

IMPLEMENTATION MECHANISM AND SPECIFIC CHARACTERISTICS OF THE LOCAL FOOD MARKET

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In order to reveal the basic nature of the local food market, it is appropriate to clarify the composition of the trading facility of the agricultural products market and the agro-industrial complex.

The characteristics of the production of agricultural products related to the local food market can be explained as follows: the constant demand of the population for food products and raw materials of the food industry creates a guarantee of timely sale of agricultural products. This creates conditions for a regular increase in the production of agricultural products; the local food market creates the need to establish additional sectors for the cultivation of one type of product in agriculture; many types of agricultural products are perishable, and it is necessary to sell them in a short time in the local food market; the local food market requires the use of the services of intermediaries and infrastructure networks at various stages in the "field-consumer" chain; agricultural products are grown once or twice a year. But some of them are eaten as food every day. This creates costs associated with the storage of large quantities of food; all agricultural enterprises, rural residents and many urban residents with homesteads are engaged in the sale of meat and milk. The population has a large number of livestock, the products of which are not part of the market turnover, and it is difficult to keep track of it. Its share in gross production and consumption volume is significant and is expected to increase further in the future.

Agriculture is one of the most important sectors of any country's economy. The level of development of agriculture mainly represents the standard of living and well-being of the population. An agro-industrial complex develops depending on agricultural sectors.

Agricultural products are supplied as raw materials to processing enterprises and as food to the population. The market for agricultural products operates within the framework of products purchased by the processing industry. Of course, not all agricultural products can be processed, or the production capacity of the processing industry may be insufficient. In such cases, agricultural products are aimed directly at the consumption of the population and are sold at the local food market.

The production of agricultural products depends on a single chain consisting of "material and technical base - production - processing - delivery to the consumer". This single chain is often interpreted as an agro-industrial complex. It is known that the agro-industrial complex covers three areas. The first sector provides means of



production and provides services. The second sector is agricultural production. The third sector consists of transportation, storage, processing and delivery of agricultural products to consumers. Therefore, it is possible to include the products produced by the third sector of the agro-industrial complex (food products aimed at population consumption) into the research object of the local food market.

In some studies, it is emphasized that there is a fourth sector of the agro-industrial complex and that it consists of infrastructure⁴. In our opinion, the fourth - infrastructure sector of the agro-industrial complex does not exist. Because, in most cases, social infrastructure is formed by the state. Of course, it is impossible to deny the support policy of the state in terms of development of production and market infrastructure. However, in most cases, the infrastructure of production and market appears automatically and is considered a supporting subsystem for these processes. In this case, production and market entities use transport, banking, intermediary, warehouse, information and other supply resources only when the need arises.

Of course, the formation and development of the market is related to infrastructure facilities. Market infrastructure does not live on the value created in the production process, but it itself creates new value. However, this value is embodied in the material product created during the production process. This creates the necessary conditions for the positive aspects of flexibility to market requirements, i.e. improving product quality from the point of view of competitiveness, reducing costs, finding buyers, optimizing pricing and sales methods.

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