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TRANSPORT LOGISTICS OF AGRICULTURAL ENTERPRISES

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Statement of the problem. In conditions of growing competition between producers, the development of any business is the constant search and implementation of new ideas, technologies, goods, services and production methods. Therefore its operation requires continuous improvement, updating, reorganizing, finding new ways of managing and doing business. Against the backdrop of high inflation and the decline in effective demand, the structure of activities of industrial enterprises and agribusiness enterprises logistic activities has a special place, given the fact that this is where you can achieve a competitive advantage in costs. Today, it is increasingly important to the successful organization of logistics processes, as logistical costs can reach up to 30% in the cost structure.

The role of transport in logistics is crucial, because the movement of material flows without moving is not possible. A significant part of logistics costs for transportation. Transport influences the economy of the country as a whole, the

region, in particular on the development of rural areas where the agricultural production, its storage, processing and marketing.

The movement of raw materials and finished products from the primary supplier, the manufacturer to the end user is provided with transport means which are one of the most important sectors of social production, designed to meet the needs of the population and social production in transportation. Transport is a means of ensuring territorial ties, with a product manufactured according to the established nomenclature and quality must be fully and timely delivered to the consumer. That is, the transport link that unites producers and consumers. Therefore, it plays an important role not only in the formation of the final product cost, and ensuring competitive advantages. At the same time, transport is one of the biggest polluters of the environment.

Analysis of recent researches and publications. The problems of freight transportation in agriculture and the use of mobile transport in agriculture is dedicated to the works of a number of scientists. Formulated in their works scientific approaches to the use of logistic mechanism of the transport of goods, the conclusions and recommendations take an important place in the theory of transport logistics. In addition, the processes of the organization of cargo transportation in agriculture with minimal adverse impact on the environment, require further study.

The aim of the article is the study of the current status of the transport logistics of agricultural enterprises and elaboration of proposals on the implementation of measures of organization of transport logistics in agriculture in terms of reducing the negative impact on the environment. The main material of the study. In conditions of saturation of the consumer market, limited purchasing power and the financial shortage, many manufacturers sharply there is a question about maintaining their position in the market by increasing efficiency, which is due not only to optimize their internal processes, but first and foremost, the ability to ensure timely delivery of the right product in the right place and the consumer needs a certain quality with minimal costs. To implement these objectives, it is necessary to know how to apply the tools of planning, formation and movement of material flows, in other words, to correctly build and coordinate logistics processes associated with production and with sales. Agrologistic is one of the fastest growing industries in North America, Western Europe and other developed regions of the world. In Ukraine agrologistika, in contrast to the General transport logistics is at the initial stage of its development, but is a very promising direction. Development agrologistika will bring the agriculture and the whole agro-industrial complex of the country to a new level.

The volume of traffic, directions and nomenclature of transported goods considering transport logistics. The key role of transportation in logistics is not only a large proportion of transport costs in total logistics costs, but also the fact that transport is impossible without the existence of the material flow.

Effective management involves consideration of all specific features of the activities. Agrologistika offers a relatively new and extremely effective mechanism that can bring a new level of agriculture and agribusiness in General in Ukraine. Today agrologistika in Ukraine is at the stage of its formation, but subject to

overcoming the major obstacles to the development of this direction and create conditions to improve the system agrologistika on the agribusiness enterprises should expect high efficiency of development of the industry in our country.

The purpose of transportation logistics is the reduction of transportation costs and transport-related harmful effects to the environment when delivering goods "just in time" and the maximum satisfaction of all requirements of the consignee of the goods. Its main objectives is the reduction of stocks of material resources in circulation and time of delivery of goods in the interests of vendors and consumers.

This transport business is manifested in two aspects: internal (associated with a slight nudge distances, mainly in the production logistics) and external (carried over long distances between different organizations or remote offices of the same company, primarily in the logistics system of supply and distribution).

Today among the producers of agricultural products of Ukraine the most developed transport logistics, export oriented agricultural holdings [1, p. 151-156].

According to the analysis by the experts of the Association of Agricultural carriers of Ukraine, the major agricultural producers in the crisis period of the present, faced with the problems that have become typical for all agricultural regions of Ukraine [2, p. 18-19]:

- 1) lack of road and rail during peak periods claspinaa,
- 2) poor quality and delays in providing services by agroprivat,
- 3) untimely delivery of products
- 4) fluctuation of transport tariffs,
- 5) the disruption of the flow of vehicles within the agreed date for loading,
- 6) lack of specialized "clutches" g/p 17 tonnes
- 7) unanticipated risks associated with changing climatic conditions,
- 8) lack of uniform registry of vehicles (in practice leads to the fact that the same car can be produced simultaneously on different routes by different managers).

In the end, in addition to economic damage and lost profits from agricultural producers there is a possibility of scarcity of agricultural products on the shelves of retail outlets, rise in price of agricultural products for consumers. Moreover, these issues may impact on food safety food security of not only individual regions but also the country as a whole.

At the same time remain specific problems of transport and logistics services in the agricultural sector, associated with the peculiarities of agricultural production [3, p. 44]:

- 1) a significant number of small producers, complicating the formation process of large batches of products and raw materials
- 2) seasonal nature of production and differences in timing in the delivery of raw materials to the enterprise and the export of products from the company
- 3) the specificity of the object of transportation: some products are perishable and require special conditions of transportation (temperature, ventilation, etc.), the need to transport live animals, birds and the like.
- 4) low quality of transport infrastructure, which is a consequence of the economic weakness of entities and their territorial resserected,

5) the dependence of production on weather conditions (especially crop production), and natural biological processes, which makes planning difficult and increases uncertainty and risk,

6) insufficient number of qualified personnel in logistics is caused by objective differences in the way and conditions of life in town and village,

7) insufficient cooperation between producers, which complicates the process of integration and cooperation.

Besides, a certain part of them, through natural, will always complicate the organization of transport logistics, for example due to the necessity of using only special vehicles.

Difficult economic and political situation in the country in recent times makes it impossible to solve the pressing problems which are only compounded and multiplied. The rise in price of fuel and other energy resources, reduction of turnover, currency fluctuations reduce the ability of private entities, and the unstable situation in the country limits the attraction of outside investment to improve the situation.

It is incontrovertible that agriculture is an important industry for many countries of the modern world. Ukraine every year confirms its status as one of the leading players in the global market of agricultural products. She is among the ten largest grain producers in the world and in the top five of the world's leading exporters of agricultural products. Agriculture directly or indirectly affect different areas of life that are directly related to sustainable development - the economy, employment, labour migration, human health, rational use of natural resources (especially land and water) and biodiversity.

Agricultural production in Ukraine in recent years can be called the engine of the national economy. Over the past decade, constantly increasing the volume of agricultural production. The export of agricultural products has become a basic element of foreign trade activities of Ukraine. At the same time, modern agricultural technologies do not always meet the requirements for rational and sustainable natural resource management. Ukraine may lose the status of the leading agrarian countries in the world, because in the last 20 years the agricultural land Fund is constantly degraded and agricultural lands are constantly reduced. It becomes apparent that an important step towards sustainable development can be considered the transition to a green economy. At the present stage of development of social production declaring the priority of environmental issues and energy saving, it has been overlooked through more pressing economic and political problems.

At the same time, in terms of European integration, the increased attention to the environmental aspect of logistics activities due to several reasons, among which the awareness of consumers through eco-labelling, the growth of economic motivation for protection of the environment, increased attention to the adjustment of activities in this direction, the growing demand for specialists in environmental protection. However, the most motivating factor for companies is the desire to create a consumer environmental image of the company. At the same time, according to the researchers, soon the majority of consumers gives preference to companies that use green transport and green logistics solutions. Methods of green logistics include:

management of the transport system and packing process, the organization of "green" communications and production, warehouse management and waste[4, p. 279].

Transport is one of the biggest polluters of the environment from all components of logistics systems. The task of ensuring environmental security of logistics systems, in addition to determining the impact of transport on the regional ecosystem requires developing measures for improving the environmental performance of logistics infrastructure, in particular reducing air pollution and soil, protection of surface and groundwater from pollution, reduction of vehicle noise and vibration, protection of flora and fauna from the harmful effects of transport [5, p. 24]. Unfortunately, not isolated cases at the local level agricultural enterprises practically does not pay attention to the harmful effects of the environment and the ecosystem in General: the use of the vehicles several times already exhausted their technical resources and carry out much greater emissions, poor quality of internal roads, which not only increase fuel consumption, and sometimes through the creation of a detour of obstacles (impassable pit, puddle, fell a tree, etc.) are removed from areas of fertile land, the creation of uncontrolled, without proper conditions of disposal, waste activities of mashine-tractor park, etc.

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