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SOCIAL PRIORITIES OF RURAL DEVELOPMENT IN CONDITIONS OF AGRICULTURAL AND CONSTRUCTION ECONOMY CONSUMERISM

A specific feature of Ukraine is the significant regional differentiation of the population by socio-economic characteristics. As you know, the standard of living of the country’s population in general is greatly influenced by the level of economic and social development of its individual regions, as one of the basic aspects – material well-being – has a practical functional relationship with living standards, and the formation and development of other aspects and social development [1–2].

Today, the Ukrainian state has faced an unprecedented shock – economic, social, humanitarian and so on. The full-scale military aggression of the northern neighbors has dealt a powerful blow to all parts of the economic system of our state and its fiscal system, in particular. The production of the main types of products decreased, in particular those that constitute the export base of Ukraine. In addition, ports are blocked, logistics connections are broken, and much of foreign trade is inaccessible. Given that a significant part of the population lost their jobs, according to the ILO, the number of people who lost their jobs – 5 million people [3–4], although the State Statistics Service provides slightly more democratic data – 495.0 thousand registered unemployed [5]), there is a need to meet the domestic needs of Ukrainians in free food, water, medicine and other priority needs. At the same time, the destruction of transport and logistics, social, marketing, engineering, and many components of the critical infrastructure of entire regions continues. We are talking about the destruction of oil depots, power distribution centers, power substations and water supply. There is an outflow of personnel abroad and their partial redeployment to the west of the country, which temporarily expels hundreds of thousands or even millions of people from active economic life.

Agriculture has been the main sector of the Ukrainian economy for

several years and provides more than 40% of export earnings. Since 2014, Ukraine has consistently been among the top five world leaders in exports of basic crop products, against this background, the figures of recent years are not something unique [1–2; 6].

Currently, the Ukrainian agricultural sector has uncertain preconditions for development: on the one hand there are opportunities for the state to use it as a locomotive to rebuild the entire economy due to insufficient grain in the world, but on the other hand Ukraine does not have access to all its territories. agricultural production due to excessive mining, as well as for the export of this grain – again due to the impossibility of exporting it by sea.

Ukraine has long been one of the countries that ensure food security in the world. And the main task is to continue this course, but at the same time increase the volume. It is extremely important to increase the volume today. It is worth noting several factors that affect the need to increase production and exports. First, Russia's isolation continues day by day, and its grain export opportunities are hampered by SWIFT disconnections, insurance companies' reluctance to cooperate with Russian producers, transportation difficulties, and restrictive actions by the aggressor country to stabilize the ruble. Secondly, the extremely dry weather in India, as well as the actions of the Government of India, which banned wheat exports to ensure food security and assistance to neighboring countries due to the Russian-Ukrainian war, cannot have a positive impact on the world grain market.

A special place in this catastrophic situation in Ukraine belongs to the problem of consumerism. As reported, according to the Food and Agriculture Organization of the United Nations (FAO) [2; 7], as of early May, about 25 million tons of grain were stuck in Ukraine. Grain cannot be exported due to Russia's blockade of seaports and infrastructure problems.

At the same time, Ukraine proposes to create a tool for food security in the world, which is under threat due to Russia's full-scale war. The launch of a so-called railway grain bridge from Ukraine to the EU will allow a small proportion of Ukrainian grain to be exported to Europe, but resumption of seaports or the establishment of guarded convoys is needed to restore global supplies.

Socio-economic development in martial law is extremely important. It is also clear that the gaps between regions are currently the most noticeable and significant. Of course, all this is due to direct military action or occupation of territories. It is especially important to make every effort to restore the work of domestic business in all possible forms. We should not count only on Ukraine's international support. There is no need to talk about economic growth or prosperity at the moment. The predictions of all reputable organizations about the future decline of Ukraine's economy

suggest that it remains important to establish more and more business environment in Western Ukraine, which is not under occupation and has every opportunity to support regions where direct hostilities are taking place. Stimulate the development of irrigation systems not only in the south, but also in the central regions of Ukraine: this will increase yields and reduce risks in the industry.

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