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DEVELOPMENT OF SCIENTIFIC PROVISIONS OF FAIR PRICE FORMATION IN THE REPUBLIC OF BELARUS

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Problem statement. Insufficient efficiency of agriculture, its place and role in the system of the national economy predetermine the need to develop scientific provisions for the fair prices formation within the framework of relations between participants in the agri-food market. *Purpose of article.* Determine the fair price concept specifics for agricultural products, substantiate the functions and factors of its formation, identify the shortcomings of the current pricing policy in the agricultural sector of Belarus, formulate directions for improving the mechanism of state regulation of the industry development. *The object of research* is the mechanism of pricing for agricultural products in the Republic of Belarus. *Methods used in research.* The theoretical and methodological basis for the study was the domestic and foreign scientists works on pricing and the formation of the food cost. During the research, the following methods were used: monographic, abstract-logical, normative, synthesis and system analysis, etc. *The hypothesis of the study.* Achieving fair prices for rural products requires improving the practice of determining them. *Presentation of the main material.* The article presents the author's position in relation to the development of scientific and methodological approaches to fair pricing of agricultural products, which are based on the analysis of the agri-food products multi-link value chain. *Originality and practical value.* The scientific novelty of the research lies in the substantiation of theoretical approaches, principles and directions for the formation of fair prices for agricultural products, taking into account the specifics of the industry and the emerging intersectoral relations. *Conclusions.* Achieving a fair price is possible only through the implementation of the principles, laws and regularities of "justice" within the framework of the formation of effective relationships between business entities and the observance of national interests.

Key words:

pricing, fair, agriculture, links in value chains, principles, functions.

РОЗВИТОК НАУКОВИХ ПОЛОЖЕННЯ СПРАВЕДЛИВЕ ЦІНОУТВОРЕННЯ В РЕСПУБЛІЦІ БІЛОРУСЬ

Постановка проблеми. Недостатня ефективність сільського господарства, його місце і роль в системі національної економіки зумовлюють необхідність розробки наукових положень формування справедливих цін в рамках взаємин учасників агропродовольчого ринку. *Мета статті.* Визначити особливості поняття справедливої ціни на сільськогосподарську продукцію, обґрунтувати функції та

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чинники її формування, виявити недоліки проведеної цінової політики в сільському в аграрній галузі Білорусі, сформулювати напрями вдосконалення механізму державного регулювання розвитку галузі. *Об'єкт дослідження* – механізм ціноутворення на сільськогосподарську продукцію в Республіці Білорусь. *Методи, використані в дослідженнях*. Теоретико-методичною основою для дослідження послужили праці вітчизняних і зарубіжних вчених з питань ціноутворення та формування вартості продовольства. У процесі дослідження застосовувалися такі методи: монографічний, абстрактно-логічний, нормативний, синтезу і системного аналізу та ін. *Гіпотеза дослідження*. Досягнення справедливих цін на продукцію села вимагає вдосконалення практики їх визначення. *Виклад основного матеріалу*. У статті представлена авторська позиція щодо розвитку науково-методичних підходів справедливого ціноутворення на сільськогосподарську продукцію, в основу яких покладено аналіз багатовимірної ланцюжка створення вартості агропродовольства. *Оригінальність і практичне значення*. Наукова новизна дослідження полягає в обґрунтуванні теоретичних підходів, принципів і напрямків формування справедливих цін на продукцію сільського господарства з урахуванням специфіки галузі та складаються міжгалузевих відносин. *Висновки та перспективи подальших досліджень*. Досягнення справедливої ціни можливо тільки через реалізацію принципів, законів і закономірностей «справедливості» в рамках формування ефективних взаємовідносин між суб'єктами господарювання і дотримання національних інтересів.

Ключові слова:

ціноутворення, справедливе, сільське господарство, ланки ланцюжків вартості, принципи, функції.

РАЗВИТИЕ НАУЧНЫХ ПОЛОЖЕНИЙ СПРАВЕДЛИВОГО ЦЕНООБРАЗОВАНИЯ В РЕСПУБЛИКЕ БЕЛАРУСЬ

Постановка проблемы. Недостаточная эффективность сельского хозяйства, его место и роль в системе национальной экономики определяют необходимость разработки научных положений формирования справедливых цен в рамках взаимоотношений участников агропродовольственного рынка. *Цель статьи*. Определить особенности понятия справедливой цены на сельскохозяйственную продукцию, обосновать функции и факторы ее формирования, выявить недостатки проводимой ценовой политики в сельском в аграрной отрасли Беларуси, сформировать направления совершенствования механизма государственного регулирования развития отрасли. *Объект исследования* – механизм ценообразования на сельскохозяйственную продукцию в Республике Беларусь. *Методы, используемые в исследованиях*. Теоретико-методической основой для исследования послужили труды отечественных и зарубежных ученых по вопросам ценообразования и формирования стоимости продовольствия. В процессе исследования применялись следующие методы: монографический, абстрактно-логический, нормативный, синтеза и системного анализа и др. *Гипотеза исследования*. Достижение справедливых цен на продукцию села требует совершенствования практики их определения. *Изложение основного материала*. В статье представлена авторская позиция в отношении развития научно-методических подходов справедливого ценообразования на сельскохозяйственную продукцию, в основу которых положен анализ багатовимірної ланцюжки створення вартості агропродовольства. *Оригинальность и практическое значение*. Научная новизна исследования заключается в обосновании теоретических подходов, принципов и направлений формирования справедливых цен на продукцию сельского хозяйства с учетом специфики отрасли и складывающихся межотраслевых отношений. *Выводы*. Достижение справедливой цены возможно только через реализацию принципов, законов и закономерностей «справедливости» в рамках формирования эффективных взаимоотношений между субъектами хозяйствования и соблюдения национальных интересов.

Ключевые слова:

ценообразование, справедливое, сельское хозяйство, звенья цепочек стоимости, принципы, функции.

Formulation of the problem. The formation of a favorable environment for doing business in the field of agri-food products affects many aspects, among which one of the leading places is given to pricing. The social significance of food products, the export orientation of their production, the significant contribution of agriculture and related industries to GDP - all this necessitates active

government participation in the development of the national agro-industrial complex. In this regard, at the government level, the task of establishing fair prices for the rural products was announced. But a situational analysis shows that achieving the planned goals requires serious research, both general theoretical and practical, both in relation to the very concept of such prices and in relation to the





procedure for determining them. In this context of posing the question, it is very significant to substantiate the scientific and methodological foundations of its solution, taking into account the realities of the socio-economic structure of the Republic of Belarus.

Analysis of the latest trends and publications. The theoretical and methodological basis for the study was the works of domestic and foreign scientists on the pricing and formation of the food cost: I. A. Petinenko, L. S. Glukharev, A.E. Vikulenko, P. V. Kovel, V. G. Gusakov, V. I. Belsky, A. M. Teterkina, R. A. Alborov, F. I. Vaskin, M. Y. Gasanov, A. F. Dyatlova, A. R. Zakirova, Y. I. Zdorovets, M. D. Kovalchuk, S. M. Kontsevaya, S. N. Kosnikov, G. S. Klychova, E. P. Krinichna, Z. I. Kruglyak, L. F. Maslovskaya, T. I. Nasedkina, O. V. Prushchak, L. F. Sidtikova, E. I. Stepanenko, L. I. Horuzhy, A. S. Khusainova and others. They dealt with the formation of the fair value of agricultural products and considered it from the standpoint of biological, accounting and economic components. The information base for the study was the current regulatory legal acts of the Republic of Belarus, data from the National Statistical Committee of the Republic of Belarus and agricultural organizations of the system of the Ministry of Agriculture and Food of the Republic of Belarus.

Purpose of the article. Determine the fair price concept specifics for agricultural products, substantiate the functions and factors of its formation, identify the shortcomings of the current pricing policy in the agricultural sector of Belarus, formulate directions for improving the mechanism of state regulation of the industry development.

Presentation of the main material. Despite the fact that the agricultural industry has approached industry in its organizational and technological formats, the high dependence on weather conditions, the discrepancy between the periods of working and producing, the duration and seasonality of production, etc., do not cease to be significant for it, which leaves a certain imprint on the intensity of cash flows, the timing of operations, the procedure for rationing and the use of working capital, and so on. In turn, the prices dictated by the market often do not take into account these aspects, as a result of which commodity producers are forced to sell their products at a cost that does not allow them to effectively conduct business. Ignoring this fact is fraught in the long term with sustained loss by farmers, market stagnation and undermining the

stable development of the national economy. This kind of situation exacerbates the food security issue and can provoke social tensions.

At the same time, agriculture itself, on the one hand, acts as a consumer of material resources (which predetermines its dependence on the conjuncture of this market [8]) and it is important for it to provide itself in sufficient volume and at reasonable prices with high-quality agrochemical products, feed, energy-rich and high-performance machines and equipment, while suppliers of material and technical resources, proceeding from the principle of efficiency, other things being equal, are focused on concluding transactions at the highest possible price. On the other hand, agrarians are suppliers of raw materials for manufacturing enterprises. At this stage, the task for them is to sell products at the highest possible cost, while counterparties are interested in the opposite. And this happens along the entire chain to the end consumer. Moreover, at each stage of commodity circulation, other determinants are built in, affecting the sphere of taxation, lending, etc. As a result, a series of contradictory attitudes arises and the longer it is, the more interests it covers and the larger their confrontation becomes.

The interrelation of all of the listed points within the described commodity distribution chain indicates that the price of agricultural products can be considered fair if it performs the following functions:

- guarantees the equivalence of exchange and allows the formation of a sufficient level of financial assets for the resources supply to agricultural producers;
- objectively differentiates the qualitative characteristics of agricultural raw materials;
- ensures sustainable profitability for farmers;
- stimulates cost reduction and improvement of qualitative characteristics of agricultural products;
- corresponds to the level that is expected for manufacturing and trade organizations;
- contributes to meeting the needs of different segments of the population for high-quality and balanced nutrition, etc.

Today, in no country in the world, the actual prices for agricultural products do not fulfill these functions in a complex manner. All this without fail requires state intervention, and not only in the activities of the farmers themselves, but also in other participants in the agro-industrial sector. As a result, certain patterns of

their relationships are built. Belarus is no exception in this regard. State regulation of prices in the republic is focused primarily on eliminating the formed imbalances. At the present stage, the following problems are common:

1) significant differentiation of the production and economic potential of agricultural producers in the context of regions predetermines different levels of costs as well as different geography of product sales, while the price does not reflect the variability of the agricultural products cost;

2) often the domination of national interests over private ones in the context of ensuring food security and increasing food exports underestimates the importance of price and profit in planning production. A special scheme of relationships has been formed, according to which agricultural producers carry out their activities within the framework of the existing specialization of the region (district) and the development plan for the industry, and the sale of products occurs mainly within the raw material zones. Food industry organizations, in turn, seek to impose unfair conditions of cooperation, for example, in order to save money when calculating for the supplied cattle or milk, they underestimate their quality indicators;

3) the specific characteristics of the development of food trade in the country (which is also typical for developed countries) are manifested in a gradual shift in the balance of "market power" from producers to retailers [1]. As the market power of retail chains grows and the consumer market becomes saturated with goods, manufacturers are forced to accept the terms of retail chains, which prevents the formation of fair prices and parity distribution of gross income within the food chain [7].

Every effort is being made in the republic to support the farmers and at the same time ensure the availability of food for every Belarusian. First of all, it is legitimate to note the presence of a fairly well-developed legislation in the field of pricing and its continuous improvement, including: the Law of the Republic of Belarus "On Pricing" of 10 May 1999 (as amended by the Law of the Republic of Belarus of 11 July 2014, № 192-3) ; Decree of the President of the Republic of Belarus "On some issues of regulation of prices (tariffs) in the Republic of Belarus" of 25 February 2011, № 72 (as amended by the Decree of the President of the Republic of Belarus № 199 of 24 May 2018); Resolution of the Ministry of Agriculture and Food of the Republic of

Belarus "On the establishment of fixed prices for agricultural products (crop production) of the harvest in 2021, purchased for state needs" (of 03 March 2021, № 17); Resolution of the Council of Ministers of the Republic of Belarus "On temporary measures to stabilize prices for socially important essential goods" of 23 February 2021, № 100; Decree of the President of the Republic of Belarus "On State Agrarian Policy" of 17 July 2014, № 347; resolutions and orders in the field of state regulation of pricing for certain types of agricultural products.

In order to create a favorable situation in the agri-food market, the state not only resorts to direct price regulation, but also provides various kinds of support to commodity producers, which is implemented through a system of measures focused on their sufficient resource supply, elimination of non-parity, payment of premiums [9].

In parallel, within the framework of the planned course to expand the practice of free pricing, the state is providing assistance in the development of exchange trade in rural products. Regulation of exchange trade in agricultural products in the Republic of Belarus is carried out by the following regulatory legal acts: Resolution of the Board of JSC "Belarusian Universal Commodity Exchange" of 30 December 2005, № 8 (as amended at the Protocol Office Board of JSC "Belarusian Universal Commodity Exchange" of 25 March 2021, № 44) "List of goods (groups of goods) admitted to exchange trading" (approved by 114 types of agricultural products admitted to exchange trading at JSC Belarusian Universal Commodity Exchange); Resolution of the Board of JSC "Belarusian Universal Commodity Exchange" December 30, 2005 № 8 (as amended at the Protocol Office Board of JSC "Belarusian Universal Commodity Exchange" of 30 June 2020, № 119) "Regulation of exchange trading in the agricultural products section of JSC "Belarusian Universal Commodity Exchange": Determines the specifics of organizing and conducting exchange trading in the agricultural products section at OJSC Belarusian Universal Commodity Exchange: the procedure for placing agricultural products on exchange trading, specifics of conducting exchange trading, specifics of public procurement using exchange trading, formation, signing and registration of exchange contracts, etc.

It is important to note that in order to prevent manipulation of exchange quotations, a price corridor mechanism has been developed and is applied, which prevents unreasonable overestimation



or underestimation of the products cost in comparison with real market prices. In particular, for butter, milk powder and hard cheese with differentiation of buyers by country of destination, a lower price limit is set.

But despite the measures taken, the agricultural sector is experiencing a number of diffi-

culties. It should be recognized that over the past five years, for most types of crop products supplied for government needs, there has been a continuous increase in purchase prices in US dollars (Table 1).

Table 1: Purchase prices dynamics for crop production products sold for state needs, USD / 1 ton

Product name	Years				
	2017	2018	2019	2020	2021
	Maximum price				Fixed price
rye					
food (class 1-3, group A) - (for flour and malt)	97,3	101,0	113,2	100,9	98,7
feed	78,0	81,0	90,8	81,0	79,2
wheat					
class 2 (gluten mass fraction 28%)	168,3	174,8	177,6	161,7	158,2
feed	110,0	114,2	116,0	102,5	100,2
barley					
food, class 1	105,1	109,2	110,9	98,9	96,8
feed	84,2	87,4	88,8	79,2	77,5
brewing	148,9	141,2	146,0	130,2	146,5
oats					
food, class 1	100,5	104,4	107,9	98,3	96,1
food, class 2	94,7	98,4	101,7	92,6	90,6
food, class 3	75,8	78,8	81,4	74,1	72,5
feed	60,8	63,1	65,2	59,4	58,1
buckwheat, USD / cereal processing					
class 1	297,5	308,9	270,9	232,3	227,2
class 2	276,9	287,5	252,1	216,2	211,5
class 3	246,2	255,7	224,2	192,3	188,0
rapeseed oilseeds					
for food purposes, class 1	346,7	328,8	320,4	285,7	354,6
for technical purposes, class 2	336,4	319,0	310,8	277,2	344,1
sugar beet					
for industrial processing	37,4	30,2	31,1	22,8	27,0
substandard	29,9	24,1	24,8	18,2	21,6
corn					
for starch and starch products production, class 1	173,7	123,6	120,4	103,2	101,0
corn on the cob for 1st generation hybrid seeds production	184,1	191,2	186,3	169,7	165,9

Source: the table is compiled according to the data of the Ministry of Agriculture and Food of the Republic of Belarus

These prices act as a benchmark for the formation of market prices and their deviation from the latter is usually not significant. However, the actual level of prices for agricultural products is not fair from the standpoint of creating favorable

conditions for sufficient resource consumption and sustainable production efficiency. For the period 2017–2019, almost all agricultural products (with the exception of cereals and legumes, rapeseed), outstripping growth in costs is recorded (Table 2).



It should be admitted that crop production is profitable (with the exception of potatoes), however, in livestock (which accounts for 78.9% of revenue), a different picture is observed (with the exception of milk). According to the results of growing and feeding cattle and poultry production in 2019, a negative result was obtained.

Chronic unprofitableness of livestock production as well as insufficient profitability of crop production do not allow farmers to achieve high levels of efficiency in the industry as a whole, as evidenced by the levels of profitability of products sold (3.9%), profitability of sales (4.5%) and profitability achieved in 2019 on the final result without government support (-0.9%).

Table 2: Main indicators of the agricultural products sale efficiency

Product type	The level of material and monetary costs: crop production - USD / hectare; livestock products - USD / head.			Average selling prices, USD / 1 ton			Product profitability, %			Growth rate 2019 to 2017, %	
	2017	2018	2019	2017	2018	2019	2017	2018	2019	Of the material and monetary costs	Of the average selling prices
Crop industry products											
Cereal and leguminous – total	321,3	288,5	338,0	124,9	141,7	152,0	16,3	15,1	19,7	105,2	121,7
Rapeseed	459,2	372,5	445,3	99,5	119,1	115,4	33,5	16,9	22,4	97,0	116,0
Potato	2190,9	1995,0	2290,5	346,8	348,5	275,6	0,1	0,0	0,0	104,5	79,5
Sugar beet	1307,9	1167,4	1286,5	351,6	338,8	339,2	31,3	20,0	16,7	98,4	96,4
Livestock industry products											
Milk	1185,2	1218,1	1275,2	285,7	289,8	303,8	28,4	26,2	27,7	107,6	106,4
Cattle meat	383,7	405,2	422,0	1957,6	2035,7	2150,1	-35,3	-37,5	-42,5	110,0	109,8
Pig meat	272,8	288,7	312,0	2030,2	2056,3	2139,3	4,6	-6,1	0,5	114,4	105,4
Poultry	13243,5	13424,2	12188,5	1456,0	1390,1	1284,5	0,2	-15,3	-65,2	92,0	88,2

Source: Table compiled from the Ministry of Agriculture and Food of the Republic of Belarus data

For this reason, there is an increase in the debt obligations of commodity producers, which aggravates their financial condition and does not allow reproduction on an expanded basis.

Measures to compensate for agricultural losses from non-parity do not work. Given the existing prerequisites to compensate for losses to agricultural producers, payments were not made due to budgetary financing of agricultural organizations for the purchase of mineral fertilizers, energy resources, payment for repair services for agricultural machinery, fuel and lubricants and other costs [4]. At the same time, only about 20% of the total state support volume reaches agricultural producers, the rest of the funds are directed to support the industrial sector, the banking system and other industries interacting with the agricultural sector [10]. This allows us to identify another element of the distortions system - the ineffective distribution of budgetary amounts across financing channels.

There are certain shortcomings in the exchange trade through OJSC “Belarusian Universal

Commodity Exchange”. It should be noted that the share of the exchange commodity market in the total volume of trade is still not small. For example, only about 1.5% of all milk produced in the country is sold through the exchange. In turn, experts note that competition between buyers at exchange auctions allows milk suppliers to receive additional revenue in the amount of 10-15%.

Thus, fair pricing for agricultural products means such a procedure for setting prices, in which there is a harmonization of the whole variety of private interests in the context of sustainable development of the national economy. In other words, the interest of the subjects of market relations should be traced not only in obtaining a certain income from their activities, but also in meeting the requirements and requests of other participants in the goods distribution, as well as the interests of society as a whole. The very process of forming fair prices should be based on the following principles: scientific validity of the level of costs, profits, added value at all links of the supply chain; taking





into account risks in the implementation of commercial activities related to the contribution of the agricultural industry to the final result; a competent combination of cost and market pricing methods; coordination of changes in the material resources and food markets situation; stimulating the improvement of product quality; accounting for the utility (consumer value) of products; ensuring parity relations between economic entities in the countryside and other spheres of the agro-industrial complex; focus on achieving social indicators of food security, etc.

Based on the foregoing, it should be noted that the main directions of improving the pricing of agricultural products towards establishing fair prices should be: expanding the practice of selling products outside the raw material zones; improvement of the existing methodological approaches to assessing agricultural losses from non-parity prices; development of effective controls of state regulation and self-regulation of the market in order to ensure healthy competition; involvement in exchange trading of as large a volume of agricultural products as possible; formation of an effective mechanism for guaranteeing the affordability of vital food products for the population, etc.

Conclusions and prospects for further research. The studies allow us to conclude that the achievement of a fair price is possible only through the implementation of the principles, laws and regularities of "fairness" within the framework of the formation of effective relationships between business entities and the national interests. Taking into account this fact, through an assessment of the determinants interconnection in the context of participants in the agri-food value chain, we identified the specifics of the interpretation of a fair price for rural products, and also specified its functions (objectively differentiates the qualitative characteristics of agricultural raw materials; ensures sustainable profitability for farmers; stimulates cost reduction and an increase in the quality characteristics of agricultural products and others). Analysis of the pricing policy pursued in agriculture of the Republic of Belarus testifies to its comparative effectiveness in relation to crop production and ineffectiveness in relation to livestock, primarily beef cattle breeding. The latter largely predetermines the farmers' losses and the growth of their debt obligations. This is the most important evidence that the principles of pricing for rural products in our country are far from "fair" and confirms the need to improve the mechanism of state regulation of the industry development. It is necessary to solve a number of problems that directly or indirectly affect prices. These include: elimination of the existing imbalances in the financing of the agricultural

business, development of effective measures to support fair competition, restructuring of the product supply scheme taking into account the interests of commodity producers, transferring the relationship of market participants towards mutually beneficial conscientious cooperation.

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