

D.Sc. (Economics) Yarovenko T., Antipova V.

Oles Honchar Dnipro National University (Ukraine)

THE MAIN TRENDS OF THE WORLD AGRARIAN MARKET

The world agrarian market has two main goals: to create an opportunity for entrepreneurs to exchange agricultural products and make a profit from its sales to consumers; to provide humanity with the necessary nutritional resources. «This global market brings together consumers and producers of agricultural products, as well as companies involved in their processing» [1].

There are many factors which have an effect on the world agrarian market state and determines its development trends, for instance: crop failures, exchange rates, level of international trade development, food production and consumption of countries of the world, etc.

Thus, prices for agricultural products increased significantly during 2007 – 2008 years, which was caused by: crop failures in exporting countries; a remarkable increase in food demand for developing countries; further development of the biofuel industry; financial crisis of 2008 and so on.

And also the global agrarian market has demonstrated positive indicators despite the difficult political and economic situation in the world in 2013-2014 [1].

January 2020 was marked by negative events on a global scale: the Australian fires, the African invasion of locusts, the escalation of US-Iran relations, the Turkish earthquake, floods in Indonesia, the outbreak of an atypical pneumonia epidemic in China caused by a new Coronavirus, which will affect the state of the global agricultural market.

Raw materials, transport and travel companies, as well as banking institutions have been suffering from the Chinese Coronavirus the most by incurring huge losses. «Farms have been suffering losses due to disruptions in medicines, feed and, most importantly, the sale of agricultural products» [2].

In addition, trade wars between the US and China have led to a decline in free markets, which has an impact on global trade.

The global financial crisis, while not as much of a threat to the agrarian market as droughts or floods, will have a negative impact on its conjuncture in particular, due to disruptions and reductions of domestic and external short-term lending.

The slowdown in economic growth as a result of the crisis threatens the stability of demand for agricultural products, which will cause a decrease in export earnings and the amount of foreign exchange earnings. «The expected decrease will be driven by a combination of lower commodity prices and a decline in demand for these commodities in importing countries» [3].

There are currently some conflicts between countries in the area of agricultural trade:

- American-European: through direct and covert protectionism, imposing its own standards, violations of the most favored-nation regime, abuse of anti-dumping means;
- Chinese-American: due to artificial overvaluation of the yuan, export restrictions and illegal exports;
- Chinese-European: by setting own standards, manipulating export tariffs;
- Brazilian-European: due to problems with deforestation of the Amazon and the export-import of soybeans;
- Russia's trade conflicts with other countries through: direct and hidden protectionism, abuse of phytosanitary norms, use of trade dependency to achieve political goals, etc.

Another phenomenon that the agricultural sector may face in the medium term is the change in consumer preferences in the most developed countries of the world. Great attention to personal diets, promotion of healthy eating, vegetarianism, actualization of the alternative of animal protein, replacing it with plant protein and more. It is these 2020 trends that will point the agri-food sector to the sub-sectors which are worth developing for profitability. One example is the recent bankruptcy of one of the largest milk producers in the United States.

Natural factor is one of the most influential for the agricultural market, climate change, fluctuations in natural conditions, natural disasters have a direct impact on

agricultural production and market conditions. Exporting countries may not fully execute their deliveries due to crop failures caused by weather conditions, which will result in world market's changes in trade flows, pricing, etc.

Therefore, the global agricultural market is constantly influenced by various factors that are changing it and forcing it to adapt to new conditions in order to fulfill its tasks to the full. Among them are: weather and climatic conditions, political and economic crises, international conflicts, outbreaks of epidemics, changes in consumer orientations, development of other industries, technological progress, etc. To take a leading role in the international agrarian arena, businesses need to take into account external trends and develop their strategies in light of them.

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