

ACCESSIBILITY OF FOOD PRODUCTS IN THE CONTEXT OF FOOD SECURITY OF THE COUNTRY

The paper focuses on accessibility of food products, which is entirely dependent on the state policies. Thus accessibility is considered in terms of the physical availability and economic accessibility, which is actual in the present conditions of Ukrainian development. That is the thrust due to the low standard of living, a significant fall in the nation's health, crisis demographic and political processes.

Keywords: accessibility, food products, food safety, principles, consumers basket.

Problem. *The issue of food security begins with its principles. The main ones are accessibility, sufficiency, sustainability, balance, environmental, quality of foodstuffs.*

The strategic goal of food security for any country is a reliable providing of the population with agricultural products, raw materials and foodstuffs. The guarantee of achievement of food security is stable mainly domestic sources of foodstuffs and raw materials, and availability of required reserves, including reserve funds. Physical and economic accessibility is based on achieving a certain balance between food production, their implementation and consumption. And the amount of food consumption depends on consumers' income, price dynamics and the physical presence of food products in the market.

Analysis of recent researches and publications. *The issue of food security in the world devoted to numerous scientific and fundamental studies. But despite this, it still exists, because of the intersection of different fields. And so gives impulse to the formation of new scientific developments.*

Theoretical and methodological basis for the formation of food security are discussed in the publications of O. Hoychuk, L. Deyneko, P.P. Barshchevski, S.M. Kvasha, P.T. Sabluk, V.G. Tkachenko, T.L. Mostenskoyi, I.V. Fedulova, N.S. Skopenkov and others.

Formation purposes. *Consideration of the principle of accessibility of food products in the context of food security, study of the concept of the consumer basket, analyze of population income and expenses in Ukraine.*

The main material. *Former Minister of Agriculture of the USA, Earl Batz in 1975 stated: "In today's world there are only two real kinds of power: the power of oil and the power of food. And the power of food is even more powerful than the power of oil. It is therefore an essential tool of our communication with 2/3 of the world population will be food "[1]. Today, for any country the important task is to form of its food security.*

The relevance of food security is not reduced despite the many changes in the world, such as changing of the political system, development of scientific and technical progress of world civilization, etc. In this case, the problem has large variety of aspects to consider, study and analyse.

In the ranking compiled by The Economist Intelligence Unit, Ukraine was ranked as 44th among 105 other countries for accessibility of food products to population and quality of the food [2]. Ukraine received 58.4 points out of 100 possible. For ranking, experts chosed index of "self-eating": that is, when people at any time, have physical,

social and economic access to sufficient and nutritious food products, that meets their dietary needs for a healthy and active life.

Key indicators index "self-eating" are: accessibility (cost family on food intake compared to other costs), availability (sufficient supply, food supply on average per day), the quality and safety of products (compliance with food standards) [3]. For Ukraine, it is not a bad figure, because Ukraine is ahead of countries such as Thailand, Bulgaria, Peru, Kazakhstan, Azerbaijan, Tajikistan. However, after Ukraine's ranking goes mainly African countries.

On the one hand, the accessibility of food it is not only implementation of agricultural and economic policies that provide people with a wide variety of food products at affordable prices all year round.

In addition, it is assumed that the accessibility of food products is determined by the economic ability to buy food products in the required amounts. In terms of balance between the principles of food safety, accessibility should not be limited by quantitative indicators. We must take into account the diversity and richness of the diet.

Thus, the accessibility of food can occur in three forms. Physical accessibility implies the consumer market of essential products. Economic accessibility includes the financial opportunity they get. Social, means minimal differentiation in consumption of major food groups among different population groups.

In other words, accessibility should include both physical adequacy - the possibility of people to buy on the market or produce in the private sector food products in quantity and variety, which is necessary to meet human physiological needs and economic access - access to food resources of all segments of the population due to existing effective demand.

Vital foodstuffs means those, with out which ones people can not leave, such as:

- 1) offset the energy consumption of the human body during its life;
- 2) promote natural regeneration and active longevity of the population;
- 3) make it possible to provide a physiologically balanced development of children;
- 4) contribute to the prevention and treatment of various diseases.

If physical adequacy is determined by the adequacy of the quantitative richness of the food market, that is the volume of supply, economic access to food is provided by the following factors: the cost of a set of food products according to rational norms of consumption relative to the level of average wages, real wages, per capita income, that is the level income, which determines the purchasing power of the population (Table 1), and the price of food. The economic availability of food primarily affects the cost of basic food materials, which makes the cost of food. Dynamics of average selling prices for agricultural enterprises of agricultural products is shown in Fig. 1. Despite the positive dynamics of growth of agricultural production, there is a steady increase in sales prices in almost all kinds of basic raw food, which undermines the economic availability of food for most sections of the population.

Table 1

Incomes Ukraine (mln. USD)					
<i>Index</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
<i>Income (total)</i>	<i>894286</i>	<i>1101175</i>	<i>1266753</i>	<i>1407197</i>	<i>1529406</i>
<i>Disposable income</i>	<i>661915</i>	<i>847949</i>	<i>988983</i>	<i>1145695</i>	<i>1190351</i>

Source: [compiled by the author according to 3].

According to Table 1, income of population of Ukraine in 2013 increased by 8.68%, while disposable income compared to the year 2012 increased by 3.89%. In this disposable income per person per 2013 was 26167.5 UAH, which is 5.2% higher than a year earlier [3].

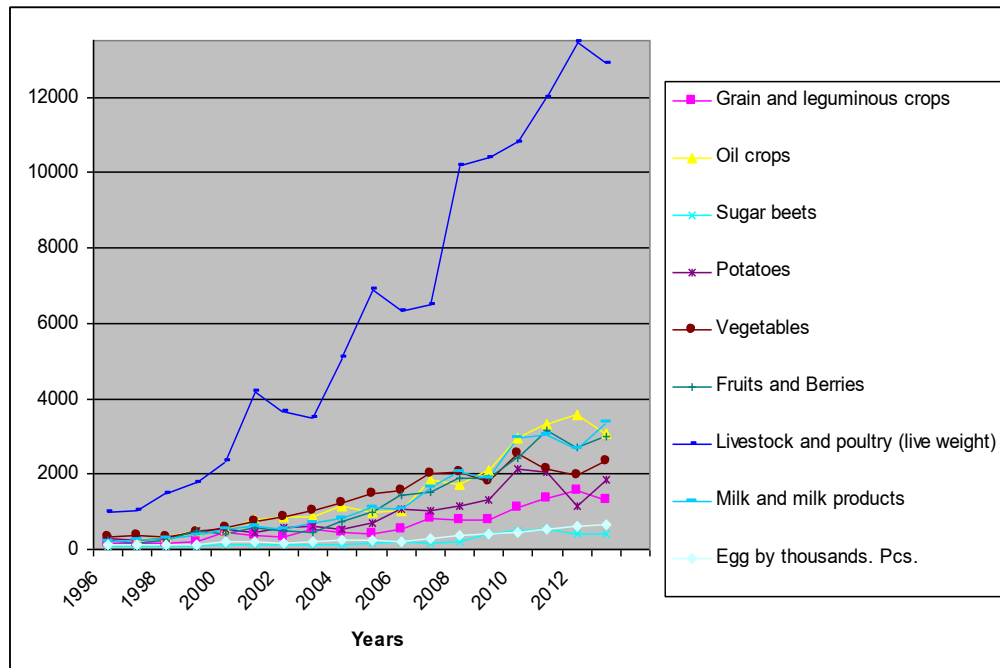


Figure 1. Average selling prices of agricultural products by agricultural enterprises (except small) UAH. per ton, calculated according to Goskomstat [3; 4].

Increase in the average selling prices of agricultural products enterprises adversely affect the efficiency of food products and processing industry and lead to higher prices of food products for the end consumer.

According to the statistics in 2013, compared with the previous year, food prices in the country dropped by 2.4%. Most cheaper fruits (12.0%), vegetables (11.7%), sugar (7.7%), fish and fish products (by 3.9%). In addition, the decrease in prices for meat and meat products (1.9%), including pork - 5.6% beef - 5.1%, poultry - by 2.4%. Also the food market held cheaper eggs by 4.7% and milk - by 2.2%. However, it was observed rise in dairy products. The prices of dairy products rose by 3.5%, cheese - 1.3% cream - 0.8%. Dynamics of prices for oil and fat was deflationary nature, but the decline in prices was insignificant, amounting to only 0.4%. Among this group of products cheaper recorded for sunflower oil (1.3%) and fat (1.2%). Along with this went up by 5.0% margarine, 0.2% - oil. In 2013 among the registered rise in grain and grain products (1.1%). So, the bread rose by 4.0%, pasta - 1.9%. However, a 6.8% decrease in prices for food grain, and most of all - buckwheat cereals (20.9%) [3].

One of the quality indicators, showing a balance of general physical and economic availability of food is the structure of the consumer basket.

The importance of the consumer basket that its value in current prices is the basis of the subsistence minimum, which under the Constitution of Ukraine affects all kinds of social benefits in the state and is a state regulation that should be used in determining the indicators of social unit budget.

Consumer budget - a collection of food and non-food products and services in physical and value terms, ensuring fulfillment of basic physiological and socio-cultural needs of humans [8].

It should be a clear distinction between "consumer" and set "consumer basket". The first value is intended to calculate the inflation rate, it is the "consumer kit" filled up many modern and useful things - there will be diapers, umbrellas, watches, blenders, sphygmomanometers, flash drives, laptops, red caviar and more. Second - the calculation of a living wage and social benefits in the consumption basket is determined minimum wages and pensions, accrued benefits, the long - plan how the country will live on.

Public Statistics Consumer Price Index calculated based on the consumer basket of goods and services. This set is determined by the State Statistics during coordination with concerned ministries, agencies, NGOs and scientific institutions. Inclusion of products or services in a consumer kit is made on the basis of actual data on spending the money.

According to the Cabinet of Ministers of Ukraine on April 14, 2000 N 656 "On approval of food product sets, sets of non-food products and services for basic social and demographic groups is" approved food products sets, sets of non-food products and services to basic social and demographic groups [7].

Today, the structure of the consumer basket composes about 52% of food. This collection is designed on the base of food consumption methodology Leningrad Institute of Hygiene in 1990. Given that the process design methodology is thorough and takes five to seven years, you can understand this diet is almost 30 years old.

Consumer basket provides adult 49 kg of meat and meat products per year, whereas the real need for the Institute of Food Hygiene is a three times higher - 80 kg. Milk and milk products in the consumer basket 155 kg, 60% less than the physiological need, which is 380 kg. The lack is observed in all other parameters except bread and bread products, due to the replacement of a cheaper part of the consumer basket (pastry), more expensive and mineral products (meat, fish, milk, etc.).

Attention is drawn to the fact that the current Ukrainian consumer basket can be regarded as legitimate, because the state is against the law of the position:

- in accordance with Art. 3 of the Law of Ukraine "On Living Wage" set food and non-food goods and services have to be modified at least once every five years. This was never done for 13 years;

- in 2005 an expert committee endorsed a new set of food and non-food goods and services, which is calculated based on the cost of living, according to the order of the Cabinet of Ukraine in 2004. However, in February 2006, the Cabinet of Ministers of Ukraine has postponed the approval of new sets of products, goods and services to determine the cost of living. At the same time the Ministry of Economy and the Ministry of Finance of Ukraine with the participation of the expert committee for scientific and public review sets were instructed to finalize the draft resolution, expanding its position concerning the simultaneous adoption Methods of subsistence.

To solve this problem is proposed to:

- develop and adopt a separate law of Ukraine "On consumer basket", which will be updated and respond to the real preferences of the population;
- on the first level improving of consumer basket should be conducted on the basis of the updated 2012 consumer basket used to calculate the consumer price index and inflation. This will allow cost savings in time and money costs, since approval of the new consumer basket has to be done urgently.

Obviously, the existing formal basket responding to the realities of the time and does not meet consumers needs in the field of nutrition. There are several factors that must be taken into account in the census consumer basket:

- the growth of the economy;
- GDP growth;
- change in the structure of food consumption (increase consumption of fruits, meat, less - flour, potatoes);
- the emergence of new models of food;
- the emergence of new products and significant improvement of old ones;
- environmental degradation;
- pollution;
- promotion of healthy lifestyles and nutrition, etc..

In Ukraine, the decisive criterion for inclusion a product or service in the consumer basket is its share in total household expenditures of money - not less than 0.1% for food products and 0.2% - for other goods and services. That is the decisive criterion for the goods to the consumer basket can also be its share in total household cash expenditure and nutrient composition of foods. So part of the consumer basket in the first place will include goods that are the largest and most households consume, whether regulated prices are or have free character.

In the overall structure of total household expenditure share of food in 2012 was 52.0%, or an average of 1866.74 UAH per month [5].

In many countries, food costs are 10-15% of total spending. According to the statistics in 2013, the cost of food products in Ukraine accounted for 52% of total cash costs [3]. This figure far exceeds the cost of nutrition not only in developed European countries, but also in Russia, Belarus and Moldova [3, 5; 6].

We believe that a percentage of expenditures for food products caused by:

- a large amount of money circulating in the underground economy of Ukraine, and therefore not included in the structure of consumer spending;
- the high price of food relative to income levels;
- mental feature of Ukrainian diet and attitude to food products.

Conclusions. In terms of availability of foodstuffs in Ukraine, the main threats to food security is a high proportion of household expenditure on food products in the structure of total cost; highly differentiated food products expenditures for social groups; higher prices for agricultural products on the internal market; modern Ukrainian consumer basket, one of the quality indicators of balance of physical and economic accessibility of food products, can be regarded as legitimate.

On the basis of increasing the accessibility of food products to different social groups and through the effective development of agriculture in general and food industry in particular, there is food security in the country. Therefore, the main task for Ukraine today is physical and economic accessibility of the required number and range of food

for all categories of the population, provided their ability to pay, which does not compromise the satisfaction of other basic human needs.

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