

TENDENCIES OF DEVELOPMENT OF REGIONAL SYSTEMS FOR MONITORING AND ANALYSIS OF AGRICULTURE INDUSTRY

ТЕНДЕНЦИИ РАЗВИТИЯ РЕГИОНАЛЬНЫХ СИСТЕМ МОНИТОРИНГА И АНАЛИЗА АГРОБИЗНЕСА

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Abstract: The main issues considered in this topic are: Regional systems for monitoring and analysis of agricultural industry; The structure of databases and perspectives of technological development marketing system „Agromonitor“.

1. Introduction

In the conditions of the global economic crisis and increased risks, it is impossible to imagine any country's food safety and security without the usage of regional systems of information provision in agriculture industry. At present, similar systems are not used at all in some places, while the existing operating systems need technological improvement.

2. Problem discussion

Like the other branches of economy, in the agriculture sector of any region a lack of specific information needed for specific customers is a problem. This problem is caused by need of modernization and improvement of most of information systems for agribusiness. The targets of these systems, schemes of collection, analysis and dissemination of information should be improved. Management and service units are clumsy and inflexible; they are ineffectively adapted to the level of potential users.

Despite of fact that characteristics of agrarian sectors of specific regions are reflected in the structures of information systems of these local regions, it is necessary to establish a generalized model of information systems adapted for any region with some considered changes and acceptable for users of different levels.

3. Objective and research methodologies

Based on the system analyses of research objects have been developed following:

A) Main elements of data bases of system for monitoring and analyses of agribusiness:

- Market demands on traditional cultures produced in the region, the estimate volume of such production and their influence on pricing process within domestic and export markets;
- Data on optimal conditions for the cultivation of priority cultures;
 - Data related to the region's zone, soil, climate, ecology, reclamation and other data;
 - Information related to the opportunities of introducing new types of seed and plant material, grafting components, animals, birds and plants in the region;
 - Information related to agricultural equipment, modern technologies, fertilizers, chemicals, medicines, pesticides, their prices and import opportunities;

- The opportunities to satisfy world markets demand on deficit products with products produced in the region.

B) Situation analysis and possible changes forecast subsystems, which reveal and represent to customers such factors, as follows:

- Estimate production volume of a product and market demand on it;
 - Opportunities to create „comfortable“ conditions for the production of competitive product in local region or within a specific area;
 - Opportunities of optimal compliance of deficit introduction cultures cultivation conditions with the natural conditions of a local zone or area;
 - Operating resources, available reserves and deficit with a local zone;
 - Forecasts related to the productivity benchmark indices, opportunities of prevention of diseases and pests;
 - The latest technologies approved throughout the world, recommendations and other.

4. Conclusion

The region's food safety, the population's social conditions, general economic background, investment environment and agricultural bio diversity indices will be improved, the working efficiency of electronic trade systems will be increased, the resources necessary to the production of priority cultures and the introduction of certain unique species in other areas will be determined.

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