

PROBLEMS OF INNOVATIVE ACTIVITY DEVELOPMENT AT FOOD INDUSTRY ENTERPRISES OF UKRAINE

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Abstract

An active introduction of advanced achievements of science, which provides structural changes in the economy and stimulates the production of innovative high-tech products, can be considered as the prevailing tendency for the latest developments in the world. The results of a study on the relationship between the dynamics of basic food consumption in households and the dynamics of first-time registered diseases among the population of Ukraine emphasize the need to develop a health food industry based on innovative technologies and innovative functional food products (IFFP).

The study used materials of the Ukrainian State Statistics Service for a period of 2005 - 2015, materials of the State Register of Food for Special Dietary Consumption, Functional Food Products and Dietary Supplements. Methods of correlation analysis, analysis and synthesis, grouping and description were used for data analysis.

There are presented the list, features, benefits and main producers of IFFP in Ukraine, checked by state sanitary and epidemiological expertise. However, despite their existing benefits of eating IFFP in the form of prevention or mitigation of the disease of the person, their share does not exceed 3 - 5% of all known food products in Ukraine. The results of the analysis of innovative activity at the food industry enterprises of Ukraine show the negative trends of enterprise innovation development. Most of the investments in innovative projects are carried out at the expense of business entities. Unstable dynamics is also a characteristic feature of the funds flow of enterprises for the implementation of innovation.

Thus, the main problem of the domestic food industry, concerning the production of IFFP, consists of not enough or even complete lack of proper funding. Therefore, in order to increase the food industry enterprises innovation activity, it is necessary to significantly increase funding from the state and have changes in the legislation.

Key words: *Innovative functional food products, Innovative activity, Sources of funding.*