An extended abstract of a paper on the subject of:

BASIC APPROACHES TO STRATEGIC PLANNING
FOR SUSTAINABLE DEVELOPMENT OF AGRICULTURE IN UKRAINE
AND EUROPEAN EXPERIENCE

Problem setting. Today the concept of sustainable development that is a system of coordinated management measures for the economic, social and environmental performance, aimed at forming social relationships and based on trust, solidarity, equality of generations, secure environment has become widely accepted. A necessary condition for the successful implementation of the concept of sustainable development is the development of strategic planning. From this perspective, it is appropriate to use the experience of developed countries, which will bring the national policy of rural development to international standards.

Recent research and publications analysis. An important contribution to the study of theoretical positions of strategic planning and research of the problems of rural development is made by well-known economists such as L. Khomich, V. Zbarskyy, V. Tkachuk, N. Kutsmus, G. Krajewska, V. Frolov, E. Agafonova. Their studies indicate that the strategic planning of rural areas is one of the most perspective. The research should be conducted on the basis of long-term regional policy in terms of strengthening the self-organization of communities at different levels.

Paper objective. The article aims at revealing the main approaches to strategic planning of sustainable development of the agricultural sector and analyzing the European experience and the possibility of its implementation in Ukraine.
Paper main body. The system of strategic planning is formed in economically developed European countries. The strategic planning approaches to sustainable development are constantly improved.

The rural population of European member countries is 45-61% of each country and comprises more than 75% of population all over Europe. Considering these aspects the questions about the implementation of comprehensive programs of economic development of rural areas, especially agriculture are raised in Europe. The priority of the concept of sustainable development of rural areas was reflected at the European Conference on the economic development of rural areas. Between urban and rural areas more equitable balance of budget expenditures, investments in infrastructure, increasing of funding of programs of economic development of rural areas between urban and rural areas should be made.

Economic development of rural areas of the EU is based on multifunctional agriculture, basis of which is family type farms. The typical measures of EU policy in stabilizing the economy of rural areas are pricing policy (direct purchase prices for agricultural products, intervention purchases), compensation cost for farmers (export subsidies, compensation costs for crop losses due to objective reasons, income insurance etc.). However, at present, European countries are moving from subsidy strategy to grants strategy for specific programs of agricultural producers.

In European countries there are comprehensive programs of economic development of rural areas. There are also major ways of their implementation. They are, firstly, the supporting geographically oriented integrated strategies of development as well as the foundations of public involvement and integration. Thus, the priority areas are: support of local producers, creation of added value for local products; improving the quality of life in rural areas; involvement of information technology in rural areas. The second way is supporting collaboration between rural regions (regional, interregional and international cooperation).

In Ukraine, the majority of investment in agriculture comes from private sources, their share in the total fixed capital investment of industry is 95-97%. The current situation in Ukraine requires new approaches to reforms and formation of
policies. The comprehensive strategy for the development of agriculture and rural areas for 2015-2020 years is developed. The strategy proposes a balanced approach to strengthening the competitiveness of the agricultural sector and increase of exports, while trying to ensure equitable distribution of available benefits, including through the promotion of rural development and improving the quality of life in the poorest regions and the preservation of natural resources and the environment. On the base of this strategy the ways of developing the agriculture as well as rural areas of some regions of Ukraine are created.

Conclusions of the research. Planning strategy of sustainable agricultural development should be a long-term development program, which is tailored to suit the development of the agricultural sector, foreign economy conditions which include administrative decisions enabled to ensure the achievement of the expected results.

In addition, today one of the problems in implementing the principles of sustainable development in Ukraine is weak control over implementation of sustainable development programs and the lack of legally enforceable governmental institutions that would care about sustainable development of Ukraine as well as individual sectors and territories. Agro-industrial complex is closely related to natural resources and the environment, so strategic planning involves the formation of strategic parameters of rational use and protection of natural resources and agricultural development based on sustainability.