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INNOVATION – THE MAIN METHOD OF ACTIVIZATION OF INVESTMENT PROCESSES IN AGRICULTURE

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Abstract. *The article highlights the problems of the development of innovative activities of agricultural production entities, and also draws the attention of state authorities to the development of agricultural science. The mechanism of state management of innovative processes of the agricultural industry has been developed.*

Keywords: *innovation, innovative technology, innovation process management, agricultural production, innovative potential, region, state.*

The development of agriculture depends on the pace of transition to an innovative economic model. But insufficient profits for producers and little government funding for scientific institutions slow down the industry's transition to progressive management, which makes its products competitive and agricultural enterprises unprofitable. Without solving this problem, agriculture will continue to be unattractive for investors and a raw material appendage for foreign processing enterprises.

The formation of innovative priorities for the development of agricultural production should include the development of program actions and systems of innovative support: improvement of socio-economic relations; introduction of resource-saving

technologies; development of organizational and economic relations; investment support for reproduction processes; improving environmental conditions.

Improving the investment climate of the industry should be the basis for strategic innovation in agriculture; development of productive forces; market infrastructure; business activity of entrepreneurs; encouragement of scientists from the state and private production structures to cooperate.

In addition to insufficient funding for research, development and reduction of the number of scientific personnel, the factors that impede the development of agrarian science include: weak financial and material base of the subjects of production; lack of effective mechanism

of communication between scientific institutions and production structures; lack of a developed market for innovative technologies in agroindustrial complex; lack of mechanism for competitive selection of scientific developments at the level of innovative projects being introduced into agricultural production; underdevelopment of innovation clusters in the agricultural sector; lack of effective methods of financing innovative activity; high risks of large-scale scientific research; low salaries of scientists and lack of social benefits, etc.

It is established that innovative activity in agriculture requires increasing state funding of producers and scientific institutions, which must not only generate certain innovative ideas, but also be active participants in the implementation of these ideas in real production. The state should, first and foremost, provide financial support to those agricultural entities that, through innovation, are actively involved in the implementation of innovation and strategic investment programs.

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