WAYS TO IMPROVE SUPPORT OF INNOVATIVE DEVELOPMENT OF THE DAIRY CATTLE BREEDING

The condition of the dairy cattle breeding in Ukraine has been investigated. Presently, Ukraine experiences a shortage of high-quality dairy products, caused by the poor resource basis.

The authors specify factors that negatively affect the development of the industry, including low productivity of cows, outdated production technologies, and lack of attention to breeding.

In order to meet the growing demand for milk and help make dairy cattle farming profitable, it is necessary to introduce innovations. To encourage further development of dairy cattle farming, the adoption of leasing mechanisms is recommended.

It has been emphasized that the revival of dairy cattle farming requires systematic tracking of key elements of strategic market transformations and obtaining the synergetic effect of the sustainable development on its basis.

Key words: dairy cattle farming, innovation, investment, innovation and investment activity, leasing.