

Chapter 8.

STRATEGY OF INNOVATION DEVELOPMENT OF THE INSTITUTE FOR VINE AND WINE “MAGARACH” IN COMPLIANCE WITH THE INTERNATIONAL REQUIREMENTS FOR UKRAINIAN GRAPE AND WINE GROWING

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Abstract. *The innovation character of the current research in the line of grape growing is beyond any doubt as it is a constituent element of the socio-economical process consisting of the use of new ideas under conditions of a constant renewal of the productive potential of grape and wine enterprises oriented to an increased economical efficiency of the production of grapes and qualitatively new vintage products in a new economical situation of higher complexity.*

Keywords: *strategy of innovation, Ukrainian grape and wine growing, Institute “Magarach”.*

PRODUCTION OF COMPETITIVE GRAPES AND VINTAGE PRODUCTS BEGINS IN THE VINEYARD

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Abstract. *The current status of Ukrainian grape growing is of no help to the enhancement of the country's wine making. On the contrary, the situation is aggravated by the following factors: deficiency of source fruit which is compensated by importations of wine materials and wines in bulk; a relatively high price of domestic source fruit in comparison to that of the imported raw product; the variety composition of vineyards is inconsistent with the needs of the country's wine industry. The competitiveness of the wine industry is directly related to the variety composition of vineyards and the quality and price of grapes to be made into wine. Wine varieties of grapevine enter as the basis of wine making.*

Keywords: *competitiveness of the wine industry,, Ukrainian grape and wine growing.*