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INNOVATIVE AND FINANCIAL RESOURCES POTENTIAL AGRICULTURAL ENTERPRISES

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Abstract. *For the effective functioning and competitiveness of agricultural enterprises it is necessary to develop qualitatively logistical, structural-functional, social-labor and other elements of potential. The key to this is the assessment and effective use of the innovative and financial resource potential of the agricultural enterprise as a basis for the successful development system.*

Keywords: *innovative, financial resource potential, agricultural enterprise.*

Agriculture is one of the most promising areas of business today. By introducing innovative technologies into the activities of agricultural enterprises, investment funds work not only on strategic plans but also on tactical opportunities, saving land, production, labor and financial resources of agriculture. High-quality innovative solutions that can increase the production and sales of products, its productivity and efficiency of farms that require significant financial resources.

The elements of the structure of innovation potential and their low and high level are characterized. The point of estimation of use of agrarian enterprise of each of elements of innovative potential is resulted. The algorithm of timely and objective estimation of the financial state of agricultural enterprises in modern conditions is illuminated.

The economic efficiency of using some innovative resources in agricultural production is characterized. The economic impact of the introduction of minimum tillage in 2020 will be UAH 6.3 billion. Increasing the productivity of crops by predicted indicators will increase their prolificness by 1.5-2.7 times in 2020 compared to 2010. Improvement of agro-technical works will save mineral fertilizers by UAH 13.9 billion. for a year. Soil and climatic conditions of Ukraine make it possible to significantly expand the volume of organic farming, which according to expert estimates can reach 7% of agricultural land in 2020. The introduction of innovative technologies will increase the production of gross livestock production in 2020 to 83.4 billion UAH, which is almost 2 times more than in 2010, as well as increase the volume of meat production in the slaughterhouse mass in 2020 to

4365 thousand tons. , the growth rate of this indicator will be 112.0%.

Only the achievement of the world level of innovative activity for agrarian enterprises is its competitiveness. The development of the program of innovative development and the corresponding strategy is the basis of formation of competitive advantages and stable financial status of domestic agricultural enterprises.

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