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ІНСТИТУЦІОНАЛЬНІ МЕХАНІЗМИ ЗАБЕЗПЕЧЕННЯ СТІЙКОСТІ ФУНКЦІОНИУВАННЯ УКРАЇНСЬКОГО РИНКУ М’ЯСА ПТИЦІ ТА ЯЄЦЬ В АСПЕКТАХ ПРОДОВОЛЬЧОЇ БЕЗПЕКИ У ПОВОЄННИЙ ПЕРИОД

Актуальність. В умовах воеенного стану та майбутнього повоєнного відновлення, національну економіку доцільно розглядати в рамках забезпечення стійкості ринку м’яса птиці і яєць і продовольчої безпеки у повоєнний час. Функціонування продовольчої безпеки України та визначення стратегічних приоритетів розвитку ринку м’яса птиці і яєць набувають зараз принципово нової актуальності.

Мета та завдання. Метою є аналіз стану та розвитку стійкості українського ринку м’яса птиці і яєць, яєчних продуктів та розробка практичних рекомендацій щодо відтворювального розвитку цього ринку у післявоєнний час.

Матеріали та методи. Дане дослідження грунтується на використанні інституційних механізмів селективних ринків, щодо вирішення проблем продовольчої безпеки та на теорії управління складними економічними системами. Застосовано методи: системного аналізу, статистичного аналізу, економічного аналізу зокрема для дослідження вибіркових секторів товарних ринків на прикладі ринку м’яса птиці і яєць.

Результати. Досліджено відновлення процесу розширеного сталого відтворення виробництва продовольчих товарів в сегментах ринку м’яса птиці і яєць. Проведено статистичний аналіз динаміки поголів’я птиці за категоріями господарств, підприємств, господарства населення впродовж 30 років в Україні, проведений аналіз індексу цін в торговій мережі магазинів за марками яєць у воєнний період, а також аналіз індексу цін в торговій мережі магазинів за марками яєць у воєнний період.

Висновки. Державні інституції та органи влади на місцях повинні дієво сприяти розвитку виробників м’яса птиці і яєць та адаптувати бізнес до нових економічних повоєнних реалій і вимог. Забезпечити функціонування правил і вимог ЄС до продукції ринку м’яса птиці і яєць у воєнний період на піді продовольчої безпеки. Пропозиції: відновлення провідних позицій виробників м’яса птиці і яєць на вітчизняному внутрішньому ринку, впровадження програм відновлення стабілізації функціонування регіональних ринків м’яса птиці і яєць; створювати умови для залучення фінансових ресурсів міжнародних організацій та фондів, програмної та технічної допомоги для забезпечення сталого виробництва м’яса птиці і яєць.

Ключові слова: продовольча безпека, інституціональні механізми, селективне регулювання, ринки та сегменти продукції птахівництва.

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PROBLEM STATEMENT AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC AND PRACTICAL TASKS

At present, the war of the Russian federation in Ukraine has had a negative impact on the poultry market as a whole and caused a decline in production by almost 40%. The ongoing war has further exacerbated the problematic issues associated with a large-scale reduction in consumer demand for poultry meat and egg products. Currently, ensuring food security of Ukraine is one of the priority directions of the state's socio-economic policy in the war and post-war period in the international food arena. At the present time, the food market is under the influence of the strengthening of global negative processes taking place in the international food markets, primarily the growing food crisis. Strengthening the openness and competition of the national economy for the food security of the population of Ukraine in the conditions of the economic recovery of selective sectors of the market, using the example of poultry meat and eggs in the post-war period.

At the same time, the market of poultry meat and eggs has a number of problems that restrain its development, for example: strengthening of internal economic problems of market functioning; rising energy prices; disruption of established product supply chains; low level of income of the population, etc. Another market factor, in addition to the increase in the price of electricity and gas, which clearly affects production, is the increase in prices for poultry feed. This significantly increases the dependence of the poultry market on the external environment, which will negatively affect the pace of market revival in the post-war period.

In the conditions of the large-scale war of the Russian federation in Ukraine, it gave rise to turbulence, instability and a crisis in the production...
of poultry meat and eggs in the state. It should be noted that the problem of exporting poultry meat and eggs to EU countries, and the ban on importing products, has a negative impact on exporters (Danchuk & Sevost'yanova, 2020). In these circumstances, the analysis of institutional mechanisms to ensure the stability of the functioning of the Ukrainian market of poultry meat and eggs in the post-war period is relevant. Determining the main priorities for the development of the poultry meat and egg market in the conditions of post-war economic recovery.

**Analysis of recent publications on the problem.** Theoretical aspects of poultry meat market research are mainly presented by domestic specialists, such as: B. Burkynskyi, O. Nikishina, V. Lysyuk, M. Tarakanov. The work of well-known domestic economists, including V. Danchuk, V. Alkama, A. Sevost'yanova, O. Bakulich and others. Means of food security in the context of institutional state policy are disclosed in the relevant legal acts. The analytical focus of the obtained results on the problem is due to the possibility of using them as an analytical basis for the justification and implementation of institutional mechanisms and measures to regulate the processes of the post-war revival of the market of poultry meat and egg products.

**Allocation of previously unsolved parts of the general problem.** Currently, there is a trend of rising prices in the cost structure of poultry meat and eggs, due to the share of energy carriers, primarily electricity and natural gas. At the beginning of 2023, costs for the consumption of natural gas and electricity accounted for an average of 30% of the total cost of production.

This problem became even more acute in connection with the ecocide carried out - the blowing up by military units of the Russian federation of the Kakhovskaya HPP dam in the Kherson region, because in addition to the flooding of the territory and the environmental pollution of the ecosystem of the Dniro River and the Black Sea, the death of poultry, which directly affected the market of poultry products, and also has a significant impact on the energy system of the southern region, in particular the Zaporizhzhya NPP, which is a factor of technogenic danger with an impact on the environment during wartime.

Ensuring the food security of the country is urgent and is one of the priority directions of the state's socio-economic policy in the war and post-war period. The war additionally aggravated problematic issues related to a large-scale reduction in consumer demand for products, damage to infrastructure (sea and river ports of Ukraine), disruption of logistics schemes for product supplies, etc. The blocking of sea transportation through the Black Sea Corridor (suspension of the grain agreement) and the increase in the cost of logistics have a negative impact on the volumes and financial indicators of poultry meat and egg producers and exporters, which will significantly affect global food security. Analyzing the problem of seasonality of price fluctuations of poultry meat and eggs, it has several aspects:

Firstly, commodity producers of chicken eggs are now in atypical conditions for themselves, as due to shortages and interruptions in energy supply (due to the war and explosions of thermal power plants, hydroelectric power plants, etc.), all technological processes of product production are disrupted. The use of backup energy sources increases the cost of production and the risks of losing poultry due to possible malfunctions in their work. The peculiarity of the poultry meat and egg market is that, unlike the vegetable, grain, dairy and other agro-food markets, small and medium-sized producers have certain advantages in using the seasonality of price fluctuations.

Secondly, in summer, when prices for chicken eggs are the lowest, poultry farms have the opportunity to "can" production, and in autumn, when demand and prices for chicken eggs increase, they plant birds again. Poultry farms will not allow an unprofitable production algorithm on the market, because producers have made an iterative approach to poultry production technologies, there is a burden of legal obligations of poultry farms and poultry farms to contractors or interested parties.

Thirdly, the stability of the supply of products to foreign markets by commodity producers and the revenue for it in foreign currency. In the situation of a high level of competition on world markets, only powerful domestic poultry farms and poultry farms, which have all the conditions for the expanded production of poultry meat and eggs and the use of modern infrastructure for the maintenance of export supplies, are capable of large-scale export. In addition, exporters should constantly work on researching the situation on foreign markets, legislative changes regarding compliance with international quality standards and product safety requirements.

**Formulation of research objectives (problem statement).** The purpose of the study is to analyze the state and development of the stability of the Ukrainian market of poultry meat and eggs, egg products, and to develop practical recommendations for the reproductive...
development of this market in the post-war period. The set goal involves solving the following tasks: 1. Analysis of the state of the poultry meat and egg market in Ukraine. 2. Determine strategic priorities for the development of the poultry meat market and the circulation of eggs and egg products. 3. To justify the proposals regarding the reproductive development of the market of poultry meat and egg products in the conditions of war and post-war recovery of the economy, in aspects of product manufacturing safety.

**Materials and methods.** The author's research vision for the use of institutional mechanisms of selective markets, regarding the solution of food security problems and the theory of management of complex economic systems: system analysis, statistical analysis, economic analysis, in particular, for the study of selective sectors of commodity markets on the example of the market of poultry meat and chicken eggs.

**An outline of the main results and their justification.** Today, when Russia's aggressive war against Ukraine continues, the institutional system of regulations and requirements forms regulatory standards for the selective market of poultry meat and chicken eggs. Such an important and at the same time multi-vector content of the formation of food security of Ukraine in the war and post-war times involves:

- planned steps in the direction of substantiating and making management decisions in the context of determining priorities for strengthening the country's food security, in particular, in relation to the market of eggs and egg products;
- introduction of systematic monitoring of the satisfaction of consumer needs of the population in affordable, high-quality and ecologically clean food products;
- the development of indicators for assessing the level of food supply of food markets in accordance with the strategic priorities of market functioning in the war and post-war period (Burkynskyi & Nikishina, 2023).

The institutional mechanisms of the poultry meat and egg market are one of the leading food markets, the regulatory mechanisms for the production of high-quality poultry meat and eggs consist of the created state adaptive system of regulatory and legislative support for a selective niche market in the conditions of the war and the post-war period (Lysyuk, 2023). Such regulatory institutions of this sphere are the Cabinet of Ministers of Ukraine (ministries and departments of Ukraine), Verkhovna Rada of Ukraine & Office of the President of Ukraine, regional military administrations, local and district military administrations, which directly regulate the sphere of activity and functioning of the selective market in a regulatory and legislative manner. of poultry meat and eggs in Ukraine (Kramskyi, 2022). As for the domestic economic effects on the market of poultry meat and eggs, they will depend on the energy factor, the market situation, and the level of state support for the association of poultry producers. Proposals for the improvement of regulatory legal acts consist in the implementation of EU requirements and rules, which will help to promote institutional changes and ensure the market of poultry meat and eggs, which will affect the simplification of production and the improvement of product quality control in the war and post-war times in the country. (Recovery plan for Ukraine (draft) national council of the reconstruction of Ukraine from the consequences of war, 2022).

The institutional mechanisms of the poultry meat market, as well as eggs, are among the leading food markets, in particular, the development of the poultry meat and egg market acquires a fundamentally new relevance under the modern conditions of the war and post-war period - the restoration and competition of the selective market in the economy of Ukraine (Burkynskyi, 2022).

Institutional control and regulation functions currently belong to: the Cabinet of Ministers of Ukraine, ministries and regional, city and district military administrations. So, in 2023, according to the forecast, the production of poultry meat can increase by 0.1%, while eggs - by 4%, such supply and demand balances were published by the Ministry of Agrarian Policy and Food of Ukraine. Statistical analysis of production in Ukraine indicates that production of poultry meat in Ukraine in 2022 amounted to 1.43 million tons, exports decreased by 0.9% to 430 thousand tons, and imports by 7.2% to 104 thousand tons. According to estimates of the first half of the year of the Ministry of Economy of Ukraine, the offer of poultry meat on the market will exceed the demand by 1.3 times - by 326 thousand tons. (Ministry of Finance of Ukraine, 2023). The dynamics of the poultry population by year is shown in the table. 1.

Market participants and egg producers during the full-scale war, in order to provide the population of Ukraine with food products, undertook to "saturate the domestic market with eggs, in particular to increase the number of poultry and the volume of egg production." For its part, the state, represented by the Government and the Ministry of Agrarian
Policy and Food of Ukraine, promised that poultry farmers will be provided with all the necessary conditions and resources for work, and will also be able to attract an available credit resource for their production activities (Tarakanov, 2022).

### Table 1.

<table>
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<td>123,3</td>
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<td>209,4</td>
<td>220,0</td>
<td>200,0</td>
<td>201,4</td>
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<td>193,9</td>
<td>191,9</td>
<td>202,5</td>
<td>183,5</td>
<td>186,6</td>
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<td>9,1</td>
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<td>4,1</td>
<td>3,5</td>
<td>3,4</td>
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<tr>
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<td>11,3</td>
<td>11,7</td>
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<td>1,7</td>
<td>1,9</td>
<td>1,6</td>
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<td>109,1</td>
<td>112,7</td>
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<td>24,2</td>
<td>120,0</td>
<td>115,3</td>
<td>125,8</td>
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<td>0,3</td>
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<td>0,1</td>
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<td>ducks</td>
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<td>0,4</td>
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<td>0,3</td>
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<td>0,8</td>
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<td>90,8</td>
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<td>11,1</td>
<td>9,7</td>
</tr>
<tr>
<td>turkeys</td>
<td>2,6</td>
<td>2,3</td>
<td>1,4</td>
<td>0,9</td>
<td>1,0</td>
<td>0,7</td>
<td>0,7</td>
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</tbody>
</table>

*Source: built according to data from State Statistics Service of Ukraine, as of 31.01.2022.*

According to the analysis of the Ministry of Agrarian Policy and Food, there are real expectations that egg production in Ukraine in 2022 will decrease by 30% compared to 2021 - to 900,000 tons (based on the average weight of one egg - 57.76 g), and the annual supply will exceed demand by 153,000 tons. It should be noted that as a result of the analysis, the export of this product will decrease by 3.8% - to 150 thousand tons, while the import is forecast at the level of 2021 - 3 thousand tons.

According to forecasts of the Ministry of Agrarian Policy and Food of Ukraine, the annual consumption of poultry meat per person in Ukraine in 2023 is expected to remain at the level of 26.6 kg. (Tarakanov & Antonyuk, 2022).

The price index for the consumer price of C1 category chicken eggs (10 pcs.) from November 1, 2022 to mid-December 2022 decreased from UAH 61.84 to UAH 57, a minus of 9.7%. And the production in November 2022 increased by 1.6 million pieces of eggs compared to October 2022 - 420 million pieces, against 418.5 million pieces, and already in January 2022 the volumes reached 433.7 million, pcs. (State Statistics Service of Ukraine).

The situation with prices in the niche market of eggs changed at the beginning of spring 2023, as evidenced by the statistical analysis, all prerequisites were met in this market: seasonal factor, recovery of the population of laying hens, arrival of additional volumes of products of small households to the market. So, in March-April 2023, egg producers began to gradually raise prices. Two weeks before the Easter holidays, the price of a dozen unpackaged eggs reached UAH 55, and packaged eggs - UAH 65-70 per (C1 10 pcs.) dozen. Poultry farms and egg suppliers justified their prices with the shortage of products in the country's domestic market. And although production volumes did not undergo noticeable changes during the Easter holidays, after them,
literally in a matter of days, the purchase price of unpackaged eggs fell by 50% to UAH 30 per dozen, while the price of a (C1 10 pcs.) dozen packaged eggs remained at equal to 50-60 UAHs. (Ministry of Finance of Ukraine). For May-June 2023, prices will rise slightly - up to UAH 65. per (C1 10 pcs.) dozen, due to the growth of egg exports. Current prices (average and across the chain of stores) for chicken eggs as of June 2023 are shown in the table. 2.

Table 2. Analysis of the price index in the retail chain of stores by brand of eggs

<table>
<thead>
<tr>
<th>Brand of eggs</th>
<th>Network of stores</th>
<th>Price in UAH. for 10 pcs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Chicken eggs Kvochka (C1 10 pcs.)</td>
<td>Auchan</td>
<td>UAH 57.40.</td>
</tr>
<tr>
<td>2 Chicken eggs Kvochka (C1 10 pcs.)</td>
<td>Silpo</td>
<td>UAH 74.49.</td>
</tr>
<tr>
<td>3 Chicken eggs Kvochka (C1 10 pcs.)</td>
<td>Atb</td>
<td>UAH 68.90.</td>
</tr>
<tr>
<td>4 Chicken eggs Kvochka (C1 10 pcs.)</td>
<td>Novus</td>
<td>UAH 54.99.</td>
</tr>
<tr>
<td>Kvochka (C1 10 pcs.)</td>
<td>Auchan; Silpo; Atb; Novus</td>
<td>Average price UAH 64.15.</td>
</tr>
<tr>
<td>1 Yasensvit chicken eggs (C1 10 pcs.)</td>
<td>Auchan</td>
<td>UAH 60.90.</td>
</tr>
<tr>
<td>2 Yasensvit chicken eggs (C1 10 pcs.)</td>
<td>Novus</td>
<td>UAH 60.99.</td>
</tr>
<tr>
<td>3 Yasensvit chicken eggs (C1 10 pcs.)</td>
<td>Atb</td>
<td>UAH 69.30.</td>
</tr>
<tr>
<td>4 Yasensvit chicken eggs (C1 10 pcs.)</td>
<td>Varus</td>
<td>UAH 55.90.</td>
</tr>
<tr>
<td>Yasensvit chicken eggs (C1 10 pcs.)</td>
<td>Auchan; Novus; Atb; Varus</td>
<td>Average price UAH 61.70.</td>
</tr>
</tbody>
</table>

* Developed according to the data of the source (Ministry of Finance of Ukraine).

The most common brands of eggs in stores, the average price of "Kvochka" (C1 10 pcs.) - 64.15 hryvnias, "Yasensvit" (C1 10 pcs.) - 61.70 UAHs. Thus, in the period March-May 2023, the dynamics of the production of chicken eggs increased and their producers began to export them. It was at this time that restrictions on the supply of Ukrainian chicken and eggs in the European Union were lifted. According to the data of the State Statistics Service of Ukraine, which were provided for January-May 2023, Ukrainian producers exported 16.3 thousand tons of eggs worth 23.7 million dollars (USA). And the main buyers of Ukrainian eggs were: Poland (20.7%), the Netherlands (18.5%) and Latvia (17%) (State Statistics Service of Ukraine).

The analysis of the current state of functioning of the food market of poultry and eggs and egg products is a consequence of the transformations that have taken place in the food markets of Ukraine over the past decades.

The currently existing division of competence between different branches of government to regulate the market of poultry meat and eggs during the war period is not a stable and economically and legally perfect mechanism. According to the authors of this study, the following scheme of proposals for the mechanism for the regulation of the market segments of poultry meat and eggs will help to improve the regulatory and legal acts to ensure the market of poultry meat and eggs, both at the state and regional institutional levels in the post-war period.

The institutionalization of the triad of mechanisms for legislative regulation of the poultry meat and egg market in the post-war period should consist of several segments of state branches, according to the expression: (VRU+OPU=CMU).

Analysis of regulatory and legislative provision of the poultry meat and egg market by relevant state institutions. The system in the field of food safety regulations and the level of sectoral food regulation (normative and legislative acts aimed at ensuring activities in poultry farming in general and, in particular, in such a sub-sector as poultry meat and eggs). In addition, a critical analysis of regulatory and legislative support and research of the situation in the poultry and egg markets, in particular institutional and legislative changes.

(Food security strategy for the period until 2030, 2020). There is a need for the implementation by the Verkhovna Rada of Ukraine of the requirements and norms of the EU countries for the domestic legislation regarding the market of poultry meat and eggs.

It is also necessary to point out the standards of the EU commission Codex Alimentarius (Codex Alimentarius. International Food Standards), to control the safety of the product at each stage of the production of poultry meat and chicken eggs. In accordance with these norms: there must be full compliance with the rights of market subjects of poultry meat and eggs by the sanitary inspection bodies on the ground. Mandatory procedures for
paid laboratory testing must be carried out: carcasses or parts of poultry, and all products of animal origin. There are no accredited laboratories on the food market, and the state sanitary inspector does not work. Thus, increased rules and requirements are put forward to the process of production of poultry products, which must be observed by all subjects of the food market.

Institutional component of regulation of quality requirements for eggs through regulations for products containing eggs and egg products (amended 1978, 1985) (CAC/RCP 151976). (ISO 22000:2020 "Food safety management system. Requirements for any food chain organization", 2020). It requires the implementation of the provisions on the appointment procedures, namely the independent control commission for egg certification, by specially authorized local authorities from the Ministry of Agrarian Policy and Food of Ukraine.

Institutional component of regulation of quality requirements for eggs through regulations for institutional state provision of the market of chicken meat and eggs consist in deepening and improving the system of rules, requirements, directives of the EU regarding the safe production of products, their implementation to the population of the state by entities this market, and its regulation by regulatory and legislative mechanisms, standards and technical conditions, regulations at the appropriate level of the selective niche market. This significantly increases the dependence of this food market on the external environment, which negatively affects the pace of revival and development of this market in the post-war period. It should be noted that measures to improve the post-war reconstruction of the activities of food market participants, as well as the development and modernization of the industry's production, storage and processing potential and logistics infrastructure will allow expanding the opportunities of domestic business and increase its competitiveness of enterprises, which will increase the market for poultry meat and eggs (Kramskyi, 2021). The priorities should be the production of a sufficient number of quality products and their processing, disposal of production waste, innovation of technological processes, etc. This will make it possible to increase the efficiency of the logistics routes of product deliveries, strengthen cooperative ties between the links of the chains of the selective commodity markets of poultry meat and eggs. Simultaneously with the innovative development of the production of poultry meat and eggs, the foundation is created for the improvement of the external economic and food environment in the post-war period.

Conclusions and prospects for further research. Thus, summarizing this study, state institutions and local authorities should effectively promote the development of various forms of organizations of poultry and egg market producers and their representatives, increase their capabilities and, accordingly, help adapt the food business to new post-war economic realities and challenges. At the institutional level of regulatory and legislative authorities: VR of Ukraine & CM of Ukraine, it is proposed to make changes in the aspects of regulatory and legislative improvement to ensure the functioning of the rules and
requirements for the products of the poultry meat and egg market during the war period against the background of food security. These institutional changes and proposals will help to improve the regulatory and legal acts for ensuring the market of poultry meat and eggs, which will affect the simplification of production and the improvement of product quality control in the war and post-war times in the country.

The main proposals in terms of post-war economic recovery include the following:
- restoration of the leading positions of poultry meat and egg producers in the domestic domestic market;
- support of domestic producers in order to resist excessive imports;
- formation of an equal competitive environment between large, medium and small participants in the market of poultry meat and eggs;
- implementation programs to restore and stabilize the functioning of the regional markets for poultry meat and eggs;
- promote the involvement of international charitable funds and organizations for the sustainable production of poultry meat and eggs.

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Food security strategy for the period until 2030 (project): Approved by the Decree of the Cabinet of Ministers of Ukraine dated November 25, 2020. [Electronic resource]. https://www.me.gov.ua/documents


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