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CURRENT POLICY APPROACHES TO PRICING IN AGRICULTURE UKRAINE

The article is devoted to developing improvements in key directions of government regulation of the economic activity of agricultural enterprises. The author substantiates the necessity of including the price of land into the price of agricultural products, using the single method of determining the profit margins for all sectors of the economy. The main direction of improving pricing mechanism in the agro-industrial complex is an integrated approach to pricing at all the stages of reproductive cycle and using the single for the economy methodological framework. The gradual transition from adjustable to free prices with an active role of the state in providing equivalent exchange, restricting prices for a monopoly's products and gradual approaching domestic prices to international ones.

Price is the main source of their own financial resources, and therefore price parity plays a leading role in shaping key indicator of financial condition - profitability. Agricultural production is an area of significant risks, because the desire to stabilize the income of agricultural producers - an important direction of agricultural policy. Agriculture has significant shortcomings of the current pricing, which caused two key unresolved issues of agricultural price policy: providing an equivalent level of prices and its stability under conditions of constant and intense inflation.

Price production, which is a requirement of offers on the market is faced with the possibilities of demand, and the result is a market price equilibrium. In this model, the local market price is valid for a particular region. National market determines prices are national, and the process of globalization creates value and price of the world

market. Between the local, national and global markets is always a price difference. However, with the elimination of customs barriers, improve technology, delivery, and storage of whole market infrastructure growing trend towards convergence of local and world prices. Today a growing cross-border freedom of movement of goods, the ability of modern technology to store and move food products at any distance form as a permanent pattern of convergence in prices of food markets. Therefore, to determine the extent of compliance with the equivalence of linkages in national agricultural domain should be comparing the proportions of domestic and world prices of purchase and sale.

Thus, if the dynamics of domestic and world prices is such that approaches, that is convergent trend should talk about strengthening pricing equivalence (parity). For the opposite dynamics of internal and external prices, that is, their divergent movement, there is an increase of the price disparity.

Prove regularity complement of regulation mechanism in state agricultural enterprises tools through the price mechanism as the main policy lever to stimulate agrarian reform.

Identify the main ways of improving pricing in terms of reforming agriculture policy and regulations on capitalization value of land and include the cost of agricultural land in the capital to ensure the normal process of expanded reproduction in the agricultural sector.

The purpose of the article - to justify the directions of improvement of the financial mechanism of price regulation in the farming industry.

The revival of the agricultural sector is not possible without state regulation of

prices in the agricultural trade. Need the multi-state program aimed at weakening noticeable disparity in prices and control system for its implementation. The current price level and volatility of agricultural production do not provide favourable financial conditions for sustainable

development. Further development of the strategic directions of financial support to the agricultural sector should be aimed at increasing the aid budget to agricultural and real increase in purchasing power to increase the capacity of the domestic food market.