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ХАРЧОВИХ ТЕХНОЛОГІЙ

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МОЛОДИХ УЧЕНИХ,
АСПІРАНТІВ ТА СТУДЕНТІВ**



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**ЕКОНОМІЧНІ ПРОБЛЕМИ ІННОВАЦІЙНО-
ІНВЕСТИЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВ
ХАРЧОВОЇ ТА ЗЕРНОПЕРЕРОБНОЇ ПРОМИСЛОВОСТІ**

PROBLEMS OF DEVELOPMENT OF THE FOOD INDUSTRY IN CAMEROON

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Cameroon is the fifth largest oil producer in sub-Saharan Africa. But in spite of this the backbone of Cameroon's economy is agriculture. The great majority of Cameroonian farmers are small-holders, generally obtaining low yields from small plots of land using traditional methods. Cash crop production is also done by small holders: 90 % of cocoa plantations - the most popular cash crop - are less than three hectares. With agro-processing an important part of Cameroon's industry, agriculture is the livelihood basis for over 70 % of the population.

The government paid a fixed price to producers and offered incentives such as subsidies on fertilizers and pesticides. In theory the profit made on the international market when commodity prices were high was used to support the farmers when that price dropped.

Cameroon is the sixth largest producer of cocoa in the world, most of it being grown in the humid, forested south of the country. Since 1994, farmers have sold their cocoa on the international market. Processed cocoa products such as paste and butter account for around 15 % of cocoa export earnings. Other cash crops grown in the south include oil palm and rubber. Yam, cassava, plantains and bananas are the main food crops.

Food crops grown in the centre of Cameroon include oil palm, maize, groundnuts and beans, and there is a strong trade link between the Western Province and the cities of Douala and Yaoundé. Robusta coffee, which constitutes 85 % of Cameroon's coffee output, is grown in all provinces except the north, while Arabica beans are grown in the higher altitudes of the west, northwest and east.

Rice, one of Cameroon's main food imports, is grown in the north by both traditional and modern methods. Other food crops include millet, sorghum and maize. Staple foods vary across the country according to ethnic group, but millet and sorghum are among the most widespread. Cotton is the most important cash crop in the north, farmers receiving incentives and training to boost production. Cotton is the only agricultural industry still being run as a public monopoly. Livestock are also important in the region, particularly for the migrant cattle herders, the Fulani.

One of the main obstacles to progress for Cameroon's smallholder farmers lies in access to credit: interest rates and collateral requirements are simply too high for the majority. Encouraging micro-credit enterprises for processing and marketing of produce, and offering support to local savings and credit groups, would provide opportunities for income generation and use of labor-saving technologies.

The main partners of Cameroon in foreign trade are Italy, Spain, France and Netherlands. However, in the context of globalization and international economic integration the Cameroon's export potential can be realized in Ukraine. Ukraine's food market is an attractive for Cameroon. First of all it concerns the production of cocoa beans and coffee for the food industry in Ukraine. Urgent is the development of an effective mechanism for external economic cooperation of Ukraine and Cameroon. The development of an effective mechanism for external economic cooperation of Ukraine and Cameroon is an urgent issue of international business.

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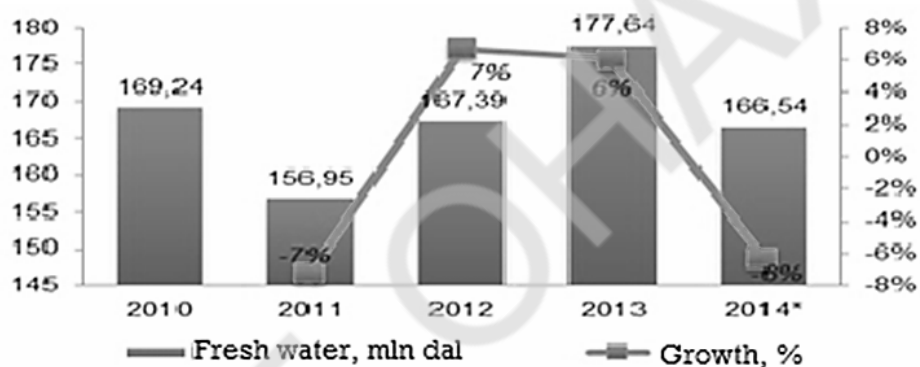
PROBLEMS AND FEATURES OF FRESH WATER MARKET DEVELOPMENT IN UKRAINE AND IN THE SLAVUTA CITY

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Water is the most important constituent of our life environment. Clear water consumption provides us with normal processes in body as a whole.

The following segments are singled out in the structure of fresh water market:

- mineral carbonated water;
- mineral non-carbonated water (produced from wells);
- water unsugared and unflavored (produced from any source, purified and artificially carbonated); ice and snow.



*2014 — used 9 months

**Picture 1 – The dynamics of fresh water production in Ukraine in 2010-2014*
in physical terms, mln dal**

From total volume of fresh water in 2014 the production of mineral water made up 125,6 mln dal. Where the part of carbonated water was 68 %, a part of non-carbonated – correspondingly – was 32 % and that is 5.2 % bigger than in 2013.

Annually one Ukrainian consumer consumes 39.2 liters of mineral water (both carbonated and non-carbonated).

Despite a decline in 2014 the market of mineral water remains promising and its continuous growth is forecasted. Firstly, it is related to popular trend on healthy nutrition and living of the population, record temperature marks at summer months. Secondly, it is related to the deterioration of tap water quality. Thirdly, it is related to the large earning power of business that means the increasing competition.

We have conducted the research of consumer demand of Slavuta citizens for the purpose of studying the possibility and reasonability of organizing a production of fresh spring bottled water. The results of the poll have indicated that depending on the type of package,

РЕГЛАМЕНТАЦІЯ ВНУТРІШНЬОГО АУДИТУ НА ПІДПРИЄМСТВАХ ХАРЧОВОЇ ПРОМИСЛОВОСТІ	
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