

ECONOMICS*Sociology*

Tetiana Iackymchuk, Ukrainian Companies of Food Industry: Investment Activity and Factors Affecting the Results, *Economics & Sociology*, Vol. 6, No 2, 2013, pp. 82-93. DOI: 10.14254/2071-789X.2013/6-2/8

Tetiana Iackymchuk*Assistant**Management department**National university of food technologies, Ukraine**E-mail: tanyayackymchuk@mail.ru***UKRAINIAN COMPANIES OF FOOD INDUSTRY: INVESTMENT ACTIVITY AND FACTORS AFFECTING THE RESULTS***Received:* June, 2013*1st Revision:* September, 2013*Accepted:* October, 2013**DOI: 10.14254/2071-789X.2013/6-2/8**

ABSTRACT. This paper analyzes the investment activity of food industry in Ukraine for 2005-2011 according to the volume of investment in fixed assets. Innovative activities of food companies are analyzed, amounts of investments in financial instruments and the basic source of investment financing are defined. Based on the analysis and synthesis of previous research the factors influencing the volume and efficiency of investment have been identified.

JEL Classification: L66, O16, **Keywords:** investment, food industry, investment impacts.
P2

Introduction

At the current stage of development of the national economy food industry companies require sustainable development and formation of the optimal strategy based on long-term prospects for their activity. In the process of developing the strategy the investment opportunities and previous experience in the investment business should be taken into account. Although the study of issues related to investment activities of enterprises are paid attention by the scientists around the world (the list of their names is impractical within this analysis), the chosen theme is relevant due to the dynamic functioning of the environment and the need to eliminate the negative impact of factors both internal and the environment arising from changes in the conditions of the firms activity and affecting their performance.

The aim of this paper is to analyze investment activities of the food industry in Ukraine and to determine factors influencing the results. To achieve this goal the following objectives were addressed:

- investments in fixed capital, including space food business in the industry of the country were studied;
- the innovative activity of enterprises of the food industry was described;
- the sources of investment financing were defined;
- the author's classification of factors influencing the investment performance of food businesses was given.

While analyzing the stated matters the following basic methods were used: analysis, synthesis and monographic method.

The main source was the official statistical data on key indicators of socio-economic and demographic development of Ukraine. The used statistics and the size of articles limited detailed consideration of certain issues.

The article is divided into two parts, which highlight the investment activities of the food industry in Ukraine and impacts on the investment performance of the food industry.

Investment activity of the food industry in Ukraine

The effectiveness of the food industry determines the state of food security in general and prospects of the industry, and influences the level of satisfaction of needs for food and drinks. To generate adequate consumer demand and supply, a high level of profitability and other results of industrial-business of enterprises many factors must be considered, including competitive products, state assets, resource efficiency, relevance of scientific and technological advancement of available technologies and management practices. When planning activities and development strategy the obstacles faced by the food industry in Ukraine should be taken into account, namely the fact that for typical enterprise software there is a struggle for the manufacturing process of high quality raw materials in sufficient quantities and a high degree of depreciation (in 2011 – about 45%).

As a result, there is a need to update the material and technical base of the industry and solve problems to achieve the primary competitive advantages not only at national but also at international markets. Solving existing problems and achieving sustainable development of the food industry requires investment and efficient use, which is influenced by the effects of the economic crisis and the increasing demands for business and its results, due to the country's accession to the WTO (2008).

The development and efficiency of the food industry is significantly influenced by real investment, which is the main object of investment at all industrial enterprises. Real investment is an investment in intangible assets (acquisition of patents and licenses, etc.) and industrial equipment (fixed and current). According to statistics, fixed capital investment (in capital construction, transport, equipment and other fixed assets) account for about 80% of capital (real) investment funds that are invested into tangible and intangible assets in Ukraine (calculated by the author based on www.ukrstat.gov.ua).

Table 1. Investments into fixed assets of the food industry enterprises in Ukraine, current prices

Indicator	Years							2011, % against	
	2005	2006	2007	2008	2009	2010	2011	2005	2008
Investments of industrial enterprises, mln UAH	35031	44804	64341	76618	57658	58558	86313	246,4	112,7
% to the previous year	124,3	127,9	143,6	119,1	75,3	101,6	147,4	-	-
Investments into processing (manufacturing) enterprises, mln UAH	22399	30113	44823	48976	35322	34231	41300	184,4	84,3
% to the previous year	134,4	134,4	148,8	109,3	72,1	96,9	120,6	-	-
Investments into production of food, beverages and tobacco products, mln UAH	6418	8290	11830	13130	10458	8297	12144	189,2	92,5

Changes in the investment volume against the previous year, mln UAH	-	1872	3540	1300	-2672	-2161	3847	-	-
% to the previous year	128,0	129,2	142,7	111,0	79,6	79,3	146,4	-	-
% against the investments in the industry of Ukraine	18,3	18,5	18,4	17,1	18,1	14,2	14,1	-	-
% against the investments in the processing industry	28,7	27,5	26,4	26,8	29,6	24,2	29,4	-	-

Source: Calculated by the author based on www.ukrstat.gov.ua

According to the calculations presented in the *Table 1*, from 2005 to 2008 there was observed annual growth of investment in the production of food, beverages and tobacco products. During this period, investment in the food industry accounted for about 18% of the investment into the industry in Ukraine and about 27% – in the manufacturing (processing) industry. This indicates a relatively high level of investment activity among industrial enterprises. In addition, from 2005 to 2008, the food industry had the largest volume of investment among industrial enterprises invested into fixed assets, and the increase in investment into food enterprises on average was not less than in the industry as a whole.

In 2009, according to the *Table 1*, there was a significant reduction in investment in fixed assets of the food industry – by 2672 million of UAH or 20.4%, compared to 2008. The main reason was the inability of the industry enterprises to resist crisis factors. It should be noted that enterprises of the manufacturing industry in general were more vulnerable than the food industry. They had lower investments in 2009 by 24.7% and 27.9% compared to 2008. This can be explained by the peculiarities of enterprises of different industries and their products that affect the financial results and strategic investment potential, and during the crisis – the decision of investors to withdraw from the investment projects. The trend towards a decline in fixed investment is as an echo of the crisis in 2010 in production of food products, beverages and tobacco products, and the processing industry. At this time, in 2010, the industry began to increase investments, and in 2011, an increase of investment in fixed assets was by 20.6% and 46.4% respectively in the processing and food industry, compared to the previous year. This indicates the beginning of the crisis of domestic enterprises. From 2009 to 2011, despite the negative impact of environmental factors food industry was among the top three in investment in fixed assets, inferior only to enterprises of production of energy and mineral resources, and in the period from 2010 to 2011 – to the companies of production and distribution of electricity, gas and water. The share of investment in fixed assets of the food industry did not change significantly and amounted in the period from 2009 to 2011 an average of 15.5% and 27.7% of the funds invested in fixed assets of industry and fixed assets of manufacturing industry of Ukraine. Despite this positive trend, in 2011, food companies could not reach the level of pre-crisis period (2008).

In 2011, the largest amount of investment into fixed assets of enterprises in the food industry has been attracted by enterprises producing beverages (2264.5 mln UAH), oils and animal fats (1382.0 mln UAH), cocoa, chocolate and sugar confectionery (1233.0 mln UAH), dairy products and ice cream (1218.7 mln UAH), beer (1133.8 mln UAH), meat and meat products (814.4 million UAH.) The share of investment in these sectors (about 44%) of the total investment in fixed assets of the food industry is shown in *Figure 1*.

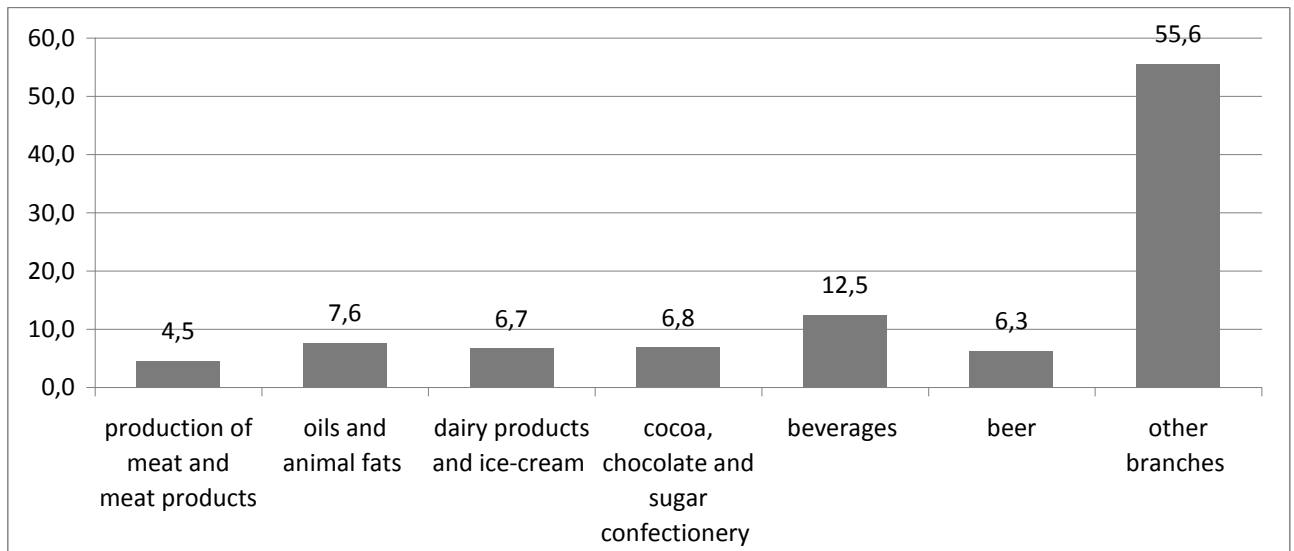


Figure 1. The share of investment in fixed assets for the food industry in 2011, %

Source: constructed by the author according to www.ukrstat.gov.ua

It should be noted that not all companies of food industry increased investments into fixed assets. Increase in investments in 2011 was achieved by investing in companies producing mineral water and soft drinks, wines, distilled alcoholic beverages, baby food and dietetic products, pasta, sugar, prepared animal feeds, dairy products and ice cream, fish products, companies of processing and preserving fruit and vegetables, the production of crackers, cookies, pies, cakes and other companies of food industry, growth rates for which are presented in *Fig. 2*.

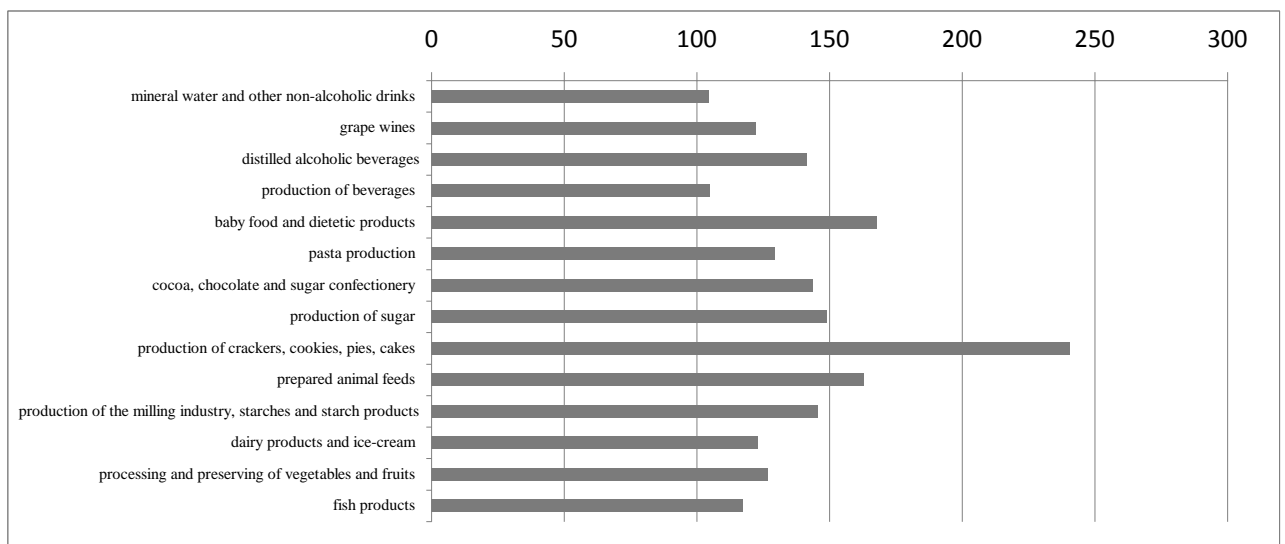


Figure 2. The growth of investment into fixed assets in the food industry in 2011, % to the previous year

Source: constructed by the author according to www.ukrstat.gov.ua

Enterprises of the food industry, which failed in 2011 to reach the level of investment of 2010 were the enterprises producing beer, spices and condiments, tea and coffee, bread and bakery products, oils and animal fats, meat and meat products. The temps of decline of investments of these companies are presented in *Fig. 3*.

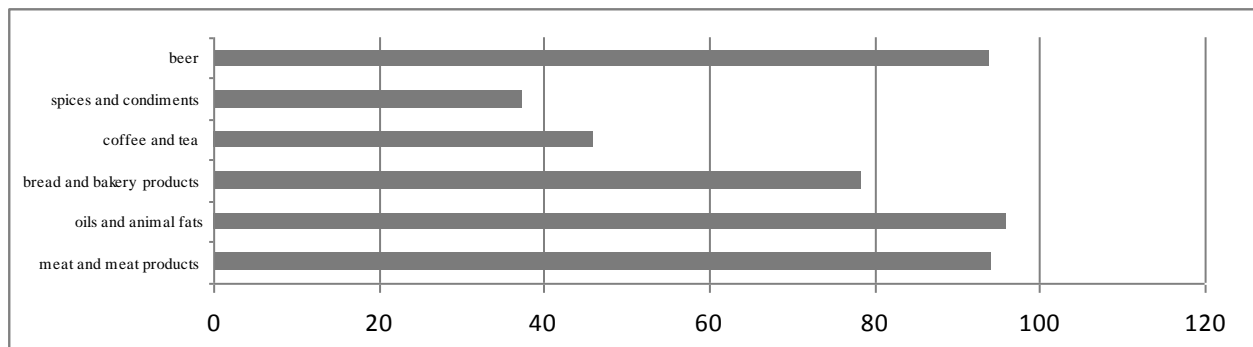


Figure. 3. The temps of decline in investment in fixed assets by the food industry sectors in 2011, % to the previous year

Source: constructed by the author according to www.ukrstat.gov.ua

The investments in real assets of enterprises of different sectors of the food industry and their rate of growth (decline) had a direct impact from preliminary results of their operations and investment attractiveness of the industry. To generalize the factors that determine the investment attractiveness of the investee and affect managerial investment decisions, there are, in our opinion, the following factors that occurred in the distribution and change of investment in the food industry in 2011: environment and performance indicators (financial position, profitability, etc.) of a specific enterprise and parameters of the project, market share and export potential, the ability to price competition and others.

During the analyzed period, from 2005 to 2011, the food industry enterprises were investments-active. They have experienced a decline in investment in fixed assets over the previous year only in 2009 and 2010. However, even during the crisis, they occupied a prominent place in the industry in Ukraine in terms of investments and remained one of the most attractive for investment among industrial enterprises. It should be noted that no less important than the amount of investment there is the efficiency of their use for long-term development of enterprises and enhancing their competitiveness. Changes in the basic performance and condition of fixed assets of food companies during the 2005-2011 are presented in *Table 2*.

Table 2. Basic indicators of enterprises of the production of food, beverages and tobacco

Indicators	Years							Difference (+/-) of 2011 against	
	2005	2006	2007	2008	2009	2010	2011	2008	2010
The volume of sales, mln UAH	76329,1	85822,0	109959,9	139892,4	159550,1	192154,1	220245,5	80353,1	28091,4
% to the previous year	-	112,4	128,1	127,2	114,1	120,4	114,6	-12,6	-5,8
Producer prices, % to previous year	109,4	-	114,0	127,5	115,9	118,0	115,6	-11,9	-2,4
The financial result before tax, mln UAH	2474,6	4425,3	3711,3	-5468,6	5853,6	4920,1	4716,5	10185,1	-203,6
% to the previous year	-	178,8	83,9	-147,3	-107,0	84,1	95,9	243,2	11,8
Cost of introduced fixed assets at the end of a year, million UAH	4392	4845	7202	7895	6418	5763	-	-	-

% to the previous year	-	110,3	148,6	109,6	81,3	89,8	-	-	-
Cost of the liquidated fixed assets at the end of the year, mln UAH	4293	228	288	474	343	965	-	-	-
% to the previous year	-	5,3	126,3	164,6	72,4	281,3	-	-	-
The degree of depreciation of fixed assets, %	49,8	48,3	45,5	44,8	45,6	45,7	-	-	-
The tempts of growth of investment into fixed assets, %	128,0	129,2	142,7	111,0	79,6	79,3	146,4	35,4	67,1

Source: Calculated by the author according to www.ukrstat.gov.ua

According to the data from *Table 2*, during the period of 2005-2011, there was an annual increase in sales – an average of 19.5% per year. However, the increase took place mainly due to rising prices of food products and beverages. Along with downscaling in physical units and the number of the industry enterprises in 2008, companies had a loss in ordinary activities before paying taxes. This could affect the growth rate of investment in fixed assets in 2009. From 2005 to 2007 the cost of introduced fixed assets increased, and the value of the degree of depreciation decreased. Since 2008, there has been an inverse trend: every year the amount of imposed fixed assets has been reducing and thus the degree of their validity has not changed. In addition, since 2010 there has been an annual decrease in the financial result before paying taxes. This means investing in capital to replace obsolete machinery, equipment, vehicles, but their level of quality in the whole industry has not changed – the investments are invested inefficiently, the money is not invested primarily in innovation, but in the reproduction of logistics on the same scientific and technical level.

For national food companies implementing innovation is extremely important due to the increasing population, the openness of the economy and increased competition from foreign producers. Innovation is the key to economic growth of the companies and the country as a whole. The use of scientific and technological progress in the production process can make the use of scarce resources more efficient through the introduction of resource-saving technologies, can increase productivity, and achieve stability and development of resistance to changes in the external environment. Number of the food industry enterprises that involve innovation in Ukraine is presented in *Table 3*.

Table 3. Number of enterprises producing food, beverages and tobacco products, engaged in innovative activities

Indicators	Years							Differences (+/-) of 2011 against	
	2005	2006	2007	2008	2009	2010	2011	2008	2010
Number of enterprises involving innovation	267	243	343	309	336	352	384	75	32
% to the previous year	-	91,0	141,2	90,1	108,7	104,8	109,1	19	4,3
% to the total number of studied enterprises	9,9	9,4	13,2	12,0	13,0	14,3	16,1	4,1	1,8

Including the use of costs for:									
- Internal research works	-	-	22	19	15	16	19	0	3
% to the total number	-	-	6,4	6,1	4,5	4,5	4,9	-1,2	0,4
- external research	-	-	16	19	19	10	13	-6	3
% to the total number	-	-	4,7	6,1	5,7	2,8	3,4	-2,7	0,6
- purchase of machinery, equipment and software	-	-	208	168	191	204	245	77	41
% to the total number	-	-	60,6	54,4	56,8	58,0	63,8	9,4	5,8
- other external knowledge	-	-	23	23	21	18	16	-7	-2
% to the total number	-	-	6,7	7,4	6,3	5,1	4,2	-3,2	-0,9
- studies of the personnel	-	-	-	26	53	43	63	37	20
% to the total number	-	-	-	8,4	15,8	12,2	16,4	8	4,2
- introduction of the innovation into market	-	-	-	20	22	21	30	10	9
% to the total number	-	-	-	6,5	6,5	6,0	7,8	1,3	1,8
- other	-	-	73	41	42	42	47	6	5
% to the total number	-	-	21,3	13,3	12,5	11,9	12,2	-1,1	0,3

Source: Calculated by the author according to www.ukrstat.gov.ua

Thus, according to the data from *Table 3*, every sixth company of the food industry in 2011 was engaged in innovation, and in 2005 – only one in ten. Over the past seven years an increase in the number of innovative enterprises have been seen from 267 in 2005 to 384 in 2011, representing respectively 9.9% and 16.1% of the surveyed enterprises producing food, beverages and tobacco products. It should be noted that in 2008-2009 a reduce in the number of companies compared to 2007 resulted from the impact of financial crisis. There was a decrease in total number of food industry enterprises through bankruptcy of the weakest market players, which in turn caused the increase in the proportion of companies paying attention to innovation.

Among the areas of innovation carried out in 2007-2011 the key one was the acquisition of machinery, equipment and software, where funds were invested on average by 59% of the food industry enterprises every year. Although part of the food industry is still investing in innovation, the used high technology in the industry is one of the oldest in Ukraine.

According to statistics, own funds remain the main source of investment financing of food business and industrial enterprises for a long period, which are more than 55% of capital investment. Approximately 7-15% of the investments are funded by lending money, a small share in funding is owned by foreign investors and funds from government budgets at all levels. From the state budget investment in fixed assets of enterprises of the food industry producing vegetable oil and animal fats (6.309 thousand UAH) and prepared animal feeds (0.935 thousand UAH) were financed in 2011. Information regarding public funding of investment into the production of bread and bakery products, fish products, dairy products and ice cream, processing and preserving of fruit and vegetables, the production of the milling industry products, starch and starch products is confidential under the law of Ukraine, in other enterprise areas the state has not invested any funds.

When the enterprises have temporarily free funds they can invest them into financial instruments (securities), invest into other companies or participate in joint projects in the form

of equity, or invest into subsidiaries. Food industry enterprises, according to statistics for the years of 2008-2011, conducted financial investments, they invested for both a short period – one year (current financial investments) and for a period of more than a year (long-term) (Table 4).

Table 4. Financial investments of enterprises producing food, beverages and tobacco products

Indicators	Years				Differences (+/-) of 2011 against	
	2008	2009	2010	2011	2008	2010
Current financial investments at the end of the year, million UAH	920,9	1219,1	1773,8	2031,1	1110,2	257,3
% to the previous year	-	132,4	145,5	114,5	-	-31,0
Long-term financial investments at the end of the year, million UAH	4709,4	3880,2	5054,5	14746,4	10037	9691,9
% to the previous year	-	82,4	130,3	291,7	-	161,5

Source: Calculated by the author according to www.ukrstat.gov.ua

According to the Table 4, almost every year there is an increase in both current and long-term financial investments. These investments are characterized by a lower level of risk than the actual ones, and their increase means the availability of funds at the food industry enterprises, and the possibility of increasing investment into fixed assets.

Factors having influence on the investment performance of the food industry enterprises

Based on the analysis and synthesis of the results of numerous investigations that dealt with issues related to investment attractiveness and efficiency of investment, we have identified the following factors having an impact on the investment performance of the food industry:

1. According to the sphere of display: external and internal;
2. According to the influence on the outcome of investment (quantitative or qualitative): factors of funding and effectiveness of the investment.

The external factors are those that shape the investment climate, i.e. a set of preconditions of investment in the country in general and industry in particular. The company can only indirectly influence on these factors, but the investors take them into account when choosing targets. These factors and their impact on investment are widely described in the current scientific literature and they should include:

- political (in)stability;
- state investment policy and financial support for the sector;
- (im)perfection of the legal and regulatory framework;
- the impact of global crisis tendencies;
- integration into global society;
- (un)developed infrastructure of investment market;
- (un) development of financial markets;
- bureaucracy and corruption;
- shadow economic activity;
- the level of participation of individuals in the investment process;
- the saturation level of markets with products of businesses;
- dependence on the performance of agricultural enterprises.

The internal factors are those that form the internal investment environment of the food industry. These factors affect the parameters of the project, the investment attractiveness

of a particular entity, and are relatively easy influenced. They should be addressed in each company separately, and internal factors are:

- Qualification of personnel and willingness to change;
- Strategy of development and its compliance with investment potential;
- Willingness of top-managers to take risk;
- Liquidity, solvency and financial situation of the enterprises;
- The degree of production capacity use;
- Product quality.

The factors that affect the amount of investments in the development of enterprises producing food, beverages and tobacco products, and create financial opportunities for investment are:

1. The level of profitability.

The first source, which is taken into account when choosing a method of financing investment projects is equity, and particularly – net profit. According to the *Table 5*, food industry enterprises received net income for 2007-2011, excluding 2008. A loss during this period was caused by financial and investment activities of enterprises, operating activities of the enterprises was profitable even in 2008, and profitability of operations at this time was 1.9%, which means that each company received 0.19 UAH of operating profit per every hryvnya. It should be noted that insignificant indicators of profitability indicates a lack of resource efficiency.

Table 5. Profitability of the enterprises producing food, beverages and tobacco products

Indicator	Years					Difference (+/-) of 2011 against	
	2007	2008	2009	2010	2011	2008	2010
Profitability of the total activity, %	1,5	-3,4	1,7	0,9	0,8	4,2	-0,1
Operating profitability, %	4,7	1,9	5,4	4,5	4,2	2,3	-0,3
Net profit (loss), mln UAH	2096,8	-6676,0	3510,7	2265,8	2256,2	8932,2	-9,6
% to the previous year	-	-318,4	-52,6	64,5	99,6	418	35,1
Share of enterprises gaining the net profit, %	66,1	60,9	61,9	58,9	57,9	-3	-1

Source: Calculated by the author according to www.ukrstat.gov.ua

Given the fact that more than half of investments are financed from own funds of the industry, there are available free cash for financial investments, and we can talk about untapped investment opportunities in real assets based on the innovation in the industry as a whole. However, only about 60% of enterprises received net income, and therefore have the opportunity to make investments, and each year the number of these companies decrease, and the amount of net income decreases. This requires finding additional sources of financing investment regarding a gradual decline in equity (own costs). Regarding the inflation rate, which in 2011 amounted 4.6% (Ministry of finances), the required rate of return of investment operations is 1.095^1 . That is, the minimum rate of return of investment projects is to be 9.5%, allowing companies finance the project at their own expense while getting real income per

¹ The level of profitability of investment transactions including inflation factor was counted according to the formula presented in the work of Blank I. (Blank, 2001, p. 146):

$$LIn = In/Ir - 1,$$

where LIn – required rate of return (income) on investment transactions including inflation factor, expressed in decimal fraction; In – total nominal amount of the required return on investment transactions within the period; Ir – real sum of required income of the investment operation within the period.

unit of investment not less than the profit from operating activities out of 1 UAH of operating expenses.

2. The possibility of crediting money.

Access to credit money during recent years has become more complex due to the liquidity crisis in banks and increased requirements for borrowers. In addition, the use of credit for the increased investment is appropriate in that case, if the profitability of the investment project exceeds rate of loans. For the food industry with the level of profitability of their operations and the National Bank of Ukraine discount rate, which in 2010-2011 was 7.75% (Ministry of finances), the use of these sources is inefficient. An exception can be for highly profitable projects.

3. Foreign direct investment.

Many scientists with FDI see the possibility of getting the food industry out of a permanent crisis. Moreover, companies of the industry are among the largest FDI recipients (*Table 6*). The share of FDI accounted for about 20% from 2006 to 2008 and about 13% of the total investment involved in the industry of Ukraine in 2009-2010. Almost a fifth part of FDI in manufacturing is an investment in the companies producing food, beverages and tobacco products.

Table 6. The share of foreign direct investments (FDI) into food enterprises in the total investment amount into industry of Ukraine

Indicators at the end of the year	Years						
	2005	2006	2007	2008	2009	2010	2011
FDI in industrial enterprises, mln. USD	5169,2	6111,1	8138,0	8052,6	13276,4	14042,6	15238,6
Change in FDI comparing to the previous year, millions of dollars USA	-	941,9	2026,9	-85,4	5223,8	766,2	1196,0
% to the previous year	-	118,2	133,2	99,0	164,9	105,8	156,1
FDI in manufacturing enterprises, mln. USD	4769,6	5547,5	6941,0	6855,7	11916,5	12488,1	13056,8
% to the previous year	-	116,3	125,1	98,8	173,8	104,8	104,6
FDI in food processing, beverages and tobacco products, million USD	1171,6	1272,0	1564,0	1685,9	1828,4	1858,7	2065,7
Change in FDI comparing to the previous year, millions of dollars USA	-	100,4	292,0	121,9	142,5	30,3	207,0
% to the previous year	-	108,6	123,0	107,8	108,5	101,7	683,2
% to the FDI into industry of Ukraine	22,7	20,8	19,2	20,9	13,8	13,2	57,1
% to the FDI into processing industry	24,6	22,9	22,5	24,6	15,3	14,9	-

Source: Calculated by the author according to www.ukrstat.gov.ua

According to the data from *Table 6* we see that the least amount of FDI was in 2010. The factor of influencing such investments could be the presidential elections and change in political parties in power. In addition to external factors (political instability, lack of infrastructure and the stock market, etc.) influencing the performance of the studied companies, foreign investors are estranged by a lack of state solidarity investment of risky high-tech innovation and large-scale projects in general. Today, experts estimate this volume

of attracted foreign investment to be not sufficient to overcome the crisis tendencies and achieve the innovative level of development.

Thus, the factors of the investment activity of the food industry enterprises (including trends in the analyzed period) are: low profitability, low opportunity for the loans and the shortage of foreign direct investments.

Factors affecting the efficiency of investment should include: management, lack of necessary methods of forming investment strategies and mechanism of managing investment funds based on dynamic operation of the business environment, ignoring the science in the field of investment processes.

Conclusions

Companies producing food, beverages and tobacco products are investment-attractive industrial enterprises in Ukraine, which has a positive effect on their level of investment activity. During the period the studied food enterprises invested funds in fixed assets and in 2011 reached a growth rate of 146.4% for the industry. Most of these funds were invested into overcoming global financial and economic crisis and recovery of logistics. Insufficient attention was paid to innovation in the food industry. The use of free financial costs needs additional research on their effectiveness regarding the restriction of investment resources due to low profitability, expensive cost of borrowing and an unfavorable investment climate in the country.

Considering all the above said, we came to the conclusion that the investment activity of the food industry requires an integrated approach to solving problems at the micro, meso and macro levels. In particular, there should be done the following:

- to overcome the situation of economic crisis through coordinated actions of the state and the entities. On this difficult path the key role belongs to the state, which should guide the activities of all government bodies to implement reasonable macroeconomic policies and help to restore economic activity of enterprises of different industries;
- to create a favorable investment climate by improving the legal and regulatory framework, developing clear and transparent public investment policy, regulation of legality of actions of economic entities, promoting markets of capital, etc.;
- to motivate industrial and food companies to introduce innovations at least by providing tax incentives for innovation active enterprises and consumers with innovative products, creating more favorable conditions for financing innovative projects;
- to develop mechanisms for mutual cooperation of financial institutions and enterprises of the food industry, to create a fund of lending for the industry, and direct free money costs of fund members to the implementation of innovative investment projects under government guarantees or collateral property.

In the future, there should be paid more attention to the study of the investments of the food industry enterprises into financial instruments, factors of internal environment, financial analysis of the industry to seek provisions of efficient use of resources; there should be developed a methodological framework for increasing efficiency and improvement of the process of forming an investment strategy based on enterprises' features in various sectors of the food industry.

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