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## State And Development Trends Of The Agri-Food Market In The Region.

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### ABSTRACT

The article reflects the features of the development of the agri-food market of the Stavropol Territory, taking into account modern trends. A systematic analysis of the functioning of the regional agri-food market has been carried out, laws, principles, and factors, as well as key indicators of its development, have been studied. In the course of the study, the peculiarities and main trends of the agricultural and food market of the region were identified, the prerequisites for the further expansion of interregional relations were determined. In addition, the analysis of the strengths and weaknesses of the agrifood market of the Stavropol Territory was carried out, which made it possible to outline the most promising trajectories for the further development of regional food production in the context of food security and the export-oriented orientation of the region.

**Keywords:** regional agri-food market, interregional relations, food security, food security.

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**INTRODUCTION**

Agri-food market is a complex segmented multifunctional, organizational and economic structure, the features of which are due to the nature of the proposed product, its membership in the livelihood system and social orientation. In this regard, the evolution of the agri-food market and ensuring further socio-economic growth is relevant, timely and objectively necessary.

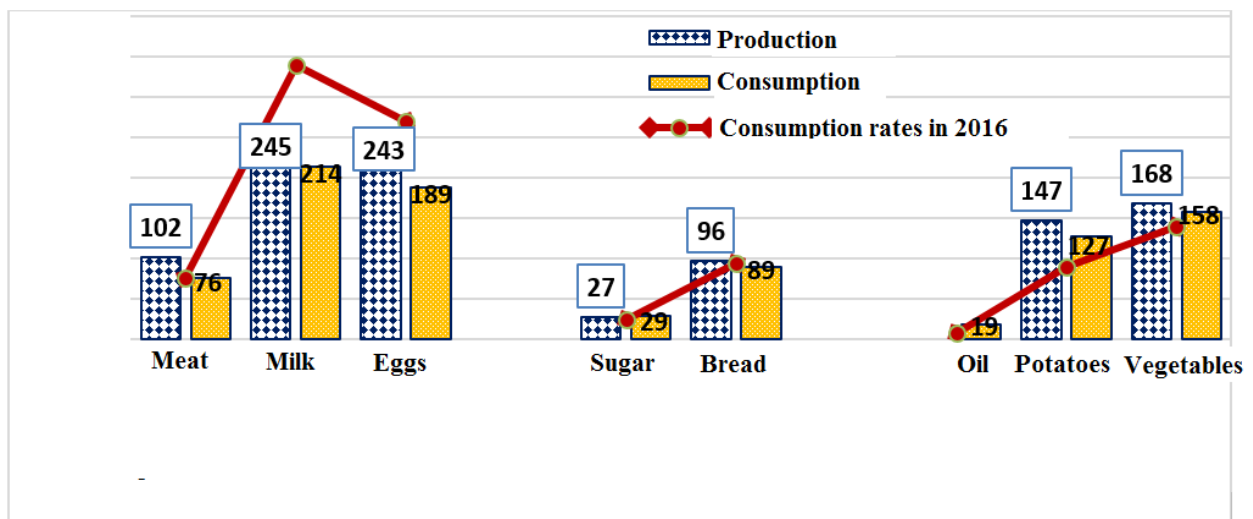
The development of the agri-food market is a very urgent task at both the macro and meso levels. Food security issues are key, as they have a direct impact on the level of the socio-economic development of the country as a whole and of the regions in particular. In this regard, the optimization of the development of the agri-food market and the allocation of the most priority directions of its further development is objectively necessary for the new economic conditions.

The analysis of the functioning of the regional agri-food market of the Stavropol Territory should be carried out in accordance with a systematic approach, based on the study of the principles, factors, and the main trends of its development. To identify the features of the food market, it is necessary to analyze the key indicators of its development.

The modern agri-food market is currently undergoing significant changes in the context of globalization. The situation in the food market in connection with the imposition of sanctions and the Russian food embargo required a solution to the problem of import substitution.

Positive economic growth rates in agriculture in recent years have made it possible to successfully pursue the policy of import substitution in the Stavropol Territory. In 2016, imports of food and agricultural products by 46% or \$ 7.9 billion exceeded exports. The decrease in deliveries was also observed in the main types of vegetables: for example, imports of potatoes and cabbage decreased almost twice (to 285 thousand tons and 98.6 thousand tons), 40% of onions and garlic, 30.9% of tomatoes, 21.8% - cucumbers and gherkins.

Speaking of regional trends, it should be noted that in almost all positions production exceeds consumption. The apparent gap is observed in the actual and regulatory consumption of milk, dairy products, and eggs during the study period. In general, in the Stavropol Territory, a sufficiently high level of self-sufficiency in basic foodstuffs is also a prerequisite for further expansion of interregional ties, deeper cooperation and agro-industrial integration (Figure 1).



**Figure 1: Production and consumption the main types of food products per capita (on average in the Stavropol Territory for 2014-2016), kg per year [8]**

Analyzing the level of self-sufficiency of the region with basic agricultural products and taking into account the threshold values of the Food Security Doctrine, we note that in almost the entire product line (with the exception of sugar), the region has excess indicators (Figure 2) [9].

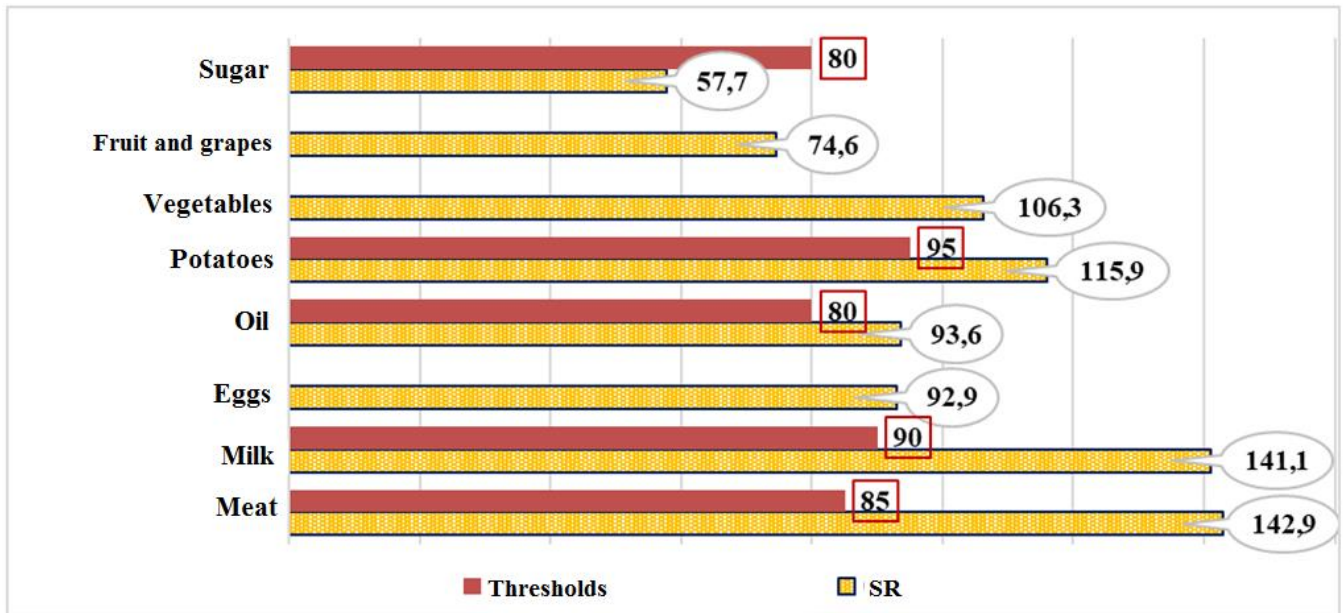


Figure 2: The level of self-sufficiency in basic agricultural products in the Stavropol Region,% [8]

The region has a strong position in the production of certain types of food products in the south of Russia, as evidenced by the data in Figure 3.

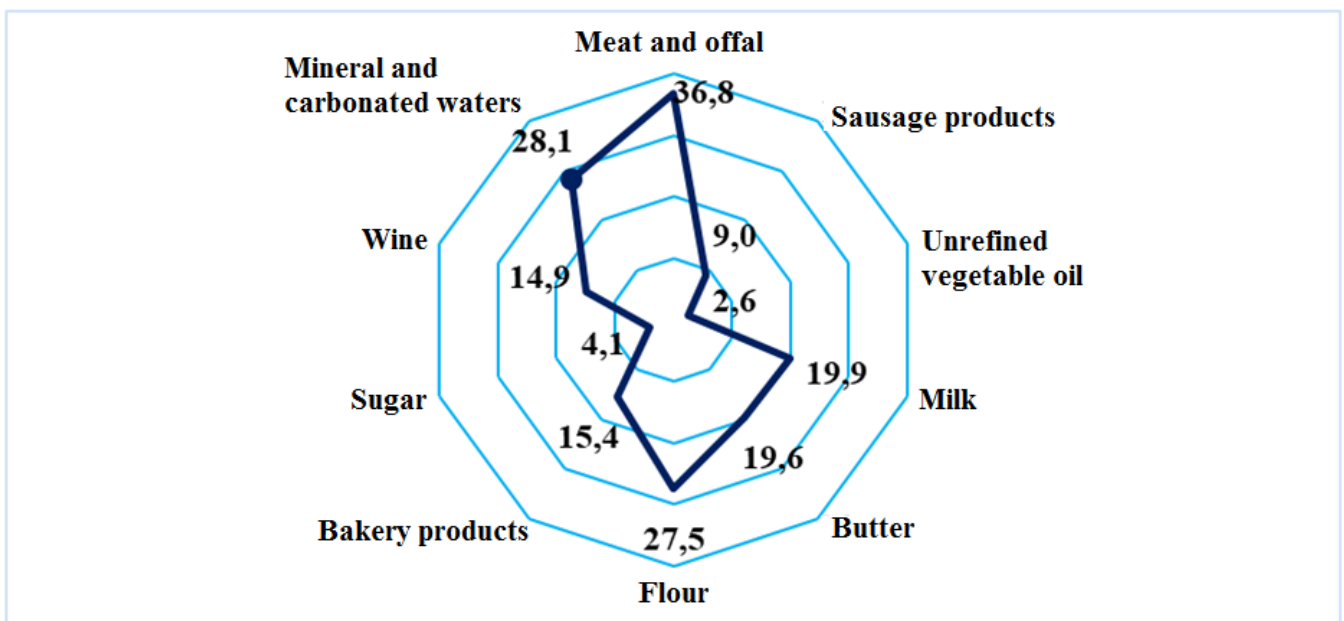


Figure 3: The share of the Stavropol Territory in the south of Russia in production selected types of food products in 2016,% [8]

In the structure of production of certain types of products by producer categories, the leaders in the region are large and medium-sized organizations. The exceptions are small enterprises (small business) engaged in aquaculture (Figure 4).

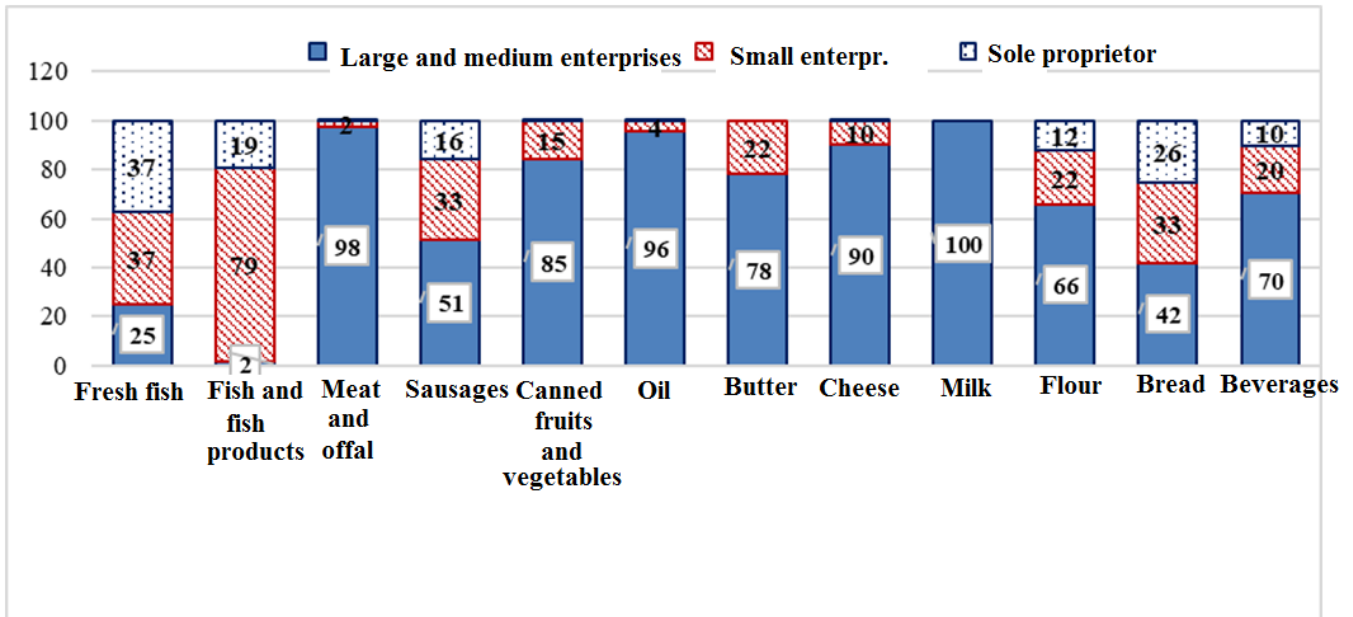


Figure 4: Structure of the production the certain types of food products by categories of producers in the region,% [8]

For a clearer picture of the trends in the development of the food market in the Stavropol Territory, it is necessary to analyze the capacity of the regional market in the context of the main product groups. During the study period, this indicator decreased by almost 4% (Figure 5).

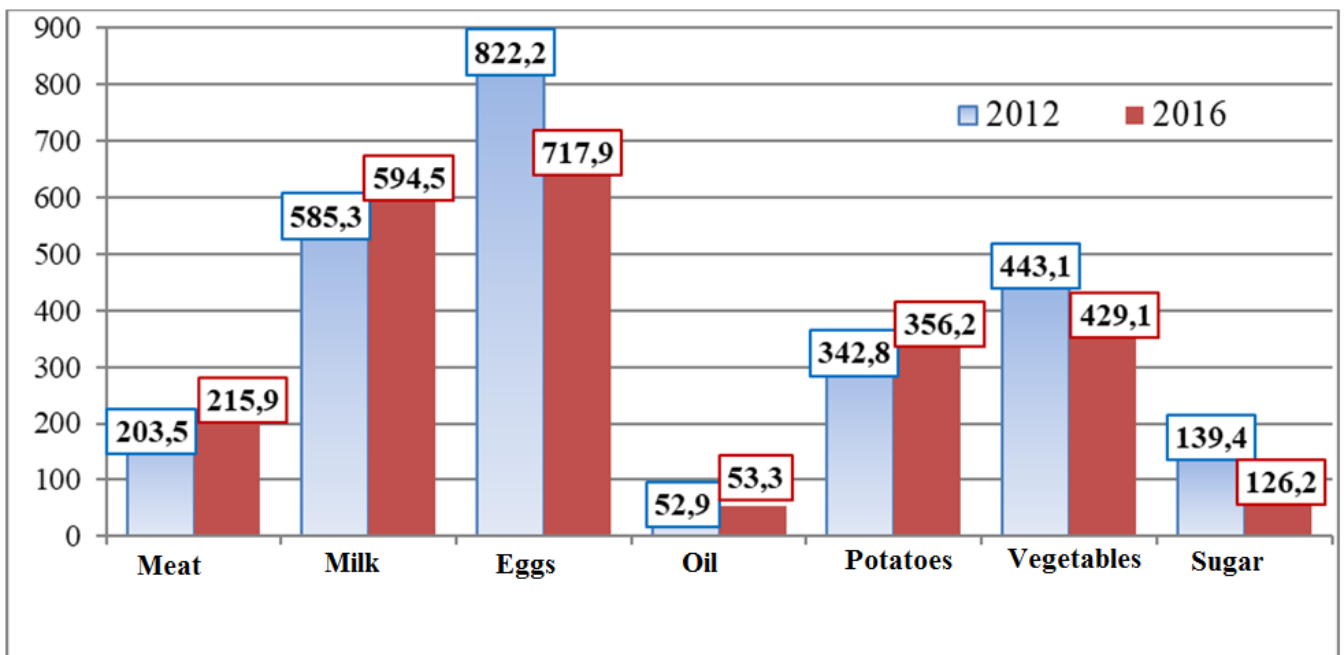
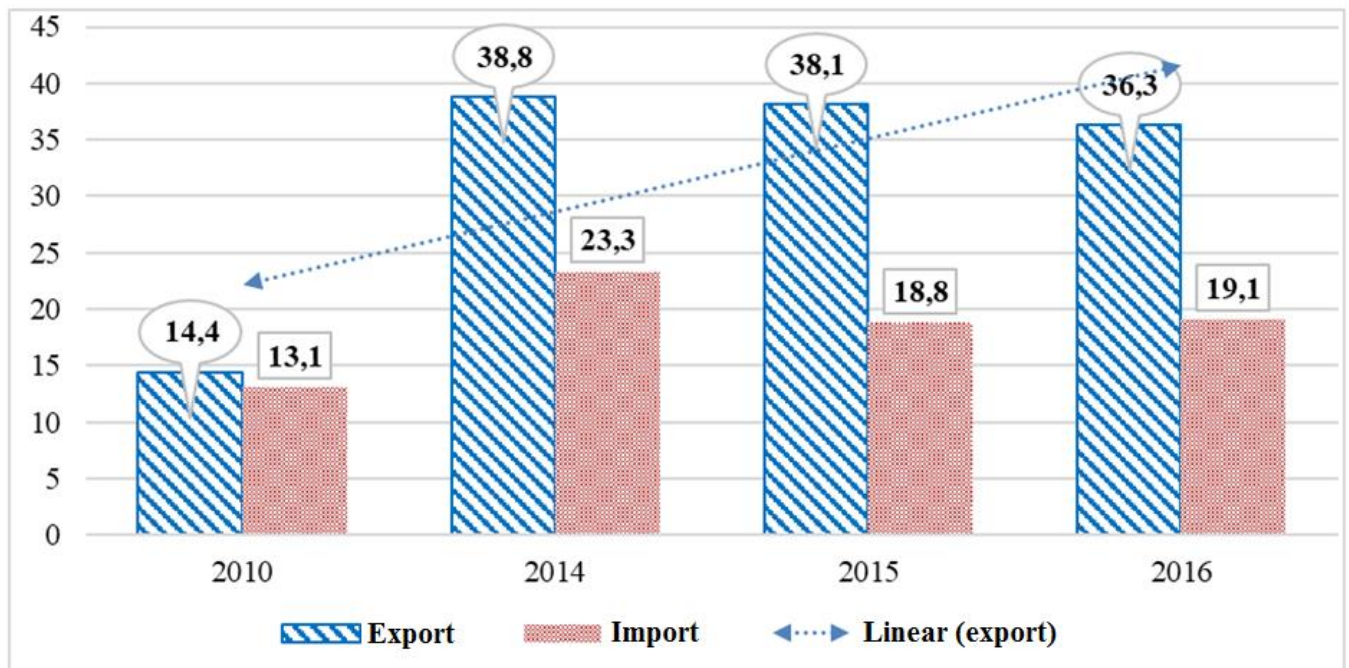


Figure 5: Dynamics of regional market capacity by section main product groups, thousand tons [4, 8]

To a greater extent, this is due to the increase in prices for certain groups of food products and a decrease in the purchasing power of the money incomes of the population.

Continuing to explore market trends, we note that meat and meat products occupy a significant share in the cost structure of the main food groups in the region (32%); milk and dairy products (14%); bread and bread products (14%).

Speaking of regional trends in exports and imports of food products for the study period, we can state their increase by 22% and 6%, respectively. This is due to the export-oriented orientation of the regional market, on the one hand, and also import dependence on certain types of food products (vegetables, fruits) - on the other hand (Figure 6).



**Figure 6: The share of exports and imports of food products and agricultural raw materials (except textiles) in total regional supply,% [8]**

Exploring the features and patterns of development of the regional food market from the standpoint of a systematic approach, it is necessary to analyze its strengths and weaknesses, which will outline the trajectories of the further development of regional food production in the context of food security and export-oriented orientation of the region [1, 7].

Thus, analyzing the above, we can identify the most relevant areas for further development of the food market in line with the system approach:

- government support, including at the regional level;
- establishment of monitoring centers and marketing agencies;
- development of an appropriate infrastructural component, including in terms of processing capacity;
- development of the necessary investment and credit environment;
- optimization of value-added processes;
- further development of interregional relations, etc.

**CONCLUSION**

The proposed measures will allow to more effectively develop the production and market infrastructure of the food market, thereby increasing the level of socio-economic development of the regions in general and improving the quality of life of the population in particular.

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