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MODERN APPROACH TO AGRICULTURAL INSURANCE MARKET PERFORMANCE ON A COOPERATIVE BASIS

Proved that modern agricultural insurance market needs to diversify the forms and methods of cooperation between participants of the insurance process. It is found out that historically insurance cooperatives and mutual insurance societies considered a primary form of protection of property interests of the insured in case of the insured event. The role and importance of cooperation in the formation of the insurance market in agriculture is explored. The analysis of foreign agricultural insurance markets concerning participation of co-operatives and mutual insurance societies in it is made. The main principles, which should develop the relationship between the insurance process on a cooperative basis are formulated. The matrix of SWOT-analysis about the business of insurance cooperatives in agriculture is shown. Attention is focused on the need to develop micro-insurance in agriculture. Conditions under which farmers can receive insurance products under micro-insurance programs are concretized.

Key words: agricultural insurance; cooperative insurance; micro-insurance; market; subjects of insurance; mutual insurance.