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A MANAGEMENT OF FORECASTING PROCESS OF RAPESEED PRODUCTION AT A REGIONAL LEVEL

ABSTRACT

As prices for food and oil are increasing, rape has taken a leading place among the crops. The cause of the significant increase in demand for rapeseed as raw materials was widespread use not only to produce edible oil, but also for the production of biofuels (biodiesel) [1]. Because rape can be effectively used for production of biofuels at the beginning of the XXI century in Ukraine, and in the southern region in particular, this culture has been gaining more and more area. Experience in management and research of domestic and foreign scholars suggests that rape subcomplex as a strategic and budget-forming sector of agricultural production, not only provides farmers with real financial resources and enables them to develop other industrial areas of agricultural activities, but also expands the resource base of oil and fat industry , promotes the efficient use of its technological capacity, increases export opportunities for agribusinesses and lays the foundation for the development of promising bioenergy industry in the country. With the use of modern varieties and hybrids in many economies in the region in recent years, the yield of culture is 25-30 centner per 1 hectare, compared to the average 23.6 centner per 1 ha. This figure provides high economic results, as the profitability of the production of rapeseed is 70-100%, which objectively puts it on a par with the most economically viable crops in the region.

Moreover, rape is a culture that helps to improve the structure of precursors in crop rotations, rich grain weakens the ravages of excessive expansion of acreage of sunflower crops intermediate culture grass growing, provides green feed in early spring and late autumn, and rapeseed meal is a valuable source of protein feed .

Rape today is referred to as oilseeds which is capable to partially replace sunflower crop rotations and some other technical crops and cereals.

However, the lack of effective organizational and economic mechanism of functioning sub rape leads to extensive and unstable production of rapeseed, forming irrational system of distribution, stagnation of innovation progress of the processing sector, inability to comprehensively implement the unique environmental and economic benefits of oil crops in the agro-industrial production.

The worldwide production of oil seed rape constitutes over 12% and this indicator is second only to soy (51%). Most of rapeseed is produced in China, India, Canada [2, p. 5].

In Ukraine in recent years rape output has also increased greatly, and in the southern region, according to 2013 State Statistics Service of Ukraine culture collection area was 252.1 thousand hectares reaching 25.3% of the total. With this in mind we can say that South Ukraine is a potent producer of rapeseed and plays an important role in the total production of culture.

The issue of rape subcomplex in general and in terms of the southern region of Ukraine in particular is associated with the development of forecasts of production volumes of this culture. Enterprises through such predictions take different types of marketing strategies and policy on product, place, pricing, product promotion and attracting long-term investment [3, p. 264].

For this purpose, there was formed a model of forecasting of rape production volumes at the regional level in the form of a flowchart, a feature of which is the specification of the main directions and ways of rape production that allows you to define a clear sequence of actions to be taken to develop and implement forecasting of rape production development in the South of Ukraine.

Development forecast of rape production at the regional level gives a clear view of the strategic perspectives of the functioning of the sub-sectors in the southern region.

The first step is to formulate the main goal and main objectives of rape production at the regional level in a defined period. In our case, the main goal is to

meet the needs of the consumer market in rapeseed and its products processing quality.

The second block of the algorithm involves a comprehensive analysis of the current level of rape production in the region, the identification and characterization of trends in key areas in the period, as well as an assessment of its resources.

The third block provides direct determination of the necessary measures according to the main directions and ways of rape production in the region, the implementation of which will provide a comprehensively achieve their goals.

The last block of the algorithm involves the evaluation of the prospects for the realization of the forecast. Obtaining positive results of program activities means that the main objective of development is achieved by addressing the tasks to implement the necessary actions and achieve the main objectives of forecasting.

Implementation Flowchart allows to determine the course of action to be taken to develop and implement forecasting of rape production development in the South of Ukraine. Thus, the prediction algorithm rape production development in the region enables a comprehensive approach to the assessment process possible production volumes of rapeseed and its products.