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INTERNATIONAL PRACTICES OF AGRICULTURAL EXPORT-ORIENTED MODELS IMPLEMENTATION

The article analyzes the conceptual approaches to the regulation of social and economic relations in agriculture around the world. The classification of agricultural export-oriented models is conducted, among which products (services) export constant growth model (applied in Latin America and the USA) and agricultural products (services) constant export model (typical for the EU) are selected. The first model is focused on growth of agricultural products competitiveness, marketing development and exports increase. Another model is formed on the basis of socially-oriented market economy and within the EU Common Agricultural Policy, which aims to provide multifunctionality, sustainable development and high competitiveness to agriculture.

Analysis of the best practices shows that there is no universal efficiency formula for developing countries and those creating their own export-oriented agricultural model. But the substantial support measures specific to the agrarian policy of

economically developed countries are the price controls and export subsidies that are able not only to ensure adequate standard of living to agricultural producers, but to gradually form competitive strengths by investing the released capital into the innovative production methods and by upgrading products.

The policy of export incentives should not be separated from the overall policy of agricultural sustainable development; the priority of the latter should be the saturation of the domestic market with its own products at an affordable price. This process should be supported by the state with the help of financial and organizational means enabling to form a highly competitive environment and competitive strengths in the global market. The overall strategy in the short term should be based on a sectorial approach, with emphasis on regulation of the agricultural sector using complex support measures, and in the long term – rural development, food products safety and environmental priorities.