At the same time, one of the directions for improving innovation activity is to find technologies that fit natural laws of soil formation in order to increase crop yields and cut the cost of grown products. Energy saving is a way to reduce the production cost. Low cost production is a condition for its competitiveness in domestic and foreign markets.

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CURRENT STATE AND WAYS OF SOLVING RESOURCE CONSERVATION PROBLEMS AT THE ENTERPRISES OF THE PROCESSING INDUSTRY OF UKRAINE

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The processing industry today is one of the most important components of the national economic system of Ukraine. The main purpose of Ukraine's processing enterprises is to meet the needs of the population in quality and affordable food products.

Today in the system of the economic development there arises an economic situation, in which resource conservation and renewal play a crucial role. Their implementation requires constructing a holistic and multilevel model of the enterprise management based on resource conservation development of the economic agent.

The processing industry occupies an important place in the functional branch structure of the agribusiness of Ukraine and develops in close interconnection with its central link - agriculture. Consuming over 50% of the agricultural products of Ukraine, the processing enterprises provide animal husbandry with feed resources through the use of secondary waste from the manufacturing of feed products [1].

The processing industry maintains strong links with agriculture and machine building, which supplies the chemical, microbiological and food industries with processing technological equipment. There is a close relationship between the processing and food industries. Processing industry supplies the food industry with raw materials for their further processing, in particular, alcohol, oil, starch, sugar, etc. The processing enterprises links with agriculture are the most effective ones. The process of interaction between agriculture and processing industry is based on the organizational, economic and technological unity of production, storage and processing of horticulture and animal husbandry products. The processing industry complements the food industry and supplies raw materials and semi-finished products for their further processing. Active processes of the international integration make more urgent the tasks of increasing the role of the processing industry, its economic growth and competitiveness in the domestic and foreign markets [2].

One of the important conditions for ensuring the growth of the country's economy is the efficient development of the processing industry. Its function is to optimally meet the needs of the population of the country for the quality, economically and physically accessible food products, under the condition of predominantly self-sufficient state with adjustments for participation in the globalization processes [2].

The issues related to the functioning of the Ukrainian processing industry and ways for improving the efficiency of the processing enterprises were investigated by such scholars as Fedorus Yu., Pedram D., Mnykh O., Ivanova D., Artemenko L., Pochernina N., Mazur O., Kuvshynova A. and others.

The paper is aimed at studying the existing problems in managing the enterprises of the processing industry of Ukraine and ways for solving them; defining the stages of the development and implementation of the system of management of the enterprise resource conservation development in the processing industry.

The main problems of managing the enterprises of the processing industry of Ukraine related to the issues of resource use and resource conservation are the following:

1. Internal factors:

- high indicator of material intensity of products;
- low profitability with negative dynamics of this indicator in time;
- high cost of production and, consequently, uncompetitive price;
- outdated material and technical base;
- high indicator of resource intensity of products;
- ineffective use of material, financial, information, human and intangible resources;

- not taking into account the factor of time in manufacturing products;
- lack of clear long-term strategies, including and strategies in resource conservation;
- lack of an effective system for managing the enterprise resource conservation development.

2. Relative to competitors:
- low competitiveness of products in the national and global markets;
- a large number of competitors in the national and global markets.

3. Relative to the state:
- lack of an effective state program of support for agricultural producers;
- decline in purchasing power of the population, reduction in demand for products [3].

In addition, the processing industry is characterized by a low indicator of innovation activity and investment attractiveness of the industry.

Topical is the issue of the efficiency of the processing industries development, meaning a specific sectoral form of manifestation of the economic relations aimed at satisfying the needs of the society.

The main factor in improving the efficiency of processing industries is the development and implementation of a modern innovative scientific and technical model of production, the main components of which should be the development and use of resource and energy conservation technologies, fundamentally new types of machinery and technology; formation of knowledge-intensive production processes, competitive processing facilities, perfect mechanism of innovative development of the processing industries; ensuring efficient stimulation of the innovation activity of the processing enterprises [4].

Despite the fact that the state policy of Ukraine is aimed at reducing the resource and energy intensity of the processing industry products, domestic products have indicators 3-4 times higher than the analogous ones in the developed countries. The problem of the further reduction of resource and energy intensity is that no effective management mechanisms for the enterprise resource conservation development have been created at the appropriate levels [5].

Taking into account that the production of goods in the processing industry requires significant expenditure of resources, with energy in the first place, advanced foreign enterprises pay considerable attention to resource conservation through reuse and reduction of industrial waste, improvement of production equipment and an active introduction of alternative energy sources which not only help minimize the costs of the enterprise, but also are environmentally friendly and reduce the negative impact of the enterprise on the environment [6].

Today, in order to increase the efficiency of management of the resource conservation and resource conservation development of the enterprises in the processing industry, it is extremely important to pay attention to the following issues:

- full use of resource-saving technologies and the latest equipment at all stages of production and sale of products;

- conducting a thorough analysis of the use of resources at all stages of the life cycle of manufactured products;

- development of the new and application of the existing methods for the analysis of the efficiency of use of all resources of the enterprise;

- application of the forecasting techniques in the process of assessing the efficiency of the resource use;

- selection of the effective methods for motivating the enterprise managerial personnel;

- adopting new approaches and methods of management of all kinds of the enterprise resources [3].

The development of an effective system for managing resource conservation development (RCD) of the processing industry is extremely important today both at micro and macro levels. Implementation or improvement of the existing RCD system will allow to improve the quality of products, increase production and sales, rise profitability indicators, increase competitiveness in the national and global markets, cut production costs, increase social responsibility of employees, ensure the production of environmentally friendly products, reduce emissions into the atmosphere resulting in the absence of fines for environmental pollution.

The main stages of the development and implementation of the RCD system of the processing industry enterprises are the following:

1. Collecting information on the efficiency of using resources at an enterprise;

2. Sorting and analysing the collected information;

3. Calculating the indicators of the resource conservation level in separate areas;

4. Identifying problematic aspects of the enterprise resource conservation activity;

5. Developing the system of management of the enterprise resource conservation;

6. Organizing the resource conservation management at the enterprise;

7. Developing and introducing measures motivating personnel for useful suggestions on increasing the efficiency of using resources, and supporting resource conservation measures;

8. Following the recommendations and exercising control over the implementation of the measures developed;

9. Defining the strategic directions of the enterprise RCD [7].

Conclusion The main types of resources at the enterprises of the processing industry are material resources. In the process of economic activity, and forming a system of management of the enterprise resource conservation development particular attention is given to the energy resources. At the same time, scientists and business executives almost do not take into account the financial, human, information, intangible resources and time that underlie our further research.

Therefore, the use of many areas of energy conservation technologies is, on the

one hand, quite attractive for Ukraine. But at the same time, the main obstacle is the high cost of equipment, which hinders the process of its introduction at industrial enterprises. The issue of the processing and reuse of secondary resources in Ukraine also requires much attention in terms of improving the efficiency of the processing industry and Ukraine's economy as a whole, as well as from an environmental point of view. In addition, it can be noted that the leading domestic enterprises do not use numerous foreign developments in the management of resource conservation development. In this regard, the study of the world experience in managing the enterprise resource conservation development is particularly relevant.

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