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LEASING OF AGRICULTURAL EQUIPMENT IN WAR CONDITIONS AND IN UKRAINE

The long-term economic crisis, the reduction in the level of investment in the branches of the national economy have led to significant moral and physical depreciation of the fixed capital of agricultural enterprises. A significant decrease in the number of agricultural machinery is due to the low solvency of most farms, which makes it almost impossible to purchase the necessary equipment on the terms of simultaneous payment of its full cost. This leads to an increase in the load on the unit of technical means of production, an extension of the terms of work, and long downtimes of units for technical reasons. The total losses of the agricultural sector associated with the shortage and poor technical condition of machines are more than 30% due to crop failure, and up to 15% due to fuel overspending [5]. Therefore, one of the urgent problems of the development of agricultural enterprises is the renewal of their fixed capital on a modern technical basis and ensuring its expanded reproduction. Leasing can play an important role in the implementation of investment projects for the technical re-equipment of production.

The issues of forming leasing relations in the agricultural sector of the Ukrainian economy have been adequately reflected in the scientific works of domestic economists: V.G. Andriychuk, O.R. Berezovskaya, I.I. Vinichenko, O.V. Goncharenko, V.V. Ivanyshyn and others.

Leasing occupies a significant place in the global capital market, in some developed countries its share is more than 30% of new investments. Currently, leasing is a form of organization of financial services. It was first provided to clients in 1952 by an independent leasing company in the USA. During the 60s, the leasing industry emerged in Europe and Japan. By 1994, leasing activities covered more than 80 countries of the world. Over the past 15 years, the volume of leasing transactions in the world has increased more than 5 times. This financial form of business activity has become widespread, constituting serious competition to the purchase and sale of property in installments and various forms of lending. The successful development of leasing is explained by the fact that the main idea of leasing is the separation of the right of possession and use from the right of ownership.

A generalization of research by domestic and foreign scientists allows us to identify the following circumstances that contributed to the development of leasing relations in economically developed countries:

- at the beginning of the 1960s, the need for investments in new machinery and equipment was not met solely through the use of own funds and traditional bank loans. The lack of funds on the capital markets hindered the development of small and medium-sized enterprises and forced them to seek alternative forms of financing for capital investments;

- increased competition between manufacturing firms led to the search for new sales markets, new opportunities for expanding trade and business activity;

- in conditions of intensified competition and high rates of scientific and technological progress, the use of more modern machines and equipment, which were supplied on leasing terms, ensured a reduction in production costs and an increase in profits, which led to a reduction in the period of technical re-equipment of production.

In economically developed countries, the development of leasing relations is supported by the state, as they stimulate the export activity of national producers, accelerate capital turnover, and increase the liquidity of enterprises. Here, leasing is a preferential branch of investment activity and a special type of financing. For the state, encouraging leasing is a means of stimulating the sale of new equipment, accelerating the renewal of production assets, intensifying the development of the national economy and increasing its competitiveness in the world market. In France, 120 companies are involved in leasing, in Germany - 96, in the UK - 68. The volume of sales of equipment under leasing by the company " John Deere " reached 20% of total sales and continues to increase annually. According to the European Association of Leasing Companies, the annual volume of leasing operations in the late 80s was: in France - 6, Sweden - 3, Japan - 50, Australia - 12 billion. US dollars [1]. Its specific weight in the total amount of domestic capital investment is in Germany – 13.8%, Japan – 14.2%, France – 18.7%, Great Britain – 27.1%, USA – 33.6% (or almost 130 billion dollars) [3]. In the structure of leasing services, the share of agriculture, forestry and fisheries remains low and is about 3%. But in all economically developed countries, the market for agricultural leasing services remains stable, and leasing activities are an effective form of financing production. In world practice, leasing business is carried out mainly by large companies. A significant share of

American leasing companies was created by major equipment manufacturers, the rest by commercial banks [4].

Classic leasing is characterized by a tripartite nature of the relationship, which involves the participation in the leasing agreement of the lessor, the lessee, and the seller (supplier) of the property. The number of participants in the agreement is reduced to two if the seller and the lessor or the seller and the lessee are one person. When implementing a project with a large cost, the number of participants increases as a result of the lessor's involvement in the agreement of new sources: financial resources, banks, insurance companies, investment funds, etc.

Since the start of the full-scale war, losses to Ukraine's agricultural industry have already reached \$4.3 billion, which is almost 15% of the country's capital . Agricultural machinery is damaged daily by airstrikes and shelling. This has a noticeable impact on the finances of enterprises and complicates field work.

Imported manufacturers are delaying the delivery of equipment, spare parts and components due to logistical difficulties. The war has caused a fuel shortage, and blocked ports have overloaded rail and road transport. Agricultural enterprises have lost sown areas, machinery and equipment. Farmers from Kyiv, Sumy, Chernihiv, Luhansk, Donetsk, Kherson, Mykolaiv regions have lost approximately 2,281 units of agricultural machinery .

The fighting in Ukraine has an impact not only within the country, but also affected the sales of agricultural machinery abroad. In addition to problems with agricultural machinery, prices are rising for crops: grains, rapeseed, sunflower, corn. Foreign agro-entrepreneurs are counting on good financial conditions and are investing in new agricultural machinery.

Many companies have moved their businesses to the West or abroad. But agrarians are another matter. They cannot relocate, moving is impossible from the point of view of their field of activity.

BEST Leasing continues to provide financing, including for the agricultural sector. The company is mostly approached by farmers who need a tractor or combine, or trailed equipment at a low price, because now it is extremely difficult to get millions of hryvnias from turnover. Understanding that the global goal of farmers is to harvest , the company tried to maintain acceptable terms for leasing agricultural machinery with a low down payment. Currently, you can purchase agricultural machinery inexpensively, with a down payment of 30%. “ At the same time, the Client only signs the leasing agreement, and we are fully engaged in the registration, that is, the speed of the leasing service and its quality remained as before the war , ” – reports Lyudmila Zolotareva, CEO of BEST Leasing. Also, during martial law in Ukraine, the registration of agricultural machinery was simplified, which significantly speeds up the documentation process.

On the very first day of the war, the Government expanded the list of critical import goods. To ensure the stability of field work, the list included agricultural machinery, equipment and necessary spare parts. The list of equipment is also suitable for leasing: tractors, agricultural machinery, tractors, seeders, sprayers, tillage equipment and irrigation equipment.

The Ukrainian agricultural sector uses a diverse number of agricultural machines. These include tractors, combines, drones, grain trucks, and other trailed equipment that differ in price, power, and purpose.

Currently, the issue of grain supplies to Europe is acute. To transport grain by road during the time when ports are blocked, it is advisable to use grain trucks. But the fleet of these trucks is worn out due to the large pre-war volume of transportation. These cars do not undergo technical inspections required by the legislation of European countries.

Buyers in Europe are accepting the situation, and now grain is transported by tilt trucks in big bags. Demand for these models has increased, but there are few offers on the market. The price has increased as expected, as there will be a shortage of transport, but entrepreneurs are leasing tilt trucks and other equipment to transport grain. The leasing company BEST Leasing operates exclusive condition on the market – advance payment for grain trucks = 0%. That is, you can take a grain truck or a truck trailer without an advance payment, just by paying monthly payments.

Today, it is important for farms to have the necessary equipment in Ukraine and its technical characteristics. They mainly buy what they need at the moment: seeders, sprayers, etc., and if there is not enough working capital, they take out a lease, as it is fast and profitable.

However, if the agricultural machinery brand has not left the Russian market, attention to these models is decreasing. John Deere, AGCO, BEDNAR FMT, Amazone Werke, Great Plains, Caterpillar, Trimble, Lamborghini, Poettinger, CNH Industrial have officially announced their Ukrainian position and left the Russian market. The German agricultural machinery manufacturer CLAAS has suspended production at a factory in the aggressor country, and BEDNAR has stopped investments in Russia and Belarus since February 24. Claas is currently being delivered to Ukraine as planned .

the C laas . Lemken equipment and spare parts are shipped according to the schedules confirmed by the factory. Today, dealers have in stock all the equipment relevant for the summer-autumn period. Farmers mostly choose the long-proven machines Diamant 16, Rubin 10, Yuvel or Europal.

New Holland equipment is actively harvesting in the fields of Odessa, Mykolaiv, Vinnytsia, Kirovohrad, Ivano-Frankivsk and other regions, and combines can be leased with a small advance payment under favorable terms from BEST Leasing.

Thus, the essence of leasing, its economic basis give the right to believe that leasing is a type of financial service that is necessary for enterprises at the current stage of economic development, which suffers from a lack of funds and non-payments. With its help, it is possible to solve the main problems of scientific and technical restructuring of agricultural sectors.

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**КАФЕДРА МАРКЕТИНГУ ТА МІЖНАРОДНОЇ
ТОРГІВЛІ**

МАРКЕТИНГ ТА ЛОГІСТИКА В АГРОБІЗНЕСІ

ЗБІРНИК ТЕЗ ДОПОВІДЕЙ

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