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THE ANALYSIS OF CHICKEN MEAT EXPORT IN UKRAINE: THE STATE AND DEVELOPMENT TRENDS

The article analyses the chicken meat export in Ukraine. Poultry market development trends at domestic enterprises and opportunities to enter new markets through the introduction of export strategies are given. The influence of the Association Agreement with the EU on the poultry meat export in Ukraine is analysed.

The basic factors of development of this industry are the stability of the purchase-sale process, and also establishments of such prices that would satisfy the market subjects. A leading company that has prospects and possibilities of growth is MHP as it is the use of a unique business model of vertical integration that gives an opportunity to avoid risks and provide stability of production and realization of products.

The main of the problems faced by producers of poultry in Ukraine is logistics and impossibility to transport chilled products over long distances. This indicator makes sales of chicken abroad low-profit.

MHP continues to implement its strategy of diversifying export markets and seeking new business opportunities in Asia, Middle East, and Africa, increasing exports of poultry in these regions, including Saudi market. The company continues to look for new opportunities in the EU market.

Since 2016, MHP introduces its new strategy to control exports through the establishment of sales offices in the primary export markets. Sales offices are aimed at building local distribution networks that will lay the foundation for a stable increase in exports.

As of 2016, Ukraine under the provisions of the Association Agreement with the EU has received a quota on the sale of poultry from Ukraine to the EU. The number, which was established under the provisions, set very low, only 16 thousand tons – about 10% of all exports of poultry of Ukraine.

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