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## **ACHIEVEMENT OF INVESTMENT ATTRACTIVENESS OF INNOVATIVE PROJECTS AT ENTERPRISES OF FOOD SECTOR: MANAGEMENT ASPECT**

**Background.** Activities of enterprises in the food sector involve the manufacture of food products, from which ecological purity depends the health of the population. It is necessary to introduce innovations in activities of business entities able to coordinate the interests of producers and society, while providing optimum environment condition.

The **aim** of the article is to explore the possibilities of increasing the efficiency of innovative projects management of enterprises in the food sector with the aim of attracting investment in terms of the need to overcome the financial and economic crisis and preserve the environment.

**Materials and methods.** Methodological basis of research is of general scientific and special methods of scientific knowledge. In particular, the dialectical method, system, synthesis, analysis, induction, deduction, and grouping methods are used.

**Results.** Innovation projects of enterprises in the food sector as a whole or partially should contribute to the greening of the production process of high quality and environmentally friendly products that will influence the increase in level of living, production efficiency and protect natural resources by minimizing their costs (raw materials of plant and animal origin, energy). At the level of individual businesses to ensure the

investment attractiveness of innovative projects should contribute to the corresponding system management activities. Needed is to address the issue of methodological support of management functions implementation in respect of the innovation project and attract investment on the basis of reliable and detailed information on management objects associated with a particular stage of formation and implementation of the project. Economic information about identified objects of managerial influence provided its accuracy, timeliness and completeness is the basis of increase in efficiency of formation and implementation of innovation projects and budgets related expenses.

**Conclusions.** For enterprises in the food sector innovative projects are necessary that aimed at preventing negative impacts of activities on the environment by upgrading production technologies, marketing systems and product storage. This helps to identify opportunities to create investment attractiveness of the innovative project by management tools, as well as relevant control objects, the integration of which with the development of an innovative project for the enterprise of studied industry gives an opportunity to attract venture capital investment with the aim of achieving the relevant effect of innovation.