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STRATEGY FOR DEVELOPMENT OF THE AGRICULTURAL SPHERE OF ECONOMY IN THE REGIONS OF THE BLACK SEA ECONOMIC REGION OF UKRAINE

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Abstract: *The influence of factors on the economic and investment development of agriculture in the South of Ukraine has been investigated in the article. The main constraining and stimulating factors for the development of innovative processes in agricultural enterprises have been identified. It has been established that innovative activity in agriculture requires an increase in state funding for producers and scientific institutions.*

Keywords: *strategy, innovation, investment, regional economy.*

The purpose of the article is to study the impact of factors on the economic and investment development of agriculture in southern Ukraine.

To achieve this goal in the research used dialectical methods of cognition of processes and phenomena, monographic method (analysis of scientific achievements of Ukrainian and foreign scientists on the problems of investing in agriculture), abstract-logical (theoretical generalizations and conclusions).

In the process of studying the strategy of development of the agricultural sector of the economy, the main restraining and stimulating factors of the development of innovation processes in agricultural enterprises are identified. It is established that innovative activity in agriculture requires an increase in public funding for producers and research institutions,

which should not only generate certain innovative ideas, but also be active participants in the implementation of these ideas into real production.

Carrying out structural transformations in the agricultural sector, it is necessary to make the most of opportunities to create inter-district and inter-regional agro-industrial associations with a full cycle of production, food. This approach to the economic development of the regions will have a positive impact on the volume and quality of agricultural production, will increase the level of investment attractiveness of agriculture. Given the development of the agricultural sector in the Black Sea economic region, high activity of agricultural enterprises, farms and private farms, as well as the development of the processing industry and logistics, it is

advisable to create agro-processing and marketing clusters as one of the forms of integrated associations economic activity.

The basis for the development of the agricultural sector of the economy should be a high level of innovation potential. Training of scientific personnel, creation of the Bank of Innovative Developments and Coordination Centers in the regions, which would unite the efforts of

scientists and producers, would accelerate the transition to the innovation and investment model of agricultural development. The introduction of modern technologies and the development of the market of leasing services would have a positive impact on the cost of production and increase the competitiveness of the agricultural sector of the economy of the Black Sea economic region.

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