MARKET TRENDS OILSEEDS IN UKRAINE

The article analyzes the latest research concerning the production and development of the market of oilseed crops. The dynamics of production, the structure of own areas of oil crops relative to the square of industrial crops and level of the relative marketability of oilseed crops in Ukraine are established. The channels and structure of merchantability of oilseed crops in Ukraine in dynamics are defined. The level of competitiveness is calculated and the main trend of functioning of manufacturers in the face of increased competition are generalized. It was established that during the period of research the channels underwent significant changes. This shows that the manufacturers are interested in the search for new, more profitable sales channels than those offered by buyers-monopolists.

Taking into consideration that further growth of production volumes of crops by extensive way will considerably damage the environment, the strategic priorities of perspective development of the relevant market in modern conditions are defined. These priorities are improvement of the technological, selective and organizational component in the production of oilseed crops.

Keywords: dynamics of production, oilseed, level of commercialization, sales channels, balanceoil.