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## **ANALYSIS AND PROSPECTS OF INNOVATIVE DEVELOPMENT OF AGROINDUSTRIAL SECTOR OF UKRAINE**

During the long period of time in the economy of Ukraine there was subzero investment activity in the agrarian sector development. Sustainable development of agroindustrial complex (AIC) with the help of implementation of new technologies provides forming of economic relations system and management mechanism that provides a permanent rational proportion between the factors of agrarian production and necessary rates of its development with the aim of satisfaction of population's food demand. The outlined problem determines actuality of this research.

The aim of the article is research and analysis of theoretically practical and legislative bases of governmental and regional control and prospects of innovative development of Ukrainian agroindustrial sector.

Scientific researches in the field of scientific and technical development of agriculture are allowed to set that the questions of organization and innovative activity management and innovative development of industry are not solved. The increasing innovative activity of agricultural enterprises will provide the increasing of competitiveness and economic efficiency of production. Implementation of the resource saving technologies of goods production on the basis of innovative activity with extensively usage of machines and computers in production, new generation equipment, robotics and other technologies, renovation and improvement of technically

production potential of stock-raising complexes are front-rank directions of increasing of efficiency of production.

A problem of the innovative activity development, which is based on principles of using the accomplishments of scientific and technical progress in all spheres of agroindustrial sector, is difficult and multifaceted. It is determined as perspective direction of the development that creates a favourable environment for the effective use of resource potential and forming of competitiveness. The agroindustrial sector of Ukraine needs not only the revival of production but also the realization of innovative structural transformations. In further scientific researches the specific role in the innovative direction of the agroindustrial production development must be given to the solving of complex problem of the technically technological providing and formation of innovations market in AIC. To our mind, such market should perform as the function of supplying new techniques and technologies to the agroindustrial production as functions of science development and enlightening of agrarian industry. Activation of innovative processes in the agroindustrial sector depends on support from the state, the increasing of demand on innovative solutions, and financial possibilities of economic entities. Thus, organizational, economic, technical and technological modernisation of agroindustrial complex will provide its competitiveness.