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WAYS OF INCREASING COMPETITIVENESS ENTERPRISES OF OLIVE–FOOD INDUSTRY

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Summary **– Ukraine is one of the energy–deficient countries, satisfying its needs for fuel and energy resources by their own production of less than 50%. At the same time, the efficiency of using fuel and energy resources in the economy of Ukraine, in particular, in the food industry is very low. Oil and fat industry is one of the energy–intensive in the food and processing industries. Energy costs in the structure of production costs due to higher prices for fuel and energy tend to increase. Therefore, increasing the efficiency of using fuel and energy resources and energy saving at the enterprises of the oil and fat industry is today a key issue and has a strategic direction. This article is devoted to the solution of this particular problem issue.**

Key words **– oil and fat industry, the competitiveness of products, energy conservation, energy consumption sobar bridges, energy saving measures.**

Statement of the problem. Energy saving is one of the key and priority issues of economic safety of Ukraine. This is due to the high energy intensity of the gross domestic product, which is 2–3 times higher than in industrialized countries, rising prices for traditional fuel and energy resources, and an increase in imports of energy resources. Today, Ukraine is one of the energy–deficient countries, fulfilling its needs for fuel and energy resources at the expense of their own extraction by less than 50%. At the same time, the efficiency of using fuel and energy resources in the Ukrainian economy, in particular, the food industry, is very low. The oil and fat industry is one of the most energy intensive in the food and processing industry [1]. Energy costs in the structure of cost of production due to rising fuel and energy prices tend to increase. Thus, at some enterprises for the production of sunflower unrefined vegetable oil, thermal energy costs account for about 25%, and electricity – 20%, which is the result of lower competitiveness of products in domestic markets and

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abroad. Therefore, increasing the efficiency of the use of fuel and energy resources and energy saving in oil and fat industry are today a key issue and has a strategic direction. The solution to this problem is devoted to this article [2].

Analysis of recent research. High energy consumption of existing enterprises is largely determined by the use of outdated production Fund, obsolete equipment, imperfect technologies and other objective reasons. On the other hand, the situation is complicated and subjective factors, namely: mismanagement, lack of a unified system of accounting for and control of the use of energy saving equipment, and most importantly – inadequate management arrangements, the removal of which requires a relatively small amount of money. It is obvious that more attention should be paid to fast–payback energy saving measures that are already in the near future, can provide significant economic benefits [2–8]. However, energy saving in fat and oil industry was considered exclusively from the point of view of economy of fuel and energy resources, which, in our opinion, does not give objective results and is, accordingly, a consequence of the low receptivity of energy saving measures.

The most energy intensive is the production of unrefined sunflower oil. After some investigation, it was found that this situation is caused by the following reasons: first, the incomplete utilization of production capacity installed at the enterprises, and secondly, reducing the oil content of sunflower seeds, we can conclude that the decrease of this index by 0.89%, which in turn has negatively affected the increased production of sunflower oil, and therefore on the growth of consumption of products [9, 10].

The article goals is the identification of the impact of energy costs on the competitiveness of oil and fat products, and its increase by reducing power consumption when energy saving measures in enterprises.

The main part. Fat–and–oil complex is one of the most powerful in the agricultural sector production in Ukraine, production capacity which now stands at 7 million 568 thousand tons./year processing of sunflower seeds.

At the same time, the structure of the oil–and–oil complex includes:

– oil extraction plants, the production capacity of which is 5 million 859 thousand tons / year, more than thirty oil press mills producing the main products – unrefined oil, and also receive additional profit from granulation of meal, cake, granulation and briquetting of sunflower husks, which is used as a fuel for receiving thermal, and at some enterprises and electric energy;

– oil–and–vegetable plants for the production of refined oil, margarine products, mayonnaise, phosphatidic concentrate, spreads;

– enterprises producing glycerine, soap products.

The research shows that in recent years the oil and fat industry has become quite rapid: there is a significant increase in the capacity of oilseeds processing, expansion of the range of products and increase of its production volumes (Table 1).

It should be noted that according to the estimation of the Ministry of Agriculture of the USA, Ukraine in terms of the world's largest sunflower oil production for 2013–2017 marketing year took the first place, the share reached 25.7% (3,545 million tons).

Table 1 – Indicators of the oil and fat industry of Ukraine for 2013–2017

Product production	Volume kt/year				
	2013	2014	2015	2016	2017
Production capacity of processing of oilseeds	4901,8	5978,6	6431,4	9084,1	9234,5
Unrefined oil:	2028,6	1782,0	2438,3	2952,6	3080,5
– sunflower	1997,1	1730,4	2432,6	2889,4	3023,6
– soy	9,4	17,5	4,1	62,3	46,2
– rapeseed	20,1	33,8	1,6	0,9	10,7
Oil refined	370,8	374,9	537,3	556,5	592,2
Margarine	296,5	314,00	356,7	367,4	364,5
Mayonnaise	183,4	174,57	162,2	160,8	163,3
The hydrogenated fats	97,7	75,22	104,3	102,4	97,5

But the high degree of saturation of the Ukrainian and world market with oil–and–oil products, accompanied by strong competition. Therefore, it requires manufacturers to look for ways to increase it.

On the basis of the conducted research it was discovered that one of the directions of increasing the competitiveness of products is the effective use of fuel and energy resources in industry.

Oil and fat industry enterprises are included into the first four for the consumption of fuel and energy resources in the food and processing industry. Naturally, the cost of energy consumption is a significant component of the cost of their products and thus significantly affects its competitiveness. Therefore, it is expedient to consider the dynamics of costs of both thermal and electric energy in the structure of cost price, for example, enterprises producing sunflower unrefined oil. The analysis shows that energy consumption grows over the years.

Thus, from the above, it can be argued that for olimjonovich enterprises with the task of implementation of energy saving measures is very important and is a priority.

Based on the analysis of literary sources, using the advanced

experience of foreign and domestic enterprises oil and fat industry, the development of the Ukrainian research Institute of oils and fats, were identified and systematized the main directions of energy saving [8, 9].

– Application pentanols heat exchange systems and technological schemes of oil and fat production. As a result of implementation of this activity will be:

a) an analytical assessment and created a database of existing and prospective energy–saving technical and technological solutions involved in the technological system of agriculture and allied industries;

b) developed an overall strategy for the energy optimization in process systems industry with economic evaluations, etc.;

– Application of cogeneration unit. Cogeneration is a combined heat and power generation process. And as is known, oil extraction plants use energy as an alternative source of sunflower husk.

– Revision of the regulatory framework for energy conservation and the definition of organizational and technical tasks, the implementation of which will provide significant savings in fuel and energy resources.

– Use of electric self–regulating cables.

– Development of recommendations for the increase of kKK of boiler units operating on husk.

– Use of modern condensate dampers or other vapor–closing devices.

– Implementation of energy saving technologies and new equipment and materials, replacement of morally and physically obsolete steam boilers, boiler–auxiliary equipment, modernization of equipment taking into account saving of fuel and energy resources, increase of reliability of its work, protection of the environment.

– Involving non–traditional renewable energy sources. Oil–and–fat plants already have experience in using biomass, namely sunflower husk, to generate heat energy in the form of steam. In our opinion, there are also other, not less potent, nonconventional renewable energy sources, such as: solar energy, wind power, small energy, geothermal energy, and others.

Conclusions. One of the potential directions for increasing the level of competitiveness of oil and scrap products in the domestic and world markets is to increase energy efficiency and, accordingly, reduce the cost of heat and electricity in the structure of cost. Therefore, energy saving at the oil and fat industry is one of the key issues for today.

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ПУТИ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ КОМПАНИЙ МАСЛОЖИРОВОЙ ОТРАСЛИ

Болтянская И.

Аннотация **– Украина является одной из энергодефицитных стран, удовлетворяя свои потребности в топливно–энергетических ресурсах за счет собственной их добычи менее чем на 50%. Вместе с тем эффективность использования топливно–энергетических ресурсов в экономике Украины, в частности, пищевой промышленности очень низкая. Масложировая отрасль является одной из энергоемких в пищевой и перерабатывающей промышленности. Энергозатраты в структуре себестоимости продукции в связи с повышением цен на топливо и энергоносители имеют тенденцию к увеличению. Поэтому повышение эффективности использования топливно–энергетических ресурсов и энергосбережения на предприятиях масложировой отрасли сегодня является ключевым вопросом и имеет стратегическое направление. Решению именно этого проблемного вопроса и посвящена данная статья.**

ШЛЯХИ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ ОЛІЙНО–ЖИРОВОЇ ГАЛУЗІ

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Анотація

Україна є однією з енергодефіцитних країн, задовольняючи свої потреби в паливно–енергетичних ресурсах за рахунок власного їх видобутку менше ніж на 50 %. Разом з тим ефективність використання паливно–енергетичних ресурсів в економіці України, зокрема, харчової промисловості дуже низька. Олійно–жирова галузь є однією з енергоємних у харчовій та переробній промисловості. Енерговитрати у структурі собівартості продукції у зв'язку з підвищенням цін на паливо та енергоносії мають тенденцію до збільшення. Тому підвищення ефективності використання паливно–енергетичних ресурсів та енергозбереження на підприємствах олійно–жирової галузі сьогодні є ключовим питанням і має стратегічний напрямок. Вирішенню саме цього проблемного питання і присвячена дана стаття.