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JEL: M31, M38, Q52, Q56

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## THE CONCEPT OF MARKETING OF BALANCED DEVELOPMENT AND FEATURES OF ITS IMPLEMENTATION IN THE FOOD MARKET

**Purpose.** *The purpose of this paper was to analyze the development of the food market in Ukraine and determine its compliance with the goals of sustainable economic development, to formulate the concept of marketing of balanced development in relation to the food market and to identify a set of tasks that need to be addressed within this concept.*

**Methodology / approach.** *While writing the article we used the following: methods of content analysis – to study scientific approaches to the interpretation of marketing tasks in terms of the concept of «sustainable development»; morphological analysis, generalization and scientific abstraction – to clarify the essence of the definition of «marketing of balanced development» and its conceptual content; economic-statistical and comparative analysis – for research, the dynamics of the food market and the market of organic products in Ukraine, the structure of exports of agricultural products to Ukraine, as well as the impact of the agro-industrial sector on the environment. To visualize the results, we used methods of graphical and tabular representation. The method of SWOT analysis assessed the qualitative characteristics of the state of the market of organic products of Ukraine in the light of opportunities and obstacles to the implementation of the concept of «sustainable development». Abstract-logical method was used to form a complex of marketing of balanced development, conclusions of the article and directions for further research.*

**Results.** *The article is devoted to the study of the dynamics of the Ukraine food market development as a component of the national economy and food security of the state. It was determined that the areas of agro-food production, food processing and food products trade were showing growth due to increased demand in domestic and foreign markets. However, as a result of technological and resource features, agro-food production has a negative impact on the environment of Ukraine. Trends in the development of organic production as a way to implement the concept of sustainable development in the food sector were studied. The author's interpretation of the essence of the concept of balanced market development was offered and the complex of tasks of marketing for the enterprises functioning in the food market was defined.*

**Originality / scientific novelty.** *The article defines the magnitude and extent of the impact of agro-food production on the environment. The essential content of the definition of «marketing of balanced development» in relation to the agro-industrial sector through the prism of the concept of «sustainable development» was clarified. For the first time, a SWOT analysis was used to assess the state of the market of organic products of Ukraine in the light of opportunities and obstacles to the implementation of the concept of «sustainable development», which allowed determining the main directions for improving the marketing set for food market entities. The provision of the concept of sustainable development in the food sector was further developed.*

**Practical value / implications.** *The main results of the study can be used for (i) structuring tasks of the marketing of balanced development of agribusiness entities; (ii) determining balanced*

development marketing complex for enterprise, will be relevant for both the organic market and the food market as a whole; (iii) definition of the purposes of balanced development at development of strategy of the enterprises; (iv) development of strategic directions of activity for the enterprises of the organic market on the basis of the conducted SWOT analysis.

**Key words:** marketing, organic products, sustainable development, marketing complex environment, SWOT analysis.

**Introduction and review of literature.** Modern trends in the development of world food markets, which are characterized by significant globalization processes, rapid changes in international economic and political factors, high intensity of competition, dependence on the influence of natural and environmental factors, special technological parameters of production and storage of products, indicate the need to find effective mechanisms to support and improve the efficiency of food producers. An important tool for the successful functioning of the food market subject is the implementation of a marketing approach to management in all economic activities, that is, subordination of all aspects of its activities to the marketing philosophy.

According to the Ministry of Economic Development, Trade and Agriculture of Ukraine, 20 % of the employed population is concentrated in the field of agricultural and food production, in addition, the industry provides 39 % of all national exports. Thus, the food market of Ukraine makes a significant contribution to the economy of the whole country, so the search for ways to improve the marketing activities of enterprises that ensure food and environmental safety is relevant and necessary.

A significant number of scientists have devoted their research papers to the expansion of marketing tasks in the activities of modern enterprises. And especially – the enterprises of an agro-food complex having the specificity – both in nature use, and in work with the market O. Varchenko, V. Hrynychuk [1] reviewed the production, market and institutional features of the agro-food market in Ukraine. The authors analyzed the marketing environment for interaction in creating effective value chains and attracting them to small agricultural producers. A. Tanasiichuk, O. Hromova, A. Abdullaieva, Yu. Holovchuk and K. Sokoliuk [2] reviewed the dynamics of the development of the agro-food complex of Ukraine and substantiated the need to create a new functional and organizational structure that will maximally contribute to the marketing strategy of business diversification by agricultural enterprises.

Scientists A. Kucher [3], M. Ihnatenko, N. Novak [4], O. Skydan, O. Nykolyuk, P. Pyvovar, I. Martynchuk [5] identified the problems of the development of agrarian production and organic agrarian production in Ukraine. Other authors studied the emergence of environmental problems and challenges of environmental pollution in the process of agricultural production, such as M. Kulyk, V. Kurilo, N. Pryshliak, V. Pryshliak [6], and also L. Kucher, S. Drokin and Y. Ulko [7] investigated the reasons of environmental problems and environmental pollution challenges in the process of agri-food production.

Y. K. van Dam and P. A. C. Apeldoorn [8] defined the role of marketing in a

limited ecological space, and considered scientific approaches to the formation of environmental Economics. Therefore, the implementation of balanced development marketing is a prerequisite for sustainable development of the society, however the essence of this term is not disclosed in detail. M. Shershun, T. Mikitin [9] considered the stages of the formation of balanced development marketing, its relationship with rational nature management, and analyzed the evolution of the influence of marketing on the environment. We defined the stages of formation and directions of using balanced development marketing. But their interpretation of this definition mainly emphasizes compliance with the environmental safety standards of the entity in justifying the development strategy. The authors do not consider the issue of balanced development.

K. J. Alsem, E. Kosteljk [10] investigated the formation of the balanced marketing paradigm development, correlating it with the main priorities of the concept of “sustainable development”. However, they also focused on reducing the negative impact of businesses on the environment and recommended to emphasize this during branding and positioning. Thus, A. Kuchmiev [11] reviewed the position of environmental safety marketing, identified the main goals of environmental marketing, considered ways to calculate the environmental price of goods, marketing communications and environmental distribution of goods and services.

L. Kvyatkovska [12] proposed a system of evaluation parameters of the external and internal environment of the enterprise factors influence. She studied the essence of an integrated approach to enterprise management, which involves meeting public and personal needs in a cost-effective way of spending resources. S. Khaminich, Yu. Khizhnyak [13] reviewed the concept of environmental marketing and its communication tools, which are aimed at creating competitive advantages through a careful attitude to natural resources and their preservation among eco-conscious consumers.

S. Petrovska, L. Pokotylo [14] reviewed the conditions for the emergence and development of the concept of “green” marketing in the world. They studied the features of using “green” marketing as an innovative way to compete in the market. O. Kolomytseva, I. Goryana and O. Vasilchenko [15] and S. Berezyuk, D. Tokarchuk, N. Pryhliak [16] reviewed the algorithm for implementing environmental marketing and types of environmental strategies. The authors developed the main marketing activities in the field of environmental marketing, analyzed the trends in the development of environmental trends in Ukraine, as well as the world market of organic products. J. Paul, J. Rana [17] and V. Koziuk, Yu. Hayda, O. Dluhopolskyi, S. Kozlovskyi [18] investigated the impact of demographic factors, health benefits and availability on consumer behavior in the organic food market.

T. Ustik, M. Lyshenko [19] and S. Mkhize, D. Ellis [20] determined that the transition to the principles of sustainable marketing contributes to the sustainability of enterprises and entire sectors of the domestic economy through the attraction and use

of socially responsible marketing tools, support and protection of environmental systems in the external and internal marketing environment.

Thus, the analysis of scientific sources on the implementation of the marketing function in the concept of “sustainable development” shows the predominance of environmental or resource-saving approach to expanding the objectives of marketing. It is followed by many scientists, positioning it as a marketing of sustainable development.

In our opinion, in this interpretation, the functions of marketing are transferred from a single market entity to the meso- or macro level, which is quite debatable and unlikely for market relations. Current trends in the global economy development require a more detailed justification of the essence of the concept of sustainable development marketing and its tools at the level of individual businesses. In particular, it is expedient to specify the tools of balanced development marketing for enterprises of the agro-industrial sector of the Ukrainian economy, operating in the food market.

**The purpose of the article** was to analyze the development of the food market in Ukraine and determine its compliance with the goals of sustainable economic development, to formulate the concept marketing of balanced development in relation to the food market and to identify a set of tasks that need to be addressed within this concept. The objectives of the article were (i) to determine the size and form of the impact of agro-food production on the environment; (ii) to consider and analyze trends in the development of organic production as one of the approaches to implement the concept of sustainable development and environmental production of agro-food products; (iii) to conduct a SWOT analysis of the implementation of the concept of sustainable development as a marketing concept of organic market entities.

**Results and discussion.** The food market in Ukraine is a complex structure that ensures the production and sale of food products and raw materials for wholesale and final buyers. According to the Ministry of Economic Development, Trade and Agriculture of Ukraine, the domestic food industry, which is part of the agro-industrial complex (AIC), which unites more than 40 sub-sectors and industries, which involved about 15 thousand economic entities – these are powerful, modern businesses that are on the same level with the leading players in the global market, small and medium processors that are actively increasing the production volumes for filling the domestic market and gradually enter the international one. The largest number produces meat and meat products, oil and animal fats, flour and cereals, bread, bakery and flour products, ready-made food and dishes [21].

The basis of the food market is the branch of agricultural production, which forms the raw material base for the food industry. The dynamics of production of main types of agricultural products during 2014–2018 shows an increase in the production of grain and leguminous crops, oil crops, fruits and berries, honey (Table 1).

During the same period, there was a reduction in production of factory sugar beet, vegetables, eggs, the volume of meat production of all types remained relatively



constant. The volume of production of the main types of agricultural products depended on climatic factors and technological equipment of agricultural production, but also are in the institutional features of the market environment in the country. Technological features of agricultural production provide for a significant dependence of industries (especially crop production) on natural and climatic factors, i.e. the influence of weather conditions, namely: soil moisture, precipitation (droughts or floods), the number of sunny days during the growing season on productivity and gross harvest.

*Table 1*

**Production of basic agricultural products in Ukraine, thsd. t**

Products	2014	2015	2016	2017	2018	Deviations 2018 to 2014, %
Grain and leguminous crops	63859.3	60125.8	66088.0	61916.7	70056.5	109.7
Factory sugar beet	15734.1	10330.8	14011.3	14881.6	13967.7	88.8
Oil crops	16334.2	16961.5	19192.4	18411.4	21439.7	131.3
Vegetables	9637.5	9214.0	9414.5	9286.3	9440.2	98.0
Fruits and berries	1999.1	2152.8	2007.3	2048.0	2571.3	128.6
Meat (in slaughter weight)	2359.6	2322.6	2323.6	2318.2	2354.9	99.8
Milk	11132.8	10615.4	10381.5	10280.5	10064.0	90.4
Eggs, mln pcs	19587.3	16782.9	15100.4	15505.8	16132.0	82.4
Honey	66.5	63.6	59.3	66.2	71.3	107.2

*Source:* calculated by the authors on the basis of the State Statistics Service of Ukraine [22].

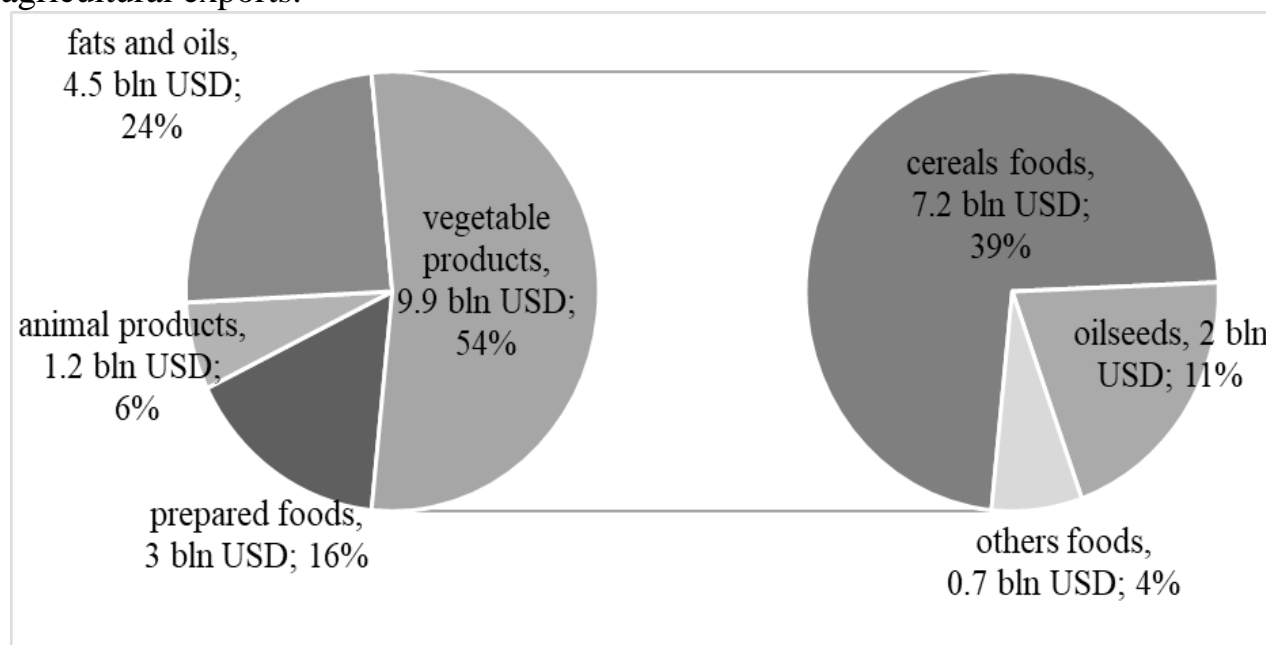
To market factors, among the factors of influencing the volume and structure of supply of agricultural products, the authors named: changes in demand in the domestic and foreign markets, increased competition, including in foreign markets, changes in the investment climate, and other factors. The basis of Ukrainian agricultural exports are vegetable products, the part of which in the structure exceeds half. Many of them have an institutional nature due to gaps in the current legislation, which allows for ambiguous interpretation of some of its norms or is the result of deliberate distortion of the legislative field in favor of certain stakeholders with significant economic resources to effectively lobby their own interests.

The question of the influence of institutional factors on the course of economic processes in Ukraine was studied by us in a previous work [23]. In the agricultural sector, the institutional factors have enabled the emergence of agricultural latifundia, which favor the cultivation of large quantities of industrial crops and their export. This can be seen from the structure of agricultural exports of Ukraine (Fig. 1).

The basis of Ukrainian agricultural exports are products of plant origin, the share of which in the structure exceeds half – 9.9 bln USD out of 18.6 bln USD.

Typical representatives of this subgroup are cereals (primarily wheat, maize and barley (the combined part in the group is almost 73%)), as well as oilseeds (soybeans, rapeseed (the combined part is 20.2 %)). Almost a quarter of agricultural exports are

vegetable fats and oils, primarily sunflower oil, which accounts for 22 % of agricultural exports.



**Fig. 1. Structure of agricultural exports of Ukraine in 2018**

Source: formed by the authors on the basis of the State Statistics Service of Ukraine [24].

The part of animal products is the smallest and is 6.4 %. A typical representative of Ukrainian exports in this segment is meat and poultry, the part of which is more than 53 %.

The peculiarities of the national economy of Ukraine indicate a significant role of agro-food production in the economy and exports. However, significant volumes of technical agricultural and grain monocultures without crop rotation, as well as large-scale animal husbandry and industrial food production deplete Ukraine's natural resources and pollute the environment. Every year in the field of agro-food production, thousands of tons of waste are produced that need to be disposed of and processed (Table 2).

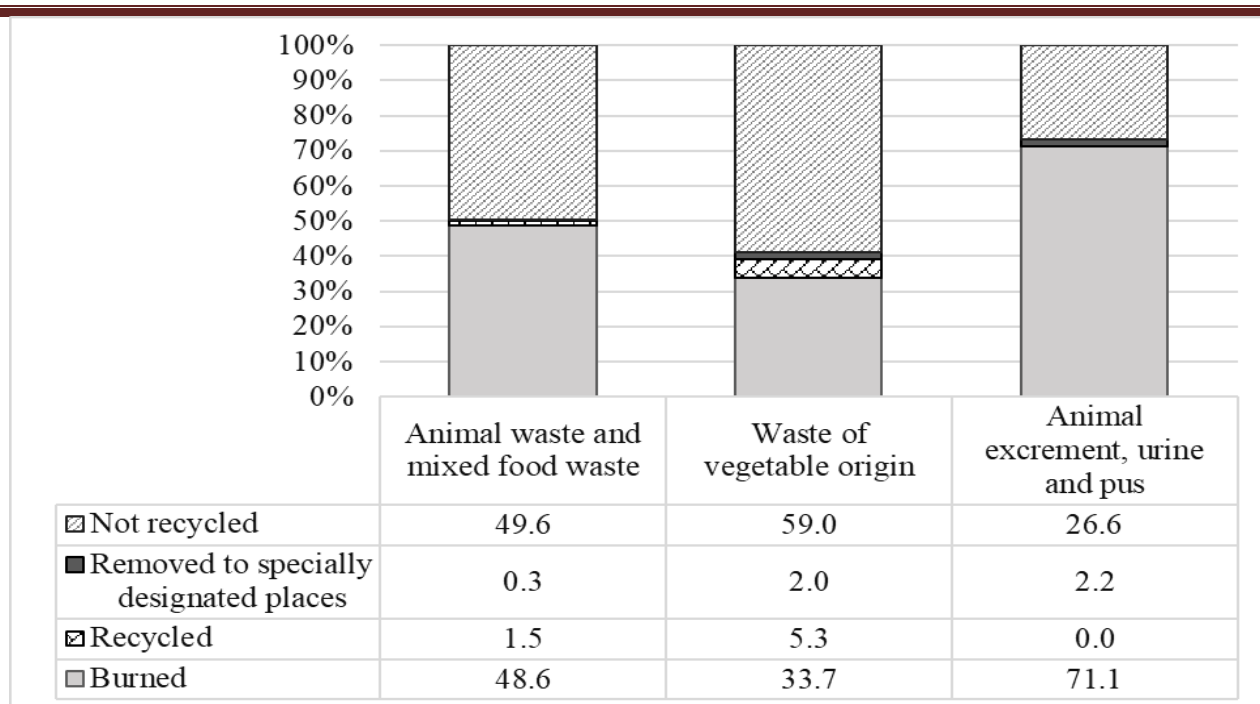
*Table 2*

**Waste generation in the production of agro-food products, thsd. t**

Waste classification	2016	2017	2018	Deviations 2018 to 2016, %
Waste from crop production	2142.3	2123.4	2187.2	102.1
Animal waste	3402.5	3796.6	3257.6	83.5
Waste from the food industry	1324.4	1202.1	1558.3	117.7
Total	7369.2	7122.1	7003.1	95.0

Source: calculated by the authors on the basis of the State Statistics Service of Ukraine [25].

Animal waste (animal droppings, animal corpses, and other waste) is particularly dangerous to the environment, which forms almost half of all waste from the agro-food sector. According to the State Statistics Committee of Ukraine, only 33.3 % of waste of animal origin and food production is subject to recycling or incineration or disposal in designated areas (Fig. 2).



**Fig. 2. Formation and management of agro-food waste in Ukraine, 2018**

Source: formed by the authors on the basis of the State Statistics Service of Ukraine [26].

Poor waste management policy has led to the creation of thousands of landfills, 99 % of which do not meet modern environmental requirements. The lack of economic incentives for recycling agro-food waste leads to the disposal of hazardous substances, while their processing can produce significant amounts of biogas or other biofuels. Today, only 3 % of solid waste is recycled, and only 12–14 % of packaging waste is recycled. Thus, the production and sale of food products provokes a significant number of environmental problems [26].

Another problem of agro-food production is the high level of ploughed land, which in Ukraine is one of the highest in the world and is almost 56 % [22]. Intensive crop production using a large amount of mineral fertilizers, non-compliance with crop rotations and production processes lead to loss of soil fertility due to erosion. In addition to environmental losses, this situation also causes significant economic losses (Table 3).

*Table 3*

**Annual economic losses from soil erosion in Ukraine**

Loss	Loss of national net income	
	mln USD	%
Direct – total	565	22.5
Including from water erosion deflations	246	9.8
	319	12.7
The loss of crops	1695	67.5
Other loss	251	10.0
In total	2511	100.0

Source: adapted by authors on the basis of O. Shevchenko and A. Martyn (2016) [27].

On the one hand, the agro-food sector is an important part of the economy of Ukraine, it ensures the filling of the state budget, employment of a significant part of



the population, provides food security of Ukraine and through export-the world. On the other hand, it creates many economic problems related to both production waste and depletion of land and water resources. Therefore, the authors of the article believe that the agro-food sector enterprises should adhere to the concept of sustainable development, which will allow them to operate effectively and profitably, as well as limit the negative impact on the environment.

The concept of sustainable development implies a balance of economy and ecology, as well as a balanced economic and social spheres, that means the use of available resources that will ensure the economic development of the existing generation and this takes into account the needs of future generations to use these resources. In other words, environmental protection and social protection in society should become a priority for enterprises. However, this leads to contradictions related to the fact that any business activity is primarily aimed at making a profit. Adherence to the concept of “sustainable development” will have a negative impact on the size and speed of entrepreneurial profit. Elimination of these contradictions, in our opinion, is the main task of marketing of balanced development.

Thus, based on the analysis of the priorities of the concept of “sustainable development”, which are designed to form a social demand for maintaining a reasonable balance between consumption of limited resources and the environment so that future generations can also meet their needs, we propose to consider “marketing of balanced development” as a concept implementation of marketing activities of a market participant, which is based on the principles of “smart” and safe consumption and involves the use of a set of ethical marketing tools for all participants in the exchange of goods and services, which will help to maintain a balance between economic growth and the environment. Emphasis on such tasks gives grounds to interpret such a methodological concept as balanced development marketing.

In the food market, producers and sellers of organic products are prominent representatives of the implementation of this marketing concept.

According to the definition of IFOAM (IFOAM General Assembly, 2002) [28], “organic agriculture is a holistic system approach based on a set of methods that ensure a viable ecosystem, safe food, healthy nutrition, animal health and social justice”, and “organic product is a product that is produced, processed and sold in accordance with organic management standards”.

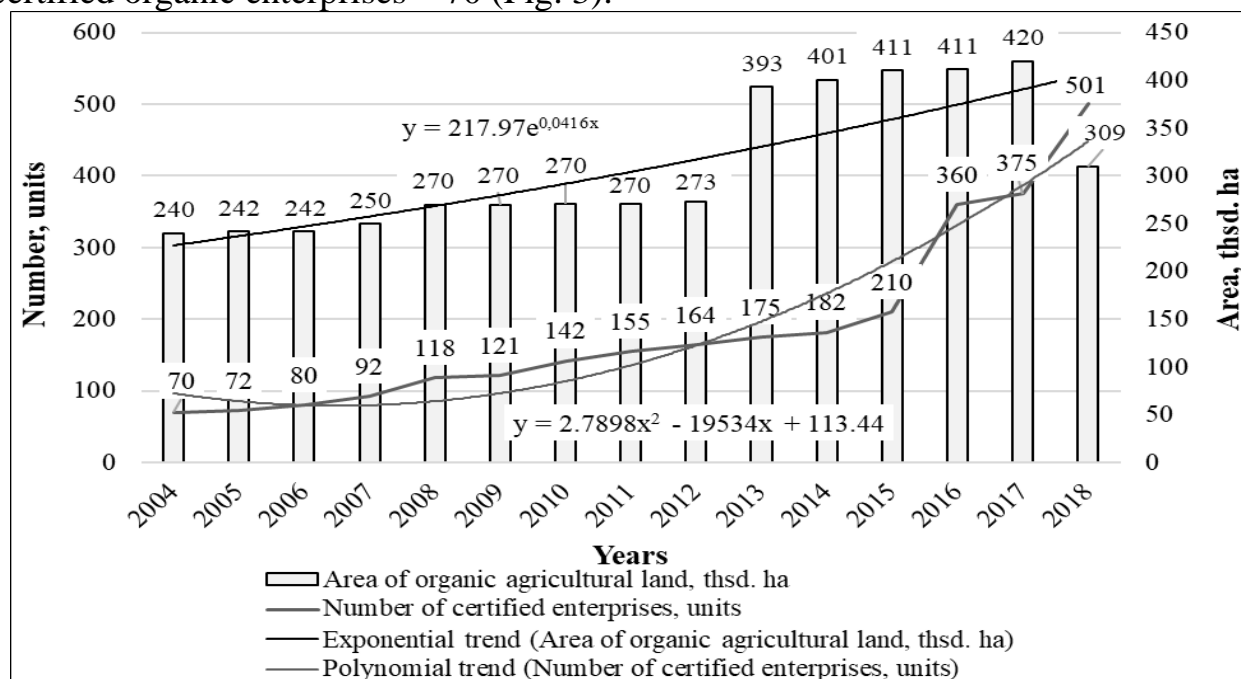
So, organic products are products that are produced during the production of which [28]:

- in crop production, it is forbidden to use pesticides to control weeds, pests and plant diseases, as well as synthetic mineral fertilizers, while plant protection is mainly carried out with natural products, and organic fertilizers are used to feed the soil and plants;

- it is not allowed using growth stimulants, hormones and antibiotics in animal husbandry, and preventative agents and homeopathic medications are used to treat animals. Organic products can only be those that are produced in accordance with approved rules (standards), and the production of which is certified in accordance

with the established procedure.

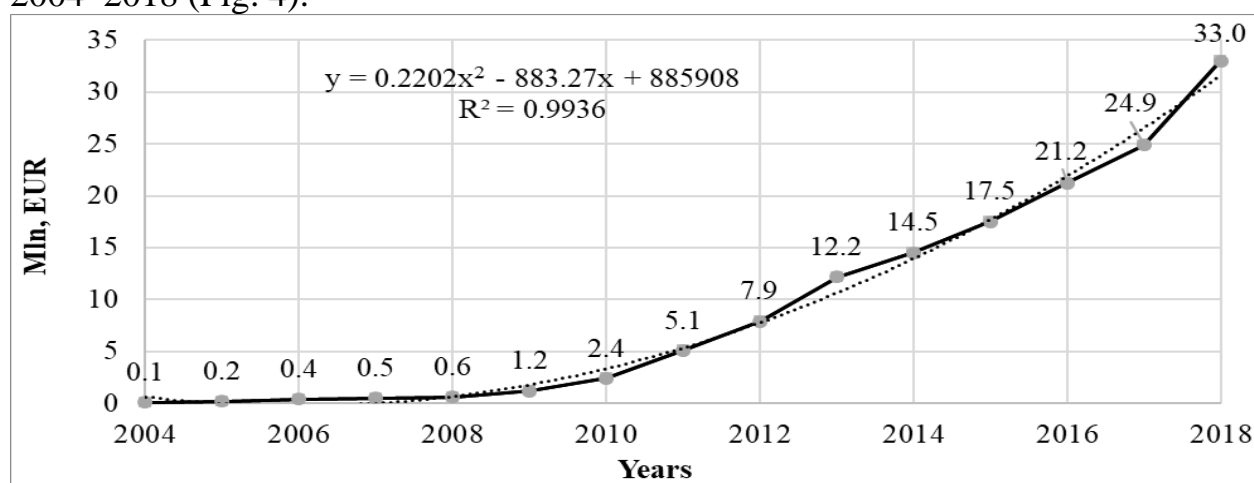
In Ukraine, the development of organic production dates back to the 2000s. In 2004, the area of organic agricultural land was 240 thsd. ha, and the number of certified organic enterprises – 70 (Fig. 3).



**Fig. 3. Number of certified organic businesses and area of organic agricultural land of Ukraine**

Source: formed by the authors on the basis of the IFOAM and Federation of Organic Movement of Ukraine [29; 30].

Every year there is an increase in the number of certified enterprises that produce organic products. Of the total number of organic products produced in Ukraine, 10 % is sold on the domestic market, and 90 % is exported. The capacity of the domestic consumer market for organic products shows stable growth during 2004–2018 (Fig. 4).



**Fig. 4. Dynamics of domestic consumer market development of organic products in Ukraine, mln EUR**

Source: formed by the authors on the basis of the IFOAM and Federation of Organic Movement of Ukraine [29; 30].

Ukraine produces more than 400 types of organic products. Most of it is bought by the Netherlands, Germany, Austria, Italy, Poland and the United Kingdom, but in general, Ukrainian organic products are exported to more than 40 countries.

The main organic export products from Ukraine are cereals – corn, wheat, barley, oilseeds-sunflower, legumes, wild berries, mushrooms, nuts and herbs. According to the Swiss-Ukrainian project “development of the organic market in Ukraine” Research Institute of Organic Agriculture (FiBL), in 2017, organic exports from Ukraine reached 264 thousand tons, and the valuable value of organic exports was about 90 mln USD [21].

Thus, the growth of Ukrainian organic production indicates a stable and growing demand for environmental food products in Ukraine and the world. And today in Ukraine the preconditions for increasing the volume of organic production have been formed. This is facilitated by both natural and climatic conditions and the growing demand for such products on the world market. In addition, the development of organic production fits harmoniously into the concept of “sustainable development” of the national economy, in line with its priorities. At the same time, there are some restraining factors that do not allow domestic producers to take advantage of favorable market trends and to a greater extent to realize the market potential of organic production.

Marketing of balanced development, as a key concept of marketing activities of organic market entities in Ukraine, has threats and opportunities for application, due to the realities of the Ukrainian and world economy. Table 4 shows the results of a SWOT analysis of the market of organic products of Ukraine from the point of view of the concept of “sustainable development”, among which the insufficient level of competence of business entities on the nature and objectives of sustainable development marketing is highlighted.

*Table 4*

**SWOT analysis of the market of organic products of Ukraine from the point of view of the concept of “sustainable development”**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>▪ Availability of sufficient agricultural land for organic production.</li> <li>▪ The cost of organic products is lower compared to foreign producers.</li> <li>▪ Availability of a national logo for organic products (the trademark was registered by the Ministry of Economic Development, Trade and Agriculture of Ukraine).</li> <li>▪ Support for regional organic production by regional state administrations.</li> <li>▪ Changes in consumer purchasing behavior due to the growing popularity and fashion for eco-products.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Insignificant part of organic agricultural land in the structure of all agricultural land (less than 1%).</li> <li>▪ Loss of soil fertility due to various types of erosion.</li> <li>▪ Contamination of territories due to the Chernobyl disaster, the creation of open landfills.</li> <li>▪ The presence of temporarily occupied territories in the Donetsk and Luhansk regions.</li> <li>▪ Non-compliance of Ukrainian organic legislation with international standards.</li> <li>▪ Insufficient level of competence of organic market participants on the nature and objectives of sustainable development marketing.</li> </ul>

*Continuation of table 4*

<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>▪ Growing demand for organic products in Ukraine and the world.</li> <li>▪ Support of the organic movement in Ukraine by international governmental and non-governmental organizations (SECO, FiBL (Switzerland), BMEL, IAK Agrar Consulting (Germany), WNISEF (USA), FAO, etc.</li> <li>▪ Organic production can become a form of self-employment and small business in rural areas.</li> <li>▪ Convenient geographical location of Ukraine for exporting organic products.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Raw material nature of organic exports (most products are grown in Ukraine, and processed abroad).</li> <li>▪ Low purchasing power of the Ukrainian population slows down the growth rate of demand in the domestic market.</li> <li>▪ High level of competition from other European organic producers on the international market (Spain, Italy, France, Germany).</li> </ul>

*Source:* formed by the authors.

In order to ensure the participants of the national organic market with their effective operation and economic growth, it is necessary to restructure the marketing management system in accordance with new requirements and market trends. The authors proposed a marketing mix according to the concept of “sustainable development”, which will be relevant for both the organic market and the food market as a whole (Fig. 5).

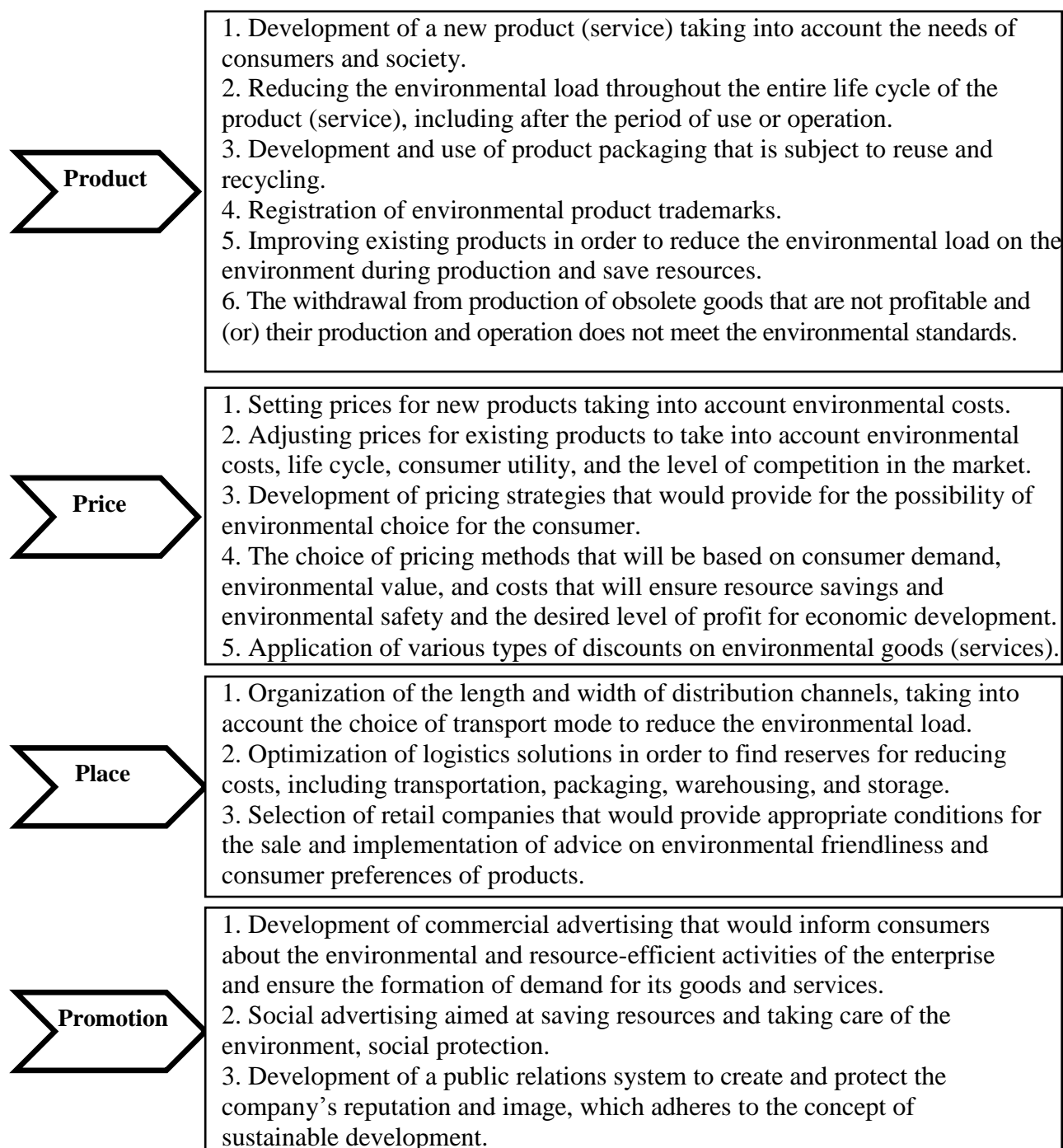
Marketing product policy in the conditions of balanced development should be based on the development and supply of products on the market, the production of which corresponds to Ukrainian and international standards for organic and food products. The purchase of equipment and plant protection products must take into account the standards for the production of organic products. Special marketing efforts are required to develop packaging for food products, since it must not only protect the goods from damage, but also meet the requirements for environmental friendliness, be recyclable and used, as well as perform the functions of informing consumers about the composition and nutritional value of the product, and advertising the benefits of organic products to maintain health.

The price of an organic product or food product is a measure of the consumer value of the product offered by the market. At the same time, the consumer uses the price to evaluate the quality of the product, according to the principle “the higher the price, the higher the quality”. Therefore, given that organic production requires higher costs than conventional agricultural production, the price of organic food is significantly higher than the price of conventional food products.

In addition to high costs, organic production does not involve the use of mineral fertilizers, plant protection chemicals, growth stimulants, hormones and antibiotics for animals, so the yield and gross growth will not be high. High costs and low yields lead to the highest cost of organic products, so its price cannot be equal to the price of conventional agri-food products.

The pricing methodology for organic products should include environmental costs (in the form of lost crops or animal growth) in the final price for the consumer.

The problem of pricing is the low level of solvency of potential consumers of organic products. At the same time, the goal of marketing of balanced development is to create a sustainable demand for organic products, to form an understanding and readiness of the consumer to pay a higher price.



**Fig. 5. Marketing mix of balanced development for producers of goods**

*Source:* formed by the authors.

The development of a distribution and logistics system for organic products should be based on the delivery of goods to the right place, in the right quantity and at the right time. At the same time, it is necessary to take into account a significant reduction in the shelf life of some groups of goods – this affects the size of the batch



and the frequency of delivery, increasing logistics costs.

Marketing communications policy of organic market companies must include elements of promoting a healthy lifestyle, which includes the consumption of organic foods. The goal of advertising is to create an information space about the existence of organic products, influence the consciousness and behavior of consumers. The result of advertising is a situation where consumers want to buy though expensive, but healthier products that do not harm the environment.

The objectives of the public relations system for entities engaged in the production and sale of organic products are:

1) establishing partnerships with actual and potential business partners to form mutually beneficial business relationships and improve the efficiency of commercial activities;

2) informing the stakeholders of the company's mission that the producer or seller of organic products works not only for profit, but also in the interests of the whole society, ensuring that their activities take care of the environment, land, water and other resources, and therefore care for the current and future generation of consumers;

3) formation of pride in the company's employees for their enterprise, goods and services, creation of a favorable socio-psychological climate in the labor collectives, ensuring employee satisfaction from entering into the implementation of the concept of sustainable development by the enterprise;

4) formation of public opinion on the importance and relevance of the company's activities as a representative of socially responsible business and implementer of the concept of balanced development.

**Conclusions.** The increase in the production of organic products in Ukraine fits into the global trends of growing demand for organic food products, ensuring a reduction in the negative impact on the environment. This corresponds to the main priorities of the concept of "sustainable development". To intensify the processes of economical resource consumption in the agri-food sector, the idea of marketing of balanced development is proposed as a concept of marketing activities of a market participant, which is based on the principles of "smart" and safe consumption and provides a set of ethical marketing tools for all participants, balance between economic growth and the state of the environment.

The implementation of marketing of balanced development in the activities of enterprises operating in the food market can ensure its sustainable economic growth. However, not so much due to the economical use of limited natural resources and reduction of environmental damage (on the contrary, it will lead to additional production costs, as it requires investment in improving the technology of its cultivation, industrial processing and storage, expanding its range and forms of supply to consumers), and purposeful work to promote the benefits of organic farming for the people of the country, the correct positioning in the market of organic products. This will help consumers to realize its usefulness for themselves and future generations, and thus – will increase its consumption in the current period and will

form a stable demand for it in the strategic perspective.

However, the concept of marketing of balanced development has not yet been widely developed in the Ukrainian food market. The reasons for this are very different: the lack of environmental purchasing behavior of Ukrainian consumers, their psychological and financial unwillingness to pay a higher price for organic and high-quality food products, low awareness of the benefits for health and food safety. A more detailed analysis of domestic retail market of organic food products, main sales channels, points and places of sale is needed to gradually remove these obstacles. Also unresolved issues of the article are a detailed analysis of the domestic retail market of organic food products, the main sales channels, points and places of sale. Therefore, the study of forms and methods of retail sale of ready-to-eat organic food products can become the directions of further research.

In addition, it requires special marketing research and study of the characteristics of buyers of organic products, the main factors affecting the purchase, segmentation of the organic market and improving its means of market positioning. The significant role of the agro-food sector in ensuring food, environmental and social security confirms the relevance of future research.

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#### How to cite this article? Як цитувати цю статтю?

##### *Стиль – ДСТУ:*

Stadnyk V., Pchelianska G., Holovchuk Yu., Dybchuk L. The concept of marketing of balanced development and features of its implementation in the food market. *Agricultural and Resource Economics*. 2020. Vol. 6. No. 3. Pp. 80–95. URL: <http://are-journal.com>.

##### *Style – Harvard:*

Stadnyk, V., Pchelianska, G., Holovchuk, Yu. and Dybchuk, L. (2020), The concept of marketing of balanced development and features of its implementation in the food market. *Agricultural and Resource Economics*, vol. 6, no. 3, pp. 80–95, available at: <http://are-journal.com>.