

Despite the fact that the war continues, there is already a need to plan the recovery of the country. Obviously, different regions will have different needs for rebuilding. Note that agro-industrial production is important in terms of ensuring both food and environmental security of Ukraine. Today, a system based on large-scale and monocultural production, centralized logistics and processing becomes a target for an aggressor, which simultaneously disrupts the entire established system with corresponding systemic consequences for supply chains in Ukraine and the world[1].

The current state of development of the economy of Ukraine, an important component of which is the branch of agro-industrial development, is characterized by deepening and dynamism of integration processes.

Ukraine's entry into the world community, membership in the WTO, the operation of the free trade zone with the EU, and the recently acquired status of a candidate country for EU membership require in-depth attention to export-oriented industries, enterprises and productions, and the search for ways to ensure maximum adaptation of the agricultural sector to EU requirements. Cooperation in the international dimension opens up great opportunities for realizing the potential of the agricultural sector of the national economy and poses new challenges to it.Ukraine is under the influence of the processes of globalization of the economy and is an active participant in them, determining, as a main, the state's course for integration into the European Community and transatlantic structures [2, pp. 126-133]. In the world, Ukraine is positioned in the future as a powerful exporter of agricultural products and raw materials.

In the context of the topic and subject of research, we are primarily interested in the state of integration processes of agricultural production, the main function of which remains unchanged throughout the entire period of its existence. It can be formulated as ensuring the interaction of all elements of the world food system and all links of the food chain through the system of cross-border exchange to supply the population of the planet with nutrients necessary for life support [3].

Today, the economy of the regions develops mainly in the direction of self-development, and has a relatively separate reproductive system of management and management, and practically conducts its own export policy. Globalization processes are manifested in the growing dependence of the countries of the world community as a result of intensive international movements of goods and services, capital flows, and the rapid and wide spread of the latest technologies. The involvement of a significant number of countries in the globalization process of the world economy requires the combined efforts of the governments of these countries and international organizations in order to regulate its development on a global scale.

Under the influence of the processes of globalization and integration in agriculture, there are significant qualitative changes in material and personal factors of production.The material and technical base of agricultural production is changing quantitatively and qualitatively during the transition of this industry to the widespread use of machines, biotechnologies, innovations, and computer equipment. The professional level of employees is increasing, new forms of production organization are emerging and spreading.

The most significant among the latest processes in the agrarian sphere is the further deepening of the social division of labor under the influence of the globalization of these processes. It encompasses all types of division of labor and is accompanied by the differentiation and specialization of economic sectors, the increase in independent production, and the emergence of new types of services [4].

Agricultural production is only a stage on the way to creating goods from its raw materials. An objectively necessary condition for the latter is strong, constantly renewed inter-branch ties between agriculture and a set of branches related to it

technologically, economically and organizationally. As a result of the strengthening of these ties, agro-industrial integration is developing.

Integration processes create an objective need for increasingly close interaction and interdependence of individual elements of the economic system. All this characterizes agro-industrial integration as a multifaceted process that develops in various forms.

In the national economy of each country, the agro-industrial complex occupies one of the leading places and is one of the largest spheres of entrepreneurial activity, which in foreign economic literature received the name "agribusiness". It should be noted that the agro-industrial complex belongs to the basic national economic complexes, the functioning and development of which determine the conditions of life of society. The agro-industrial complex includes those types of production and production services of the national economy, the functioning and development of which are subordinated to the creation of final products from agricultural raw materials. The existence of this set of industries and industries outside the agro-industrial complex is not efficient enough.

Globalization processes taking place in the world contribute to the growth of volumes of production, consumption, and movement of goods. It becomes obvious that none of the countries can successfully solve economic problems without coordinating their national economic policies with those of other countries. The most important problem of economic growth depends on the formation of global international decisions in the field of ecology, and on the conditions of integration and post-war reconstruction of Ukraine. The only way to unite the indicated problems into a single channel is the greening of agricultural production. The undisputed leaders of world trade, within the framework of the liberalization of foreign trade relations, initiate the policy of environmental dumping, thus forcing the rest of the countries to accept the conditions proposed by it.The strategy of their behavior should change, since the realization of foreign trade interests will depend on the composition of the sphere of material production and the direction of ecologically safe development. The consequences of conducting a passive environmental policy will manifest themselves

in the reduction of export volumes and the formation of a raw material orientation of the economy. It is obvious that for most countries, the implementation of high-cost environmental measures, together with the solution of no less acute industrial and social problems, will be an overwhelming task in the near future. Products that do not meet the standards of environmental cleanliness will be considered as undesirable. Protectionist barriers will be created for it, which will lead to significant losses for all exporting countries [5, p. 66-73].

Given the current state of the country's economy, the complications associated with the state of war, the decrease in the standard of living of the population, orientation towards the economy of tomorrow appears to many business entities as a task of the distant future and causes reluctance to take certain steps in this direction. Therefore, today it is possible to outline the following contradictory trends that manifest themselves at the same time, namely:

- the rapid development of ecologically oriented business, which is connected in Ukraine mainly with alternative energy, organic agriculture and the formation of the market for ecologically clean products;

- the appropriate development of scientific research in the specified areas of greening, creation of enterprises for the production of biological types of fuel, centers of organic production ("Poltava-organic", Poltava; "Polyssia Organic", Zhytomyr"; "Pivden Organic", Mykolaiv) "Tavria Organic", Melitopol, Center for Natural Agriculture named after M.D. Rudenko, Dnipropetrovsk, etc.) and activation of the public movement, which contributes to the large-scale popularization of environmental knowledge;

- negative structural transformations associated with the monocultural specialization of enterprises, the destruction of the livestock sector by the reduction of highly productive fodder lands, the absence or non-acceptance by enterprises of the agro-food sector of the latest technologies, the polarization of enterprises by size, the destruction of the rural way of life, unemployment and poverty;

- almost complete lack of implementation of ecologically oriented innovations in the sectors of procurement, processing of agricultural raw materials, transportation and storage of food.

Meanwhile, Ukraine, as a full member of the Eastern Partnership countries that have joined the Program "Greening the economy in the Eastern Partnership countries", should switch to a model of development and business conduct in accordance with the approaches of the European Union[6, p. 165-178].

The European approach to the implementation of the principles of the green economy consists in ensuring a greater integration of three approaches to ensuring the sustainability of development: economic, social and environmental, and coordinating actions in this direction. The road map for the transition to a resource-efficient Europe by 2050, adopted by the European Commission in September 2011, defines specific directions of action and the main milestones on this path, but the emphasis is more on the integration of the tasks of the economic and environmental blocs.

The economic approach provides for the optimal use of both accumulated production and financial capital, as well as limited resources and environmental technologies (nature-, material- and energy-saving, including extraction and processing of raw materials, processing and elimination of waste, etc.). The dominance of the criterion of profit maximization in economic activity, provided that the natural resources used in production and consumption are not taken into account or are underestimated, leads to distortion of signals for making economic decisions, reduction of non-renewable natural resources, deterioration of the natural environment for people's livelihood. Therefore, the goal of the economic subsystem from the point of view of sustainable development is to improve the efficiency of resource use. An ecological approach involves preserving the integrity of biological and physical natural systems (natural capital, ecosystems and human-made habitats, including urban infrastructure), their capacity for self-regeneration and adaptation to constant change. The goal of the ecological subsystem should be to ensure the elasticity of the natural environment, its adaptive capacity to changing development conditions. The social component (an approach from the standpoint of sustainable human development) is

aimed at preserving and restoring social and cultural capital, fair distribution of benefits and stable livelihood conditions, maintaining the capacity of the human personality for self-reproduction, as well as reducing inequality by a wide range of criteria, and not only by income.The goal of the social subsystem is to increase social equality and transparent distribution of the income burden.

The transformation of the economy under such an approach requires the recognition of the interdependence between the economy, human well-being and natural capital and is aimed at overcoming barriers to improving resource efficiency, stimulating the transition to sustainable production and consumption, converting waste into resources, supporting research in the direction of green recovery of the agri-food sector of Ukraine [8, p. 17-25].

It should be noted that the agro-industrial complex, unlike other spheres of economic activity, is characterized by a much closer dependence of public interests on climate changes and natural factors. The inevitable intensification of production, not supported by environmental protection measures, activates the development of negative processes that exert pressure on the natural environment. The deterioration of the ecological situation in Ukraine is due to the high level of economic development of land, pollution of surface fresh water. Despite the decline in industrial and agricultural output during the crisis period of the 1990s, the almost complete destruction of the livestock sector, the decline in the use of mineral fertilizers and agrochemicals, the ecological condition of the environment did not improve. This indicates the loss of renewable, reproductive and assimilation potential of the natural resource potential.

It should be emphasized that Ukraine has significant strategic advantages due to natural resources, geographical location and the quality of human capital, which in general can become the basis for rapid economic growth of the state. Instead, a number of obstacles stand in the way of realizing one's own potential. Ukraine should strengthen its position on the world and regional arena, which will contribute to increasing the level of welfare of the population — the main goal of state policy.

Ukraine is one of the largest countries in Europe in terms of territory and population, but also one of the poorest. Despite the fact that Ukraine ranks 56th in the world in terms of gross domestic product (hereinafter referred to as GDP) in absolute terms, Ukraine ranks only 119th in terms of GDP per capita. According to the results of the audit, Ukraine failed to realize its potential in natural resources, geographical location and quality of human capital.

The reason for insufficient implementation of the mentioned potential is the implementation of inconsistent policies for many years. The non-completion of reforms prevented Ukraine, unlike other post-socialist countries, from transitioning to an effectively functioning market economy. As a result, the average rate of GDP growth in Ukraine in the period from 1996 to 2021 was only 3.8 percent, while in the countries of Central Europe it was 6.4 percent. In addition, Ukraine faced the armed aggression of the Russian Federation, as a result of which 7 percent of the territory of our state was temporarily occupied, on which, as of 2013, 13 percent of the population of Ukraine lived and 13.7 percent of the GDP was formed.The world is changing rapidly, and this requires an appropriate response from Ukraine. Population growth, global climate change, the rapid development of the digital economy, as well as the regionalization of international production create both challenges and new opportunities for Ukraine. Conducting a consistent state policy aimed at the European and Euro-Atlantic course, building relations with new Asian and Middle Eastern centers of gravity, creating a favorable business climate, developing entrepreneurship and supporting exports, attracting investments and developing capital markets, developing domestic consumption and other mechanisms will make it possible to strengthen position of the country as a regional subject and will become factors of economic growth. Ensuring innovative, anticipatory economic growth will contribute to human development through the appropriate quality of education, science, medicine, culture and the natural environment [9].

However, the current situation threatens the resource and ecological security of society, the food security of the country, and infringes on the national interests of the population. The increase in the resource intensity of agricultural products is the result

of ecologically unbalanced use of the resource potential of national and regional agro-industrial complex, the use of inefficient forms of management [10, pp. 71-78]. Unfortunately, the transformational processes of the agrarian industry took place without taking into account environmental factors and the requirements of resource and environmental security of economic activity.The accession of Ukraine to the countries producing ecologically clean products will facilitate adaptation to the rules and requirements of international trade relations, which are actively developing, and will consolidate the country's position in the international food markets. In turn, foreign exchange earnings from the sale of ecologically clean products on foreign markets can be considered as one of their sources of targeted financial funds intended for stabilizing production and solving agro-ecological problems.

Since non-compliance with environmental standards during its production may become an obstacle for the further export of Ukrainian products to the EU market. Currently, this is one of the key markets, the loss of which can negatively affect the country's economy. If the issue of requirements for the quality of food products is gradually being resolved, then ecological standards in the field of agricultural production currently do not exist in Ukraine. There are already problems with the export of corn and rapeseed, in which Ukraine has a leading position in the world. Ukraine ranks 4th and 2nd, respectively, in the world export of these crops in natural terms. According to the EU Directive on renewable energy sources, Ukraine must report on greenhouse gas emissions during the production of agricultural products. In 2017, pilot calculations of greenhouse gas emissions were carried out based on real data from farms producing corn and rapeseed in Ukraine, which showed an excess of permissible greenhouse gas emissions when growing both crops. From 2018, such calculations must be carried out on an ongoing basis. In addition, a new EU directive will enter into force in June 2021, which will significantly strengthen the requirements for reducing greenhouse gas emissions. With the adoption of the European Green Course and the approval of the "Farm to Fork" strategy, one can expect to strengthen measures to comply with environmental legislation and limit imports to the EU [11, p. 43].

Meanwhile, the formation of the basic parameters of Ukraine's equal participation in the EU simultaneously raises an extremely important domestic problem — the implementation of the concept of rational and safe food for the population.The development of innovative directions in the field of greening production and the creation of a new segment of the food market will not only preserve the environment, but also contribute to a "soft" entry into the system of world trade relations, opening access to the domestic markets of consumer countries of ecologically clean products that do not provide at the expense of own capabilities, the growing demand for similar products [12, p.162-169].

In modern industrial societies, the development of an effective direction of interaction of human activity with the biosphere is closely related to social dominance: everything for modern man, everything at the expense of nature. This path of human development is dictated by his self-worth. She believes that the laws of nature cannot and should not interfere with economic growth, scientific-technical and social progress, which ensure her well-being. Society is determined less and less by the positive logic of wealth accumulation and more by the negative logic of merciless exploitation of nature.

That is, the concept of anthropocentrism clearly prevails in society, according to which man and his scientific and technological achievements are placed above nature. At the same time, in conditions where the laws of ecological limits, irreversibility and selection really operate, society is faced with a choice: adaptation of people to nature and compliance with its laws as an inevitable value, or adherence to an ecocentric approach, which involves achieving a balance between the endurance of living nature and dependence from her human society. In this choice, civilized countries are inclined to the ecocentric way of solving environmental problems.Undoubtedly, this approach is a compromise and, in our opinion, the only correct way to achieve an ecological balance between living nature and human activity. Despite the obvious advantages of the ecocentric way of solving environmental problems, it is perceived differently by many scientists and economists. The direct connection between economic growth and an increase in the anthropogenic load on the biosphere mainly affects the adoption of

the choice of ways to improve environmental safety at the global level and at the level of any country. Therefore, almost all theories of conflict resolution between society and nature are based on ideas related to the limitation or preservation of economic growth.

The economic security of the state, as indicated in the "National Economic Strategy for the period until 2030" and the Law of Ukraine "On the Basic principles (strategy) of the state environmental policy of Ukraine for the period until 2030", is the main direction of ensuring national security, related to the achievement and maintenance of corresponding level:

- dynamics and structure of the gross domestic product (GDP), volumes and rates of industrial production;

- the state of the country's natural resources, production and scientific and technical potential;

- the ability of the economic mechanism to adapt to internal and external factors;

- the state of the financial, budgetary and credit systems; quality of life of the population [13, p.92-93].

At the same time, it is appropriate to emphasize that the goal of the state environmental policy is to achieve a good state of the environment by introducing an ecosystem approach to all areas of social and economic development of Ukraine in order to ensure the constitutional right of every citizen of Ukraine to a clean and safe environment, the introduction of balanced nature management and the preservation and restoration of natural ecosystems table 1.

Table 1

Strategic goals of the State environmental policy

Strategic goals	Tasks
Goal 1. Formation of ecological values and principles of sustainable consumption and production in society	implementation of education in the interests of balanced (sustainable) development;assessment of attitudes and raising the level of public awareness; development of partnership between sectors of society; ensuring public participation in management decision-making in the field of environmental protection and nature management;

Continuation of table 1

Goal 2. Ensuring the sustainable development of Ukraine's natural resource potential	implementation of sustainable consumption and production tools; improvement of the system of natural resource cadastres, state statistical reporting on the use of natural resources and environmental pollution; creation of an ecologically and economically justified system of payments for the special use of natural resources; increase and expansion of the territories of the nature reserve fund (in particular, protected areas in national nature parks and regional landscape parks); reducing the negative impact of urbanization processes on the natural environment; ensuring sustainable use and protection of land, improving the condition of affected ecosystems and promoting the achievement of a neutral level of land degradation; introduction of the green procurement system in Ukraine;
Goal 3. Ensuring the integration of environmental policy into the decision-making process regarding the socio-economic development of Ukraine	development of industry strategies regarding: air quality improvement; improvement of water quality and management of water resources; preservation of the ozone layer;climate change prevention and adaptation;waste and resource management, return of resource-valuable materials to economic circulation; implementation of sustainable low-carbon development in all sectors of the economy in Ukraine;
Goal 4. Reduction of environmental risks in order to minimize their impact on ecosystems, socio-economic development and population health	reducing the level of atmospheric air and water pollution; reduction of anthropogenic impact on the ecosystems of the Black and Azov Seas; improving the quality of soils and implementing an effective system for increasing their fertility; introduction of environmental risk management based on its simulation in real time solving environmental problems, restoring and preserving the natural environment of the territories where military operations took place;
Goal 5. Improvement and development of the state system of environmental protection management	strengthening of institutional capacity for planning, monitoring and evaluating the effectiveness of environmental policy implementation; development and improvement of environmental protection legislation and raising the level of its compliance, including approximation of the legislation of Ukraine to the law (acquis) of the European Union.

Source: compiled by the author using [9, c.11]

It should be noted that the modern agrarian policy has a strategic and systemic nature, and must correspond to the principles of sustainable development of the agrarian sector of the economy [14, c. 15].

The strategic vision of the future development of agrarian economic relations determines the formation of agricultural production, which is aimed at solving economic problems, ensuring the country's food security, increasing the competitiveness of agricultural products;

Given the understanding of the general trend of development, let's define the main principles of state environmental policy (Fig. 1).

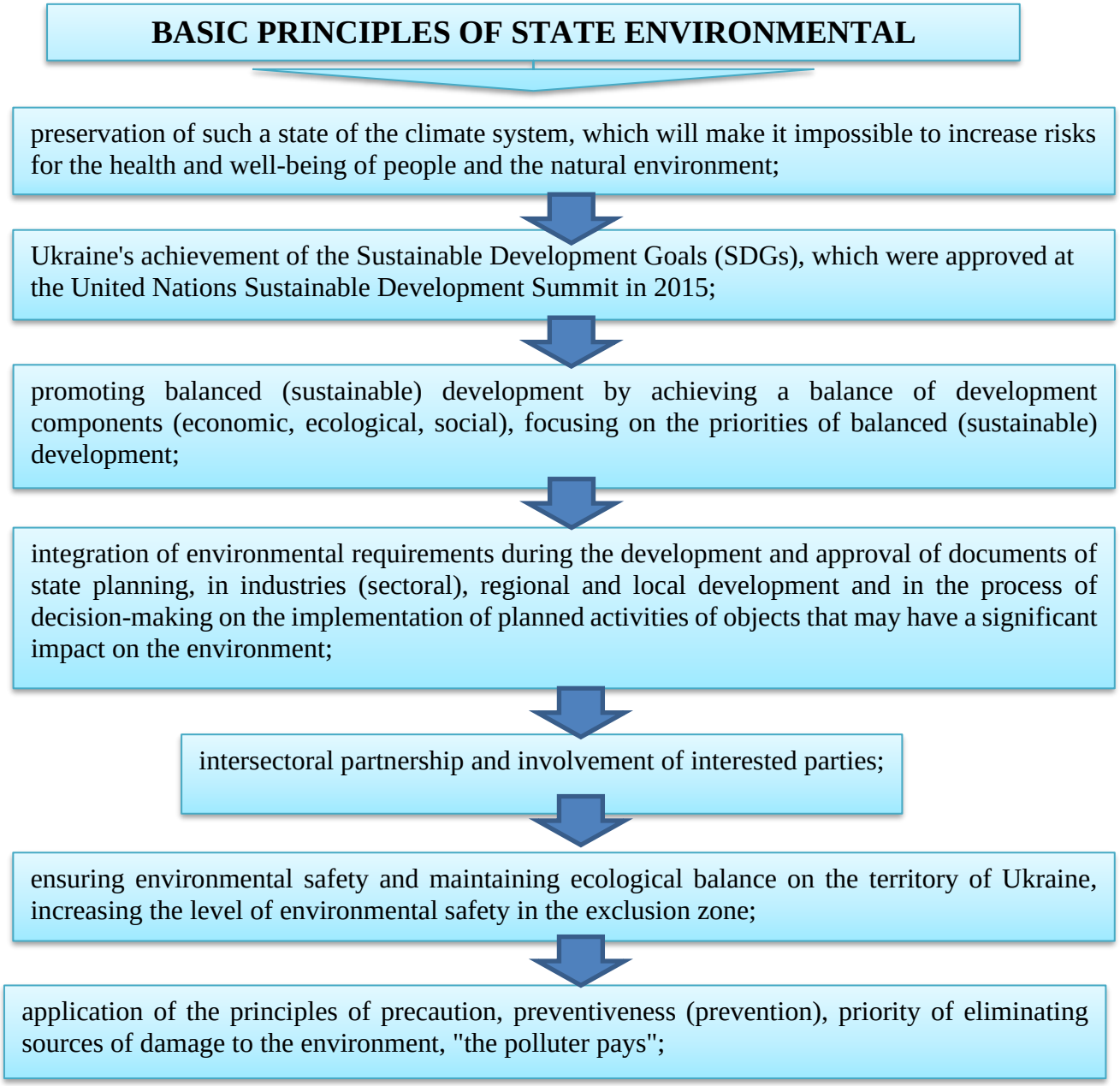

Fig. 1. Basic principles of state environmental policy

Source: generated by the author using [9, c.11]

Undoubtedly, environmental safety is a complex and multifaceted concept that

combines objective properties of the environment, including people's economic activity, and objectively motivated actions of society aimed at protecting people's livelihoods, primarily from anthropogenic stress. This means that as an objective reality in a certain historical period of society's development, environmental security must meet the basic principles of organizing higher forms of protection of society and the state against the action of negative internal and external factors.

The main internal factor of negative ecological impact on the environment in industrial-agrarian countries, which includes Ukraine, is industrial production, which exerts technogenic pressure on the natural environment and significantly affects the level of anthropogenic load. In our country, agreements are used in the sale of agricultural products to processing enterprises and trade, material and technical support and production service of agricultural production [15].

At the level of the primary link of social production, agro-industrial integration is manifested in the form of agro-industrial enterprises, combines, associations, agro-firms. It should be borne in mind that such agro-industrial formations arise in the presence of direct and established connections between agricultural, on the one hand, and processing, trading enterprises and organizations, on the other, with a high level of concentration and marketability of production.One-sided solution of ecological problems of socio-economic development by any state is no longer able to significantly influence the increase in the level of environmental security of business on the planet. Of course, regional and local environmental protection measures play a significant role in improving the environmental situation. However, due to the transboundary nature of environmental problems, primarily air and water pollution, these measures can only be considered partial. The relocation of environmentally harmful productions abroad and the export of hazardous waste under the conditions of global ecological interdependence of all countries of the world do not reduce the overall level of negative impact of anthropotechnogenic loads on the Earth's biosphere, but only postpone the deadlines for the exporting countries and change the form of dangerous ecological consequences of their economic activities [16, p.134-140].

Therefore, at the current stage of the development of human civilization, which

is characterized by the further acceleration of the pace of scientific and technical progress, new trends and approaches to the scales, methods and methods of business management are gaining strength. They are connected not only with the intensification and integration of many spheres and branches of production, but also with the need to use effective international environmental monitoring, effective international economic mechanisms for solving environmental problems, comprehensive rationalization of nature use and improvement of the reproduction of natural resources and the quality of the environment. Technologically complex, multi-nomenclature material production, especially in developed countries, should now be based on ecological and economic principles, i.e. it is about the production of high-quality and competitive products with the lowest resource consumption and minimal damage to the environment.

So, the task is to form a single ecologically safe economic and economic space on the planet, which will be the basis of the development of all countries of the world. This, first of all, requires deep structural, technical, technological, and organizational changes in social production from each state, a radical restructuring of macroeconomic policy, improvement of foreign economic relations, and the implementation of measures in the future in the areas of capital movements, foreign exchange funds, and optimization of balances. investments and savings, etc., taking into account the global nature of environmental and economic factors.And secondly, it involves coordinated international scientific, technical and economic cooperation based on the integration of forces, resources and funds in order to successfully solve global environmental problems.

The current situation in the nature management system is characterized by at least three features:

1) quantitative expansion of energy exchange between society and the environment;

2) globalization of human influence on the biosphere;

3) constantly growing negative anthropotechnogenic load on the environment.

The objective dialectical-contradictory process of interaction between nature and society acts as a process of development of natural and man-made productive forces.

The final subordination of natural productive forces to social ones, and thus the aggravation of contradictions (up to antagonism) between man and the environment occur at the stage of the industrial, and later the scientific and technological revolution. With the development of continuous industrialization of social production, the contradiction between man as a creator, transformer of the environment and as a constituent part of the biosphere deepens, since the physical existence and reproduction of society cannot be carried out outside of nature. Scientific and technical progress, deepening and spatially expanding the socialization of nature, introduces constant contradictions into the dialectic of the interaction of the social and the natural in the system "society-production-environment", sometimes violating not only the structural, but also the genetic determination of the social by the natural. At the same time, the use of natural resources, the exchange of material activities and energy flows between society and the environment are always subject to the economic needs and interests of people [9].

In the process of nature use, specific economic relations between people objectively arise regarding the appropriation, use, distribution and reproduction of environmental elements, which give a social orientation to the processes of exchange of substances between society and nature. Thus, the interaction of man with nature takes a social form, is included in the system of industrial relations.It is obvious that industrial relations as a socio-economic form of development of productive forces is the social shell in which, in fact, the technical-technological interaction of society with nature takes place, which constitutes the concept of nature management.

Given the understanding of the general trend of development, the course for "green" growth has the potential to support economic and social development and is able to provide conditions under which natural assets can continue to provide material goods and services on which the economy and welfare of people.

At the same time, it should be emphasized that the green transformation of the economy can bring many positive results, such as an increase in labor productivity and the level of innovation, the creation of new jobs and markets, as well as new budget revenues. Moreover, when ensuring greater resistance to climate changes, security of

water and energy resources, adequate functioning of agroecosystems, i.e. when achieving the ecological goals of green growth, the probability of drastic environmental changes that can cause economic and social upheavals is reduced.

It should be noted that in order to ensure the effectiveness of the "green" course, the national economic policy should stimulate innovative activities, the flow of investments in methods of sustainable management of natural capital and the extraction of higher and long-term profits and benefits from its use[17].

Therefore, every country now faces an extremely important task — the development and gradual implementation of the concept of transition to a model of sustainable, ecologically safe functioning of the national economy.This, in particular, requires the decision of the following key documents: "Global strategy for nature protection", "Our common future", "Agenda for the 21st century", "To a meeting in the "green" economy: ways to sustainable development and eradication of poverty", " Global Green New Deal", "2030 Agenda for Sustainable Development", EU Green Deal.

In fact, the model of sustainable ecological development means the survival of humanity. The transition to such a model can be carried out only under the condition of effective international cooperation and guaranteeing the national interests of each state. The implementation of green recovery in the direction of greening of agro-industrial production is also possible with the comprehensive implementation of organizational, technological, financial and credit, international legal and administrative measures, which will be carried out by the world community, its regional institutions and each country separately. Since the roots of solving environmental problems lie in the methods, technologies and methods of human economic activity, the core of the new socio-ecopolitics should be precisely the comprehensive greening of modern production.

The implementation of environmentalization of agricultural production will take place on condition of taking into account the peculiarities of the functioning of subjects of various forms of ownership and management, the formation of a responsible user (owner) of land interested in long-term effective management; the application of

differentiated approaches to the formation of state support for commodity producers that introduce ecologically oriented investment projects into business practice, the use of social partnership, the involvement of state, scientific, business institutions, authorities, public society institutions (association of enterprises, serving cooperatives), improvement of the sectoral system management and strategic planning.The focus of research in the direction of environmentalization of agricultural production is due to the leading importance of natural and economic factors of the functioning of agricultural production. Improving the quality and safety of agricultural raw materials and food is a priority task that requires the development of a national strategy in this area. The development of the production and market of environmentally friendly products is a progressive global trend.

Beyond any doubt, the radical increase in the role of agricultural production balances the structural proportions of social production. Agrarian relations have a positive effect on the dynamic characteristics of the resource base, regulate the rational use of land resources and contribute to the even distribution of man-made and anthropogenic loads in regional economic systems. So, as a result of the research conducted on the basis of a formal and logical analysis of legal and economic categories, normative and doctrinal definitions, individual general and special methods of scientific knowledge of phenomena and legal categories, the author formulated a number of conclusions, proposals and recommendations aimed at the improvement and practical implementation of measures regarding environmentalization of agricultural production. In particular:

1. The processes of greening should be considered as a component of national and international environmental regulation, the implementation of which is possible only under the condition of the formation of a single worldview in the countries and the determination of a single vector of further development for all.

2. Having a significant ecological potential, Ukraine needs a larger-scale use of the potential of greening and the creation of a new model of green growth that implements the evolutionary process of development without destroying the environment.

3. The post-war reconstruction of Ukraine should be aimed at a radical change in the structure of the economy, a transition from an agrarian-raw type to an industrial-innovative one based on the creation of a modern high-tech, digitalized industry in the context of the deployment of Industry 4.0 in the world.

3. Activation of the process of greening the economy is possible mainly under conditions of attractiveness for business or motivation of business entities.

4. Realization of the potential of greening is a result of purposeful economic-legal, technical-ecological organizational and educational activities. This is a time-consuming process, and therefore requires prudence, consistency and staged implementation.

5. Preservation of the natural resource potential requires the determination of systemic measures that, at certain costs, will be sufficient to ensure the restoration of natural systems.

6. The implementation of the specified measures is possible provided that appropriate mechanisms and tools are defined, which take into account the peculiarities and conditions of management, the distribution of land users (owners) according to a number of criteria, their financial condition, the degree of responsibility, motivation and stimulation of interest in environmentally-oriented management.

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