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PRINCIPLES OF ENSURING SUSTAINABLE ECONOMIC DEVELOPMENT OF AGRICULTURAL SECTOR ENTERPRISES

Abstract. The issue of ensuring the principles of sustainable development of the industry, which is relevant in the conditions of variability and uncertainty of the external and internal environment and the intensification of international integration processes, is studied. In the system of international specialization of the national economy, the agricultural sector has a strategically important role, which determines the position of the national economic system in the international agricultural market.

Carrying out the analysis of scientific views, the levels of formation of ensuring sustainable economic development of the agricultural sector are singled out. The strategic goals of sustainable economic development in the agricultural sector have been identified. The principles of ensuring sustainable economic development of the agricultural sector are revealed.

The key components of the principles of sustainable development are described. It is noted that this is the relationship of environmental, economic and social components and solving problems that can be achieved only in a comprehensive manner, provided clear management decisions and coordination of sustainable development strategy.

Key words: sustainable development, sustainable economic development, agricultural sector.

Formulation of the problem. An important place in the implementation of the principles of sustainable development of agricultural enterprises is a clear separation of principles and goals for clear and correct management decisions that will be aimed at the rational use of resources with maximum positive effect, both for the economic component, as well as social and environmental. After all, today, the agricultural sector forms a large part of the country's economy as a whole, but accordingly, it also causes a number of negative consequences that particularly affect the environmental component, and, as a result, the future in general.

Consequently, ensuring the principles of sustainable economic development of agricultural enterprises should be implemented and controlled, both at the state level and at the management level of individual enterprises that directly influence the environmental sphere by carrying out their activities in the agricultural sector.

Analysis of research and publications. Today, an important task is to adopt the

concept of sustainable development and implement sustainable development strategies, which require changes in the vector of the current economic system and the search for new approaches to unite the interests of economic and environmental spheres, subject to social security and justice. Many works of domestic and foreign scientists, in particular, O. Veklych, E. Girusova, B. Danylyshyn, H. Daly, D. Meadows, L. Melnyk, O. Karintseva, O. Osaulenko, G. Platonov, O. Shubravskaya and others. However, the development of a system of indicators of sustainable development and methods of implementing the principles of sustainable economic development are a complex research task that has many contradictions, but is absolutely necessary to preserve the livelihood of the next generation.

The purpose of the article. The transition phase of today's economy requires the immediate implementation of the concept and strategy of sustainable development. The main task lies in the principles and goals dictated by sustainable development. The aim of the study is to identify the principles, levels of formation of sustainable economic development, to determine strategic goals and to reveal the basic principles of sustainable development of agricultural enterprises.

Presenting the main material. Sustainable development of the agricultural sector is based on the balance of principles, namely: economic, social, environmental, innovation and investment principles and subsystem of foreign economic components.

The Economic Encyclopedia gives the following definition: "Sustainable development is a modern concept of desirable social development proposed by the world community, refined and deepened, based on the strategy of optimizing all human activities (especially economic) in its interaction with the environment" [4].

At the same time, the Economic Encyclopedia outlines another essentially similar term "ecological and economic development", interpreting it as "expanded reproduction and gradual qualitative change of productive forces, science, culture and welfare of society, which creates appropriate conditions for rational use and reproduction of rich natural resources, their relatively stable state". As we can see, in essence, these definitions are almost identical [4].

The concept of sustainable development was based on understanding the close relationship of environmental, economic and social problems of human development, which can be solved only on a comprehensive basis, taking into account the balance of interests of nature and society, the balance of interests of all components that together form the world civilization. The transition to sustainable development was a task for all mankind in the XXI century [3, 5].

The concept of sustainable development is formed from three main principles [2]:

1) Ensuring the balance of economy and ecology, it means, achieving such a degree of development when people of production or other economic activity cease to destroy the habitat.

2) Ensuring the balance of economic and social spheres, taken in its human dimension, which means the maximum use in the interests of the population of the resources provided by economic development.

3) Addressing development challenges not only for the benefit of the living today, but also for all future generations with equal rights to resources.

Public policy on sustainable development should be based on the following basic

principles, which provide [1]:

- balanced development of Ukrainian society - parity of economic, social and environmental components, recognition of the impossibility of long-term progressive development of society in the conditions of environmental degradation;
- ecologically and technogenically safe living conditions of the population;
- affirmation of humanism, democracy and universal values;
- ecological and economic balance of development of separate regions and its coordination with national needs.

Based on the above-mentioned principles of sustainable development, which the state policy is based on, the issue of implementation of these principles, development of a clear action plan and algorithm of the strategic development plan for their implementation becomes relevant.

The algorithm for developing a strategic plan for the development of the agricultural sector includes the following key elements: the national concept of development of the agricultural sector of Ukraine in the context of "Strategy for Sustainable Development of Ukraine until 2030"; analysis of the current socio-economic situation and sectoral specifics of the agricultural sector; the main components of the plan of strategic development of the agricultural sector; the mechanism of realization of the strategic plan of development of branch within the limits of sustainable development of Ukraine.

From the point of view of the system approach it is recommended to build strategic planning of development of agricultural sector on the basis of long-term forecasts, in particular:

- economic (assessment of production volumes, number of employees, the degree of influence of individual production factors on increasing the production of final products, determining the efficiency of investment and capital investments);
- scientific and technical (determination of technical and economic parameters of existing and new types of material and technical resources, production assets, technologies of agricultural production or individual elements of this process);
- socio-demographic (demographic situation in the region, the dynamics of the movement of labor resources, the identification of motives for this movement);
- environmental (assessment of existing land resources, opportunities to attract new land resources, methods of combating erosion and soil depletion, determination of economic water reserves, damage to the economy from the growth of irreversible water consumption, mass use of chemical fertilizers, etc.).

Substantiation of the strategic plan for the development of the agricultural sector requires compliance with the following principles: purposefulness, complexity, variability, adaptability, efficiency, risk minimization, balance of interests, legitimacy.

Principles of ensuring and practical implementation of the concept of sustainable development of the agricultural sector of Ukraine requires the establishment of priorities that can take into account economic interests in terms of social and environmental responsibility of economic entities. In this context, the following priorities should be identified:

1. creation of an integrated complex approach to economic, environmental and social development;

2. introduction of rational and ecologically safe land use. This concept includes many aspects, such as: protection and reproduction of fertility, increasing humus, technological possibilities of tillage, reduction of nitrate pollution, pesticides, heavy metals and other harmful substances entering the soil;

3. natural and spatial organization of resource use, aimed at providing appropriate conditions for efficient use of potential resources without compromising the ecological balance of some administrations and the state as a whole;

4. optimal combination of public and private interests with the public in the field of reproduction of natural resources [6].

The strategic priorities of sustainable development of the country's agricultural sector are based on ensuring stable socio-economic growth, taking into account the favorable state of the environment and the rational use, protection and reproduction of natural resource potential.

Based on the relevant preconditions, the concept of sustainable development of the agricultural sector of Ukraine's economy should be formed on the basis of purposeful policy, also, at the state, regional and local levels.

Conclusions and prospects for further research. Thus, the transition of the agricultural sector to the principles of sustainable development is a complex and long-term process, the main objectives of which are the production of quality and competitive agricultural products, the use of modern methods of production that are safe for the environment and more.

Effective implementation and management of the principles of sustainable development of the agricultural sector of the economy is a process aimed at creating a functional environment in which economic, social and environmental components are harmoniously combined and effectively functioning.

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