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**THE CONCEPTUAL BACKGROUND FOR DEVELOPMENT AND IMPLEMENTATION
OF ECOLOGICAL QUALITY STANDARDS IN AGRICULTURAL PRODUCTION**

**KONCEPTUALNE PODSTAWY OPRACOWANIA I WDROŻENIA NORM SYSTEMU
ZARZĄDZANIA ŚRODOWISKOWEGO W PRZEMYSLE ROLNO-SPOŻYWCZYM**

**КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ ПО РАЗРАБОТКЕ И ВНЕДРЕНИЮ
ЭКОЛОГИЧЕСКИХ СТАНДАРТОВ КАЧЕСТВА В АГРАРНОМ ПРОИЗВОДСТВЕ**

Abstracts

The paper covers contemporary approaches to provision of quality and safety of food products. The factors influencing the development process and compliance of ecological quality standards for the products of agriculture are substantiated. It is proved, that the interests of the state, local authorities and private sector in the process of economic use of renewable natural agricultural resources should be taken into consideration primarily at the stage of development and implementation of standards. The triad model of state-private partnership in the sphere of implementation of ecological quality standards for agricultural production and environment is suggested, the realization of which will promote synergetic effect in economic, ecological and social sphere through respecting the interests of participants.

Ключові слова: *ecological quality standards, agricultural products, agrarian production, state-private partnership.*

Streszczenie

W artykule opisano nowoczesne rozwiązania w zakresie zapewnienia jakości i bezpieczeństwa żywności, wyjaśniono determinanty procesu kształtowania i przestrzegania norm środowiskowych dla produktów przemysłu rolno-spożywczego. Wskazano na konieczność uwzględnienia interesów państwa, jak i samorządów oraz sektora prywatnego w zakresie prowadzonej działalności gospodarczej na podstawie odnawialnych rolniczych zasobów naturalnych ze szczególnym uwzględnieniem etapu projektowania i wdrażania standardów. Zaproponowany tryadowy model partnerstwa publiczno-prywatnego w zakresie wdrażania norm systemu zarządzania środowiskowego dla sektora rolno-spożywczego przyczyni się do osiągnięcia efektów synergicznych w sferze gospodarczej, środowiskowej i społecznej poprzez wzajemne uwzględnienie

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interesów poszczególnych podmiotów.

Słowa kluczowe: *standardy jakości środowiska, produkty rolne, produkcja rolna, partnerstwo publiczno-prywatne*

Аннотация

В статье рассмотрены современные подходы к обеспечению качества и безопасности пищевых продуктов, обоснованно факторы влияния на процесс формирования и соблюдения экологических стандартов качества продукции аграрного производства. Указано на необходимость учета интересов государства, местных органов и частного сектора в процессе хозяйственного использования возобновляемых природных сельскохозяйственных ресурсов прежде всего на этапе разработки и внедрения стандартов. Предложена триадная модель государственно-частного партнерства в сфере внедрения экологических стандартов качества сельскохозяйственной продукции и среды, реализация которой будет способствовать достижению синергетического эффекта в экономической, экологической и социальной сфере через согласование интересов участников.

Ключевые слова: *экологические стандарты качества, сельскохозяйственная продукция, аграрное производство, государственно-частное партнерство.*

Introduction. Contemporary approaches to the use of natural resources of agrarian production and formation of food safety systems concern provision of food products in both quantitative and qualitative part. The last lies in ecological friendliness of goods, as this has direct relation to the health of consumers and state of the environment. Therefore, the need in development and implementation of ecological quality standards for agricultural products is caused by increasing anthropogenic impact, mostly negative one, on agro-eco-systems and the environment as a whole.

Some native scholars (economists-agrarians), namely V. Andriychuk, T.Zaychuk, T.Zinchuk, M.Zubets, S.Kvasha, V.Kysil, V.Yurchyshyn, have addressed their studies to problems of adapting the agrarian sector of the economy of Ukraine, outlining the integration lines for development of quality standards for agricultural products based on common agricultural policy at agrarian markets of European countries.

Results of study. Producing high-quality and safe agricultural production is a priority task of agrarian and processing plants, the activities of which has to be based on adhering to re-

quirements and norms, outlined by the global community in the sphere of quality and safety management for food, in particular [V. Andriychuk 2013, s. 578]; [V. Andriychuk 2005]: ISO 9001 – Quality Management Certification. Requirements; ISO 14001 – Environmental Management System. Requirements and Management; ISO 22000 – Food Safety Management System. Requirements in the food chain; HACCP – Food Safety Management System (Hazard Analysis and Critical Control Points); ISO 18001 – requirements concerning the occupational health and safety assessment system (Occupational Health and Safety Management Systems); ISO 27000 – informational security management standards.

Foreign practices in development of food safety systems show, that having introduced the Food Safety Management System (HACCP), food stock processing enterprises in such way guarantee its high quality level and eliminate risks connected with production process. Introducing of this system at food producing enterprises in Ukraine is compulsory since 2012 p. In future, this will promote formation of complex approaches in the sphere of quality assurance and assurance of competitiveness for

agricultural products, based on international standards and on introducing HACCP as an effective instrument for gaining consumer safety from food production of bad quality, entering at consumer markets. Such approaches are especially timely under conditions of developing processes of integration and Ukraine's and entering the World Trade Organization (WTO).

As the environmental element was not taken into account at development of HACCP system, the need arises in development of international system of certification. It has to provide control of all stages of production, which are connected with production of food, with compulsory consideration of environmentally oriented approaches, environmentalization of manufacturing, environmental management in manufacturing ecologically clean agricultural production of high quality and provision of ecological guarantees with the help of standardization, norming, ecological expertise and quality control inspection of food [M. Gazuda 2014, s. 309]. Such need arises from escalation of environmental problems. The priority is to produce organic food products according to accepted rules (standards), which suppose minimizing of the use of pesticides, synthetic mineral fertilizers, growth-regulating chemicals, artificial nutritional supplements and prohibit the use of genetically modified organ-

isms (GMO) [About Organic Food; T. Zaychuk 2009]. Moreover, feasibility and need in growing clean agricultural production of high quality is explained by the high consumer demand for it at the food market.

Legislative support of regulating relations among executive bodies, producers, sellers (suppliers) and consumers is done by the Law of Ukraine "On amendments to the Law of Ukraine "On quality and safety of food and food stock "" [Vidomosti Verkhovnoi Rady Ukrainy 2005, s.553] stipulating the legal rules for providing safety and quality of produced, sold, exported and imported foods.

Organization and implementing of the state regulative mechanism as an effective system with allocation of responsibilities and hierarchical structure, is an important part of development, introducing and compliance of environmental standards and quality of agricultural goods under market conditions. Ukraine uses a complex management mechanism to provide environmental standardization of the quality of agricultural products, consisting with a hierarchical structure of the state sector (central executive authorities supplemented with special services and committees), interacting with simultaneously acting sector of self-governing bodies and nongovernmental organizations.

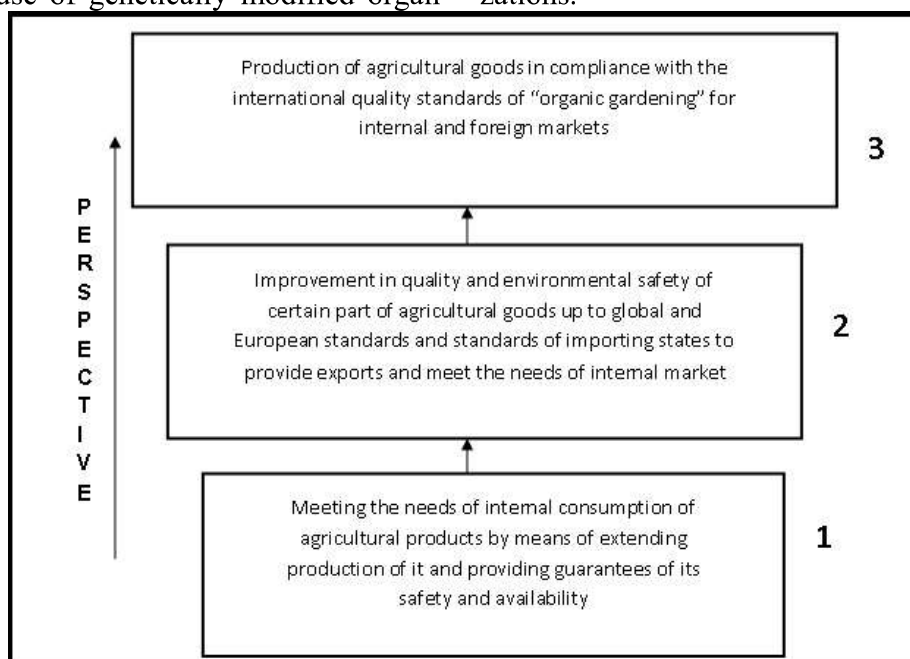


Fig. 1. Hierarchy of tasks of agricultural production (for perspective) with provision of conformity of products to the quality standards

Basic tasks that cannot be solved without development and implementation of ecological quality standards of agricultural products are presented in Figure 1 on a hierarchical basis.

Many factors, both objective and subjective, have to be taken into consideration with the aim to provide effective mechanism of development, implementing and conforming environmental standards, in particular [M. Gazuda 2014, s. 323]:

1. Basic factors (*given*) - they include all resources of agricultural production, primarily considering their qualitative components and the state of environment, which are important factors influencing the output of high quality products. This will help to assess the capabilities of environmentalization for agrarian production, define measures directed at increasing the quality of resources and environment with the aim to introduce higher quality standards.

2. Real factors (*what we can*) - taking them into account will enable adapting and gradation of ecological quality standards as to capabilities of manufacturing and environmental systems, and the production itself as to the quality level.

3. Demand as a factor (*what is needed*) – assessment of capabilities for providing certain agricultural products to meet the needs of internal market, and export capabilities relating to the quality of products. Therefore, the standards have to be developed and implemented with taking into account the direct proportion of quality and price, which will help to make foods available for general part of population and guarantee their safety.

4. Strategic factors (*what will be needed*) – there is a necessity to form a system of development and certification of environmentally clean (organic) agrarian products, as one of the prospective trends of export orientation of the sector. At this, external environment, all productive assets, including the health of employees, and all the stages of production, keeping, transporting, processing and sales of the agricultural goods are subjects to certification. At the same time, certain measures should be taken at that part of external environment and natural re-

sources, the performances of which do not correspond to environmental quality standards with objective to adjust them.

So, development and implementation of ecological quality standards of agricultural products and environment have to be supported by:

- Development and implementation of national quality standards in conformity to the international ones, to enable the access of agricultural goods to foreign markets;

- Implementing European quality standards as one of conditions for European integration of Ukraine, that will make unification of products and food stock possible;

- Development and implementing national quality standards taking into account sectorial and regional standards, that will help to offset internal demands in agricultural products and stocks;

- Taking into consideration of quality standards of the countries, with which certain international agreements on cooperation in the field of standardization have been signed, this will enable to expand trade relations with the mentioned partners.

Considering, that the action of the mechanism of quality standards is affecting the interests of the state, local bodies and private sector, it is necessary to respect and unite the interests of all entities, which use renewable natural resources in economic activity, at the very stage of development and implementation of the standards. Aiming to optimize the process of coordination, we suppose to impose a system of partnership relations among the state, local representatives and private sector, the model of which is shown at Figure 2.

Presented model of state-private partnership in the sphere of introducing ecological quality standards for agricultural products, preserving ecosystems and environment, is geared towards:

- Maximal coordination of interests of all participants;

- Optimization of processes of use of natural resources in agriculture;

- Optimization of results of economic activity of entities in the private sector;

- Providing compliance control of the eco-

logical quality standards for agricultural products and environment;

– Development of the system of motivating factors for all participants of the process;

– Achieving synergetic effect in economic, ecological and social sectors due to interaction and coordination of activities of tripartite partnership.

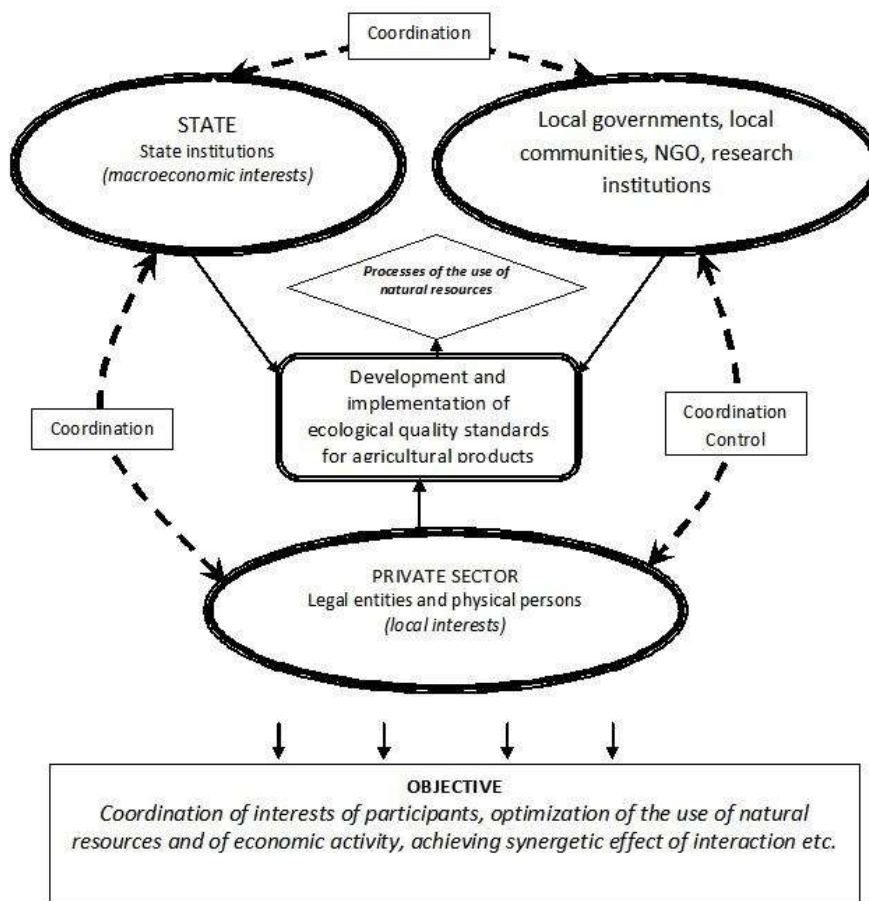


Fig. 2. Triad model of state-private partnership in the sphere of introducing ecological quality standards of agricultural products and environment

Conclusions. State executive bodies and self-government have to draw special at the following measures for solving the problems of quality and safety of agricultural products: securing of introduction of ecological standards, organization of effective compliance control, implementation of the certification system of products with the aim to guarantee their safety. The organizational measures have to be complemented with formation of operative anti-corruption system, by means of increasing personal responsibility for breach and abuse, primarily in the sphere of implementing quality standards, control and certification of foods.

In such way, the development and implementation of ecological quality standards for agricultural products and environment must be based on taking into account of capabilities and state of the environment, natural resources, production system and needs.

At this, respecting the interests of all participants of the process is very important, that will enable to develop a system of motivating factors as one of the factors for intensification of agrarian production and increasing the quality of agrarian goods already at the stage of development of quality standards.

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