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OF STRATEGIC FOUNDATIONS FOR AGRICULTURAL ENTERPRISES'  
ORGANIC PRODUCTION DEVELOPMENT**

Development of market structures and adaptation processes of the national economy, including globalization, changing the nature of behaviour of economic entities, forcing them to focus on effective demand, market conditions and minimizing the cost and maximizing profits. Under these conditions fundamentally important is the study of the optimal organizational and economic parameters of production, including organic production.

Organic production and organic food is a promising direction for achievement of competitiveness of agricultural production and increasing ecological safety of the country and its regions. This applies to organic products that are made with the following standards: without the use of fully soluble fertilizers; using alternative methods of protection from diseases, parasites and weeds without the use of growth promoters and hormones; no use of genetically modified organisms; without the use of ionizing radiation; given the biological and etiological needs of the animals; with the use of plants and animals

adapted to local environmental conditions; without the use of hazardous chemical substances; on the basis of relevant international rules and system of standards and certificates.

Determined the importance and urgency of developing the strategic foundations of its development. Justified the principles and an algorithm for its implementation. Designed the main components and areas of implementation of the strategy. Defined the organizational-economic mechanism of implementation.

The strategic principles for the development of organic production provide an opportunity to ensure not only its growth, development of the organic agricultural market, but also the systematic process of ecologization of agriculture. This will help to create a positive agro-ecological image of the country, to ensure close cooperation between the public and private sectors, introduce latest production technology, to create the necessary infrastructure for storage and marketing of organic products.