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FINANCIAL ISSUES OF UKRAINIAN POULTRY MEAT EXPORT DUMPING TO THE EUROPEAN UNION COUNTRIES

The process of liberalization of the world trade depends on the extent, to which the government is prepared, to allow competition in the national market between goods of domestic production and goods from other countries. The price paid by the state for the access to other markets, is the competition with foreign goods in its domestic market.

Among segments of the market of agricultural products and food, a special place is taken by meat and meat products market, which is traditionally among the most complex in terms of self-regulation and mechanisms of influence on it including the levers of government intervention.

The objective of the article is to analyze the market conditions of poultry market in Ukraine and determine the financial problems of dumping Ukrainian exports poultry meat to the markets of member countries of the European Union.

The article deals with the issue of possibility and expediency of meat and meat products export to the European Union countries. The current state of poultry meat and meat products consumption by the population of

Ukraine and the EU is researched. The main financial consequences of dumping are defined.

Among the most common adverse effects, with which can face the poultry meat producer, are the following:

- reduction of revenues, that is, reduction of profits and possible losses that make it impossible to expand production and the introduction of new technologies, leading to disability or bankruptcy;

- aggravation of relations with other poultry meat market participants that further blocks the distribution of its products through negative-minded probable future partners;

- low price is a "tag" at the psychological level for the consumer that the product is of low quality, a certain deviation from the standards expires consumption etc.;

- countries, which accept imported goods, can set high anti-dumping tariffs / taxes those make the goods become more expensive, and thus lose some demand and the producer can lose the profit;

- trade based on quotas could lead to incomplete "throwing" of meat in the identified markets and thus lose income.