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INTERPRETATION OF CATEGORY “EFFICIENCY OF INNOVATIONS” IN FODDER PRODUCTION

The article observes theoretical aspects of the category “efficiency of innovations” in fodder production, researched main industrial approaches in determination of term of domestic and foreign scholars, described the essence of technological efficiency and urgent direction of maintenance of economic and technological efficiency.

It is established that the cost structure for production of livestock feed accounts for about 60%. The criterion of efficiency of feed utilization is the maximum output of livestock products at optimal cost of feed production. Low efficiency of forage production is the consequence of inadequate government support, low innovation activity of agro-industrial companies. In the field not reached parity prices for food, there is no state support for feed manufacturers, does not address the question of credit and legislative framework. Still not adopted the Law of Ukraine “On feed”. Therefore, the fodder industry requires a scientifically, economically viable state program of development, a single coordinating body for the organization of an effective innovation activities.

Keywords: efficiency, innovations, fodder production, fodder, technological efficiency.