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2.4. INFORMATION PROVISION OF UKRAINIAN VEGETABLE AND GROCERY SUBCOMPLEX

Summary

This paper examines the main issues about the information of product adaptation in the vegetable-grocery subcomplex of Ukrainian companies to foreign markets, their current status and prospects. It also analyzes the possible ways of receiving marketing information, defined by their positive and negative aspects for optimal use.

Keywords: problems, vegetable-grocery sub complex, foreign markets

Introduction

In Ukraine the exports of fruits and vegetables is about 2% of the total production and is very promising sales channel for large farms and farmers' associations. Currently, the share of sales channels is less than 3%, but exports of vegetables have the potential for domestic horticultural products contested at a price that is one of the main arguments when choosing a supplier. In the overproduction that is observed in certain types of products, the risks has been significantly increased of lower prices to cost-recovery levels. Reduce these risks we can by using export. Today the major markets for export of vegetables are Russia, Belarus, Lithuania, Latvia, and Kazakhstan. Promising markets were recognized in Western Europe. Export prices, less marketing costs, slightly higher than retail for the same products in Ukraine, but allow you to get enough return.

Volumes of export of fresh vegetables in 2011-2012 marketing years grew all the vegetables except onions and garlic. The main reasons for the low level of exports from Ukraine are the following: the concentration of the production in households (about 90%), which makes it impossible to create great sales, attractive for foreign wholesalers, low marketability: we have not developed advanced technology at this stage so as a result, limited power of sorting and packing, imperfect legislation to regulate export of vegetables, no system certification enterprises, international standards of quality and food safety standards. And Europeans are too demanding to having the necessary documents. In addition, customers from the European countries want to buy organic products that require stringent quality control, monitoring and certification of, not just the product itself. Organization of organic production in Ukraine is at an early stage. Currently on the market are only a few companies involved in the certification of domestic agricultural producers, but they are private, working on foreign capital and to order some foreign companies.

Its exports of fresh fruits dominate tomatoes - 60.8%, pickled cucumbers - 11.7, fresh beans - 11.4, other legumes - 6.7%.

Prices on the international market and the possibility of flow of foreign exchange earnings are attractive to manufacturers, 2008 was a serious challenge for growers. Reduction of import duty, under the WTO, in a significant increase in domestic production greatly complicates their jobs due to increased imports of vegetables in Ukraine.

The globalization of economic relations causes massive importation of vegetables in Ukraine from any part of the world, where there is a clear specialization fields on the principle of grow houses that profitable, and everything else is depending on buy and resell. Approximately \$ 40 billion, or 18% of world trade volume accounted for fruits and vegetables in the United States. In Europe, the main markets for imports are Germany, the main suppliers - Turkey, Spain and Italy. Some vegetables of EU imports come from South Africa, Morocco, Chile, Argentina, New Zealand, Turkey and Israel.

The success of the vegetable world is determined not only growing technology and organization and vegetable market. Our farmers are no worse than their international counterparts learned how to grow vegetables. Nevertheless, in a competitive environment will benefit only by a very narrow specialization, which allows maximum intensify production. Each vegetable crop has to be unique to her growing technology and specific set of techniques. It is also capable Ukrainian producers, but prevents only one change - the inability to engage in cooperation and implementation.

Another important advantage of the production of foreign competitors is the organized market on which they supply their products through their super intermediary structures that dominate the activities of other exporters, the economically weaker countries. Accordingly, they have a much higher price than domestic producers. Such an organization is more effective because they have long-term positive experience and use the latest scientific and technological progress.

Natural conditions of cultivation and biological characteristics of vegetable crops require an efficient location of production. Eggplant, tomatoes, onions, peppers – the best produced in the south, cabbage, carrots, beets – on marshy scrub and steppe. This yields in different parts of Ukraine is quite different, for example, the yield of onions in the Kherson region reaches 94 t / ha, while the average for Ukraine is 22 t / ha.

In value terms in 2011-2012 marketing years imports of vegetables, compared to 2010-2011, increased by 3.3 times. Growing competition with our trading partners somehow narrowed our export opportunities.

Accession to the WTO immediately affected district and vegetable market in Ukraine. In the 2011-2012 marketing years imports of carrots and other root crops increased 33.5 times, onions and garlic - in 22.3, tomatoes - in 13.3, cabbage - in 8.5, cucumbers - 6 times. A small increase in imports and celebrated in other vegetables.

With its accession to the WTO and the avoidance of customs barriers, imports of vegetables grow. Emission rates importable duty on carrots, onions, cabbage and other vegetables that they traditionally grown in Ukraine and are a source of income for households, could adversely affect the living standards of the rural population. Admission to the WTO for domestic producers of agricultural is pretty hard, and the possibility of tariff and non-tariff protection agro-production domestic market from imported products is limited. So of course you need for every industry to develop a

specific action plan to ensure competitiveness in the future of the WTO and free trade zone with the EU. But the Ukrainian vegetable growers have all chances to become the main “garden” of Europe. Our climatic conditions of the Crimea marshy scrub are much better if Spain, which provides 30% of vegetable production.

Ukraine is among the top ten world leaders in gross production of vegetable and melon production, and in per capita ranks it is ninth in the world. However, among 20 advanced countries Ukraine occupies 18th place in terms of productivity. Genetic potential of local breeds and hybrids used only 30 percent.

Considering the state of the market vegetable-grocery subcomplex Ukraine is impossible not to notice a number of fundamental structural problems that are sure to keep in mind when providing information adaptation vegetable-grocery subcomplex products to foreign markets:

1. Regarding the profitability in the chain of “production – processing – sale” it should be noted that production managers could achieve losses because of the speculative pricing of wholesale and retail trade. Quality products that reach the significantly increased consumer do not meet the certification requirements. Ukraine has just begun to grow vegetables in wholesale system through organized food market, where the seller guarantees the sale of products on economically favourable terms. The state has a system of natural selling vegetables. The chain of “producer – trader – retailer – consumer” is overloaded by many businesses, which greatly increases the prices of vegetables. Revenue agents exceed the income of producers almost 1.5-2 times.
2. The increase of production of its products is inhibited by the following reasons:
 - lack of direct financial assistance for horticulture;
 - inadequate investment in the construction of vegetable stores and other infrastructure;
 - low agricultural technologies in the cultivation of vegetable crops due to lack of resources and technical support, including the use of technologies that are adapted for specific varieties and hybrids, precision seed, seedling cluster, making micro-doses of growth regulators and pesticides;
 - unsatisfactory storage, only 20 percent of the vegetable stores up to date.
3. The lack of domestic machinery for vegetable and processing industry is due to the high price of foreign counterparts, thus agricultural producers had used in growing vegetables new designs seeders, sprayers, cultivators, machines for transplanting, watering, plant care and harvesting. In manufacturing industry there is no domestic equipment with energy-saving technologies, including a line of washing, sorting, preservation, packaging and more.
4. High prices for natural gas and electricity, as well as high interest rates on bank loans, making it impossible to build new greenhouse facilities and rehabilitation of existing.
5. Storing vegetables is one of the biggest problems for the farmers grow vegetables as much as can to save up to December. Many vendors sell out their harvested products in autumn period, when many vegetables and they are cheap. Small wholesalers can store large quantities of fruits up to January-February. About 20% of cultivated vegetables “Borsch set” (carrots, cabbage, beets, and onions) do not

reach the consumer due to the lack of specialized repositories. Another problem is the requirements for quality and safety. Global trends in food safety require increased attention to the technological cycle, not just the quality of the final product.

6. Certification of products: the products of environmentally friendly producers' may have an easier access to the European market. Products they produce has advantages during implementation through international supermarket and a significant surplus of vegetables like onions, carrots and cabbage, no certification is exported to CIS countries only.

To sum up this review, it should be noted that the situation on the food market significantly deteriorated due to the global financial crisis, which in turn prompted the governments of the economically advanced countries to take additional protective measures to protect their local markets and export promotion.

Since 2008, when Ukraine joined the WTO, we are unable to urgently apply safeguard measures, so our market was in direct proportion to the situation of the international market, which mainly depends on the protectionist policies of developed countries. Open Ukraine borders to export agricultural products contributed to the importation of imported products, which began to displace domestic production of the domestic market.

Reorientation on the importation of finished goods flooded the domestic market of imported goods, but real improvement in nutrition Ukraine did not happen, however, it has deteriorated. One way to solve this difficult problem - bring food legislation in line with WTO and EU law, which will allow not only enhance the control of substandard imported products, but also come with their own foreign markets. During the fall of activity in the consumer market due to low solvency public issue is of particular relevance. When examined information of marketing activities in vegetable should definitely pay attention to the following characteristics of the market:

- Market vegetable production is characterized by a high degree of competition,
- Uneven demand
- Significant difference of cultures. Vegetables as a consumer products at prices slightly stretchy, and yet, for some reason, their use has not significantly reduced due to the vital nature of this product.
- The large number of small producers. Low income forces the population to use their horticultural land, and not engage in his usual trading activities, which puts companies vegetables producers at a disadvantage.

Organization of entering foreign markets is a major problem for businesses as well as marketing services are not effective and are not able to provide enterprises the necessary information that will give you a reduced risk in entering of enterprises on foreign markets. In this regard, finding ways of adaptation of information products vegetable-grocery subcomplex to the international markets is extremely urgent problem and need urgent solution.

Material and methods

Relevance of the question studied in this paper due to the fact that at this time in Ukraine, along with the economic crisis and its consequences, there is a general decline of marketing activities in enterprises. Decreasing marketing services will cut budgets for marketing activities, etc., this is the situation in the business vegetable-grocery subcomplex.

For the imagination of the existing situation to the problem of information support adaptation production vegetable-grocery subcomplex to foreign markets, we analyzed the most relevant publications of leading researchers in this field.

The researching problem in deceiving ways to obtain marketing information to adapt products to new foreign markets at different times engaged the leading domestic and foreign scientists - specialists in marketing. Such as, Krylov and Sokolova considered the adaptation process as opposed to the standardization process, and believed that the adaptation of products to foreign markets is forced and necessary.

In turn, Kolyuzhnova and Jacobson in their researching proposed to solve this problem by affecting the demand or the creation or increase it by moving goods to overseas markets (Krylov and Sokolova, 1999).

So scientists as Pertsovskiy, Spiridonov and Barsukova consider adaptation process in four main aspects: change language, name, colour, change promotional links, media plans, and adaptation to local languages, to promote (Kolyuzhnova and Jacobson, 2006).

The leading American marketer Franklin (1982) believe that the adaptation process can take place as adapting to a new product in the market, and in the opposite direction and the adaptation of the target audience to a new product through advertising. Sservices do resist to the last direction for simplification the process of introduction products on foreign markets (Pertsovskiy et al., 2001).

Economist Hravford believes that the primary goal of obtaining marketing information is unsuccessful possibility of determining yield to the overseas market and timely response. (Franklin, 1982)

Leading scientist Philip R. Cateora (1993) insists that the most important factor for the company at the introduction of the product to the overseas market is the speed of information and diffusion rate - the penetration of new information to the market.

Analyzing the latest publications and research on information support of adaptation process of products in vegetables grocery subcomplex, we can conclude that the majority of authors whose work was studied and analyzed in their studies do not take into account is the process of information provision process of adapting products to foreign markets, they did not examine issues sources, and the ways of receiving information on which will be built-to-market strategy and planned next steps. There are virtually no studies on the topic are focused precisely on vegetables grocery subcomplex that is an important point, because it has its own specific characteristics and requires a separate approach.

Given the above, we note that the study of the adaptation process of information products in vegetables grocery subcomplex to foreign markets is acutely important and absolutely necessary.

The subject of this study is to analyze the existing grade status and prospects of the enterprises of Ukraine vegetable-grocery subcomplex for foreign markets. Namely, the object of study is search and analysis ways to use information about the process of adapting products to the specific requirements of foreign markets. The study aims to identify potential ways to receive marketing information from which the process of adapting products to foreign markets, and ways to obtain optimal balance of marketing information.

Results and discussion

Ukraine's accession to the WTO is necessary to accelerate the competitiveness of agricultural enterprises, which is impossible without a modern information system consulting support. Currently its level does not comply with international experience. A huge amount of advertising information on resources and technology through media imposed on agricultural production. It is not always objective and scientifically sound, which in many cases leads to negative consequences for farmers. To improve the information and consultation of agricultural production under the Law of Ukraine "On the advisory activity" (2004) creates extension services.

However, local counsellors generally do not have sufficient training and rapid access to scientific information resources, and systematic training of the traditional methods and technologies requires a significant investment and a long time. On the other hand the system Ukrainian Academy of Agrarian Sciences (2006) of running a significant number of completed researches has developed, which hampered the widespread introduction of imperfect supply of scientific and technological information in agriculture production.

In a market economy, one of the key factors of competitiveness is the ability of companies to provide not only high performance but also directly production for producers to express themselves on the market and favourably present your company, products or services, and quickly get analytical and marketing information necessary for the development business. And now that opportunity has a worldwide network of Internet services companies which are large, medium and small businesses worldwide. Unfortunately our agricultural sector uses very little power of the Internet, and almost no farms in this network.

Most major foreign companies are now actively involved in the creation of marketing knowledge about the market. For example, a company Henkel created a system called IDIS, which analyzes all available User info and chooses a decision based on the criteria of "most successful solution of the lessons learned." In Coca-Cola since 1997 using info-cascade system, which according to the company's management is an integral part of the infrastructure. This system aims at organizing information flows in areas such as brand promotion, planning, and global marketing. The system uses information not only domestic sales, but many materials research and statistical data that can be worn both quantitative and qualitative. When developing new programs to promote brands or new advertising campaign system uses the results of existing studies and experience gained in different markets.

At creating a market knowledge system there is a transition from isolated sources, information to a new system that combines in itself all source, data and knowledge in the company, resulting in universalization all principles work with information. Market knowledge system is the expert system promoted in which integrated knowledge. Experts company for management making and development will search algorithms answers to all arising in marketing question. Managing these knowledge allows evaluate not only some market aspects, but and receive whole picture, not just answers to the question “what happened?” but and explain “why did this happen?”. Market knowledge system allows immediately adjust everyone problems and needs arising in companies track synergy that occurs when impact to different elements of the marketing mix. In other words, the system marketing knowledge is the most advanced system marketing information in modern terms.

We consider it necessary to introduce in this monograph first experience in dealing with similar issues in the United States. From this sample was not chosen randomly, as in this country is the soul of common and highly developed process of information provision with farmers. Ways to implement it for years and are polished to a highly operating system level. Information on Data ware farms taken from my own experience, the accumulation of information on the results of the program Faculty Exchange Program, that allows you to submit your own mind impartial information collected from the middle of the process.

First we note the government agency providing agricultural information (and in their composition and vegetable-grocery companies. This process is carried out by the USDA, which is on the website <http://marketnews.usda.gov/> created specifically for entrepreneurs provides complete information about the market for agricultural products. We believe this is the right project - as contain a huge amount of information shared and the directions concerning marketing, economics, agriculture and all other industries that might be useful for entrepreneurs and analysts. Importantly, it contains a block-components of internal and external information, which are important components of information support adaptation vegetable-grocery subcomplex products to foreign markets. In practice, it works like this: the entrepreneur, going to the site can live with the constant updating of information to learn about the state of the market, current prices absolutely all kinds of agricultural products for which it is sold and bought on that day; sales and demand for the products of interest to the enterprise, predictive information that will help the company navigate the market and successfully plan current activities, findings and expert advice and more. The constituent elements of the online resources you can count to infinity, as it is really impressive for its scope and depth of the project. On the creation and maintenance, work is constantly a large number of ministries and special services staff. We believe this resource is a real economic engine, providing process information support marketing activities of enterprises fully, completely, and by state basis simplifies, and cheapens the process of obtaining this very important information for the study subjects.

Second in the U.S. were first created and successfully operate consulting services and is very popular at the time direction, who are trying to implement most of the - system Extension Offices. These offices are established almost everywhere in the country and help businesses solve current problems specifically related to the

organization of agricultural production (in our case vegetable-grocery subcomplex), provide answers to any outstanding questions regarding classes, conditions and requirements for the cultivation and processing of climatic forecasts, and more. These organizational structures should provide an answer to any question that may arise in the company as much as possible and pressed together to make the fullest. Often such structures are professors, teachers, involved in cooperation objectives universities and research organizations.

Taken together, these techniques make the process of adaptation of information products vegetable-grocery subcomplex Ukrainian companies to foreign markets integrated and extremely efficient.

Contradictions in the above example, in Ukraine the current state information of marketing activity are not as impressive. Some universities (National University of life and environmental science) attempt at its base to offer advice, there are some informational resources that provide marketing information to businesses vegetable-grocery subcomplex, but it happens quite spontaneously, the work is not established, and that it is important in our view - not systematic or feedback. Important for businesses in this case is the need to pay for this information and its cost is rather high.

We emphasize that one of the most important points that are not solved in Ukraine is to provide feedback at all levels of the system in order to develop effective measures of interaction information that will enable the process to improve information support marketing activities of enterprises vegetable-grocery subcomplex in general and bring it to the international level as described above.

Consider the real situation on the use of marketing information on Ukrainian enterprises to reflect what we have carried out their own market research companies vegetable-grocery subcomplex with respect to their information provision.

Eight business vegetable-grocery subcomplex in Ukraine were processed by us including: "Power" (Nikolaev), "Dovzhyk JSC" Institute of Vegetables and Melons, private sector and other vegetables. virtually no system information of marketing. In the enterprise of "power" - which is marketing service, marketing and information support activities given the necessary attention. Vegetable-grocery subcomplex market and the level of marketing support are in close communication directly proportional. The more accurate and better information provision is held, the more complete and accurate is a general view of the current situation on the market. However, it should be noted that 90% of surveyed companies we noticed that from defective information of market conditions affected vegetable production. Their view, improvement of information provision substantially changes the situation on the market vegetable-grocery subcomplex.

Exchange of information between enterprises vegetable-grocery subcomplex and their customers is very important. Since this exchange allows to clearly define what types of products should produce and what kinds of services to be provided. These services and products are additional costs, but they are also useful for manufacturers to improve the quality of their products. Also manufacturers often faced with the uncertainty of demand. Accordingly, manufacturers offer additional products and services needed trade relations.

An analysis conducted by market research firms concluded that:

1. Since all companies responded to the questions it suggests that marketing activities in one form or another takes place at each of the studied companies.
2. To more advanced facilities, such as “power” and “Vitmark Ukraine” system of information support marketing functions well, on the other, the weaker companies is hardly involved.
3. In most lacking a comprehensive approach to the use of information system marketing activities.
4. Unfortunately the enterprises except “Vitmark Ukraine” has virtually no global correlation country level and neighboring countries.
5. There is low quality and relevance of the external input information received by now.
6. At the low qualification of workers is engaged in marketing activities in the company, no modern methods of implementation.
7. Most companies use a slightly popular and Information capacitive currently online resources.

Considerable position in international marketing is adaptation products to the markets of other countries. Which area do not belong to products, it's huge percentage of the success of its sales in the foreign market determines how well it was adapted to the market of this country.

For vegetables grocery businesses in Ukraine this complex issue is particularly acute. Criticality question formed two factors:

- Firstly, quite difficult to adapt vegetables products given its characteristics (seasonality, climate dependency short cue shelf life, a great number of varieties, etc..)
- Secondly, difficult financial position vegetables grocery enterprises under complex absence or low level of functioning marketing services to businesses, which prevents to make necessary research and prepare properly to the adaptation process in complex products vegetables grocery to foreign markets.

Investigated problems can consider the example of the U.S. market carrots. Despite the small variety of varieties of carrots produced, there is a fairly large intra varietal adaptability to the relevant product market consumption. That is one sort of carrot produces the following forms:

- Grown to full size according to variety;
- With interruption at the appropriate stage of growth (in the market is the need for small size carrots for ease of preparation);
- With interruption at the appropriate stage of growth and to implement cut into 3 parts (Baby Carrot) - which is in demand for weighty market segment;
- Produced with skin;
- Produced skinless.

That is an example of one variety of vegetable crops in seeing 5 species adaptation and products relevant to market. Choosing the certain type of product for the production and sale of market needs is dictated by each importing country. It should be noted that this example is informative enough, since the U.S. is one of the world's largest manufacturers, importers carrots. Accordingly, in the target “GF Grimmway

Farms” there is very efficient and highly intensive work with marketing service, the results of which are based further development and vector directing production of certain products.

In general, the most interesting question in our view is to identify sources of information, including marketing service companies receive highly specialized information for foreign markets to adapt products vegetables grocery under complex to them. As told the top manager “GF Grimmway Farms”, they based on the consumer opinion and preferences and receive information through a direct survey of large traders or directly to end users. But it should be noted that this method of obtaining information for the further adaptation of products to foreign markets is possible to use only the large powerful enterprises in vegetables grocery subcomplex with offices or subsidiaries in other countries. Or possible for this level of development companies when they are financially able to order international research in local marketing companies on the domestic markets, as well as plans proceed enterprise.

Based on the abovementioned facts consider it necessary to offer the following ways to find sources of information for adaptation products of vegetables grocery subcomplex to foreign markets (Table 1).

Table 1: Potential ways to receive marketing information to tailor products vegetables grocery subcomplex to foreign markets

No	Way	Pros	Cons
1	Cooperation with vegetables grocery subcomplex companies in other countries that are already working on the international market for equal sharing marketing information is available on the domestic market importer	1. Low level of spending on information. 2. New contacts for future cooperation.	1. High chance unfair and presenting information. 2. Ability competition. 3. The need for disclosure of internal business information.
2	Order of marketing research and market demand in domestic market marketing companies investigated	1. No neediness for disclosure of internal business information. 2. Hight accuracy of marketing information.	1. Low level of adaptation marketing information to the system of Ukraine. 2. A high level of expenditure on orders marketing research.
3	Poll traders working in the international market products under vegetables grocery complex	1. Low level costs for obtaining this information. 2. Information is already adapted to enterprises vegetables grocery subcomplex of Ukraine.	1. High probability of failure in presenting information. 2. Distortion information in favor of the trader.
4	Search for information on their own	1. High reliability of market information.	1. Really high costs on business trips to the country market under study. 2. High probability of error in the fullness of information, as well as the study may not be comprehensive.

Source: own compilation

Topical issues stay the seeking information to adapt products in vegetables grocery subcomplex to foreign markets for UK businesses. Since the production of vegetables in Ukraine are developed and produce a satisfactory consumed chi quality output, dos one's favourable climatic conditions which have no other country. The main problem with this is the low level of development and the most critical condition vegetables grocery subcomplex enterprises that own unable to enter international markets. And access to the market through traders is unprofitable. Therefore the bulk of profits from international activities fall on balance trader.

From Table 1 it may be seen clearly that all the possible ways to obtain information with both the positive and negative sides. Therefore, we believe that the use of one of the proposed methods for other formations to enter the foreign market is not enough. For a complete picture of the foreign market and minimize risk in the yield on the market offer a combined use of all proposed ways to find sources of marketing information to tailor products vegetables grocery under the complex to the overseas market. But we need to take into account the financial capacity of enterprises and building on it optimally combine percentages ways to obtain information in the general marketing research project of potential foreign markets for each company.

Conclusion

Analyzing the material presented in this monograph, we can state that the search for sources of marketing information to tailor products vegetable-grocery subcomplex to foreign markets given ground point is rather vague and difficult issue for implemented at enterprises in vegetable-grocery subcomplex of Ukraine. Analysis of the current situation of the information marketing business objects of study in the world were given the example of the United States, using their experience staying in this country and to participate in the program by Faculty Exchange Program.

Our primary market research information of the current state of marketing activity of real business vegetable-grocery subcomplex of Ukraine lead us to the conclusion, that the state of information provision does not satisfy each of the surveyed companies, regardless of its market position and size. Critical in our opinion is the lack of use of feedback in the process of information provision.

Based on the proposed ways above, finding information in mono using is not ideal, it requires an integrated use of all proposed path for maximum efficiency receive marketing information. The main problem is to obtain accurate information, since it depends on the continued operation of the enterprise and the success of his work. Based on this believe that at the moment the best solution of the investigated problem is a combination of all the ways to find sources of marketing information based on the financial capacity of the enterprise. This will maximize to be informed for further adaptation of products in vegetables grocery subcomplex and release it to the international market, which in turn will provide intense development of enterprise and will increase its profitability.

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