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**COST – EFFECTIVENESS ANALYSIS
OF DISTRIBUTION CHANNELS CROP PRODUCTION ON FARMS**

The questions of efficiency by crop marketing butchers channels The comparative analysis of prices for sales in commercial organizations and processing enterprises. calculated key performance indicators of individual products. Optimal distribution channel of corn and soybean farm.

Effective marketing of agricultural products today is one of the most problematic issues of agriculture. The system of goods movement eventually transforms agricultural products in the product, making its transmission through the exchange of those who will use it. As one of the most important elements of marketing infrastructure company commodity circulation system should cover a significant area of market activity, which starts from the finished product and ends at the point of sale and consumption of manufactured goods

The efficiency of goods movement primarily depends on the markets, which, in turn, affects sales, average price, revenue from product sales, the amount of profits [and is directly related to management. This scope includes the activities of enterprises and organizations engaged in freight forwarding operations, net of various kinds of mediators, including the last link – retail, which provides direct contact with customers and corresponding structural departments of enterprises-producers.

It is found that the marketing activities of agricultural producers is carried out in difficult conditions caused significant monopolization of the market, lack of marketing services and the dominance of the intermediaries. To quantify the effectiveness of marketing activities of agricultural enterprises and identification of reserves of improvement and efficiency, evaluation and promotion of personnel engaged in marketing, using a set of indicators. However, the efficiency of sales is largely influenced by the devaluation-inflation. Thus, increasing the price of 3-grade wheat by 47% at the same time led to its decline in dollar terms by 41%. In improving the efficiency of marketing

policy of agricultural enterprises important role performed harvesting and marketing cooperatives, farmers and wholesale markets, commodity exchanges, sales via the Internet, virtual agricultural markets and Internet sites for transactions of purchase and sales, joint sales activities based on outsourcing and contracting of solid and floating price, including correcting the basic price, reduced transaction costs, to determine which is the technique that is based on operational data, analytical and synthetic accounting, the proposed scheme of the overall structure of an integrated logistics system. The ways of increasing the efficiency of sales of agricultural enterprises.

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