
ТЕОРЕТИЧЕСКИЕ ПОИСКИ И ПРЕДЛОЖЕНИЯ

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ИССЛЕДОВАНИЕ СТРАТЕГИИ ПО ФОРМИРОВАНИЮ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ РАЗВИТЫХ СТРАН

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Важность данного исследования обусловлена тем, что в настоящее время одна из ключевых задач любого правительства – обеспечение и гарантия национальной безопасности, включающей как энергетическую, так и продовольственную составляющую. Продовольствие является вещественно-материальной основой существования общества. Во всем мире проблема продовольственной безопасности связана не только с экономикой государства и народным благополучием всех стран мира, к тому же с обеспечением мира и безопасности на земле. В связи с этим в настоящей статье анализируется стратегия деятельности пищевой индустрии развитых стран, которые добились больших успехов по формированию конкурентных преимуществ.

Ключевые слова: пищевая промышленность, продовольственная безопасность, конкуренция, преимущества, объем, стратегия, бренд.

RESEARCH STRATEGIES FOR FORMING THE COMPETITIVE ADVANTAGES OF THE FOOD INDUSTRY OF DEVELOPED COUNTRIES

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The importance of this study is due to the fact that at present one of the key tasks of any government is providing and guaranteeing national security, including both energy and food components. Food is a material basis for the existence of society. Worldwide, the problem of food security is linked not only to the economy of the state and the people's well-being of all countries of the world, but also to ensuring peace and security on earth. In this regard, this article analyzes the strategy of the food industry in developed countries that have made great strides in creating competitive advantages.

Keywords: food industry, food security, competition, advantages, volume, strategy, brand.

The growth in the volume of production of food products, and as a result, the influence of this region in the sphere of world production, is explained in particular by the desire of the Asian states to solve the problem of food security for their large population.

China, the most populous world power, ranks first in the world in terms of food production. In 2015, the volume of production amounted to more than 625 million tons of food products for a total of \$ 811,5 billion. China provides them with 22 % of the world's population, using less than 10 % of the total area of all arable land in the world [10].

India is another world food producer and the second largest state in the world. The annual volume of food production in this country is about 343 million tons per year. However, due to the huge number of living citizens, most of the products are used to satisfy the demand in the domestic market [8].

Another country producing food is Russia (9th in the list of leaders by the world population). In 2008, about 110 million tons of food products were produced there. In 2009, Russia exported foodstuffs to third place in the world. In 2016, Russia exported food products and agricultural raw materials for \$ 17,04 billion (including trade with the EAPC countries), which is 5,2 % higher than in 2015. As reported by Rosstat, in general, food accounted for 6 % of the total export structure [2, 12].

Close to us, the Russian Federation, like many other countries around the world, is anxiously concerned about the emerging criteria and just as they form their national doctrines and programs for ensuring food security. For example, on 30.01.2010 the first stage of the «Doctrine of Food Security of the Russian Federation» was approved and signed from 2010–2015, the second phase covers the periods from 2016–2020 [11, 12]. This doctrine is a set of official points of view on the goals, objectives, main directions of state policy to ensure food security of the country.

In addition, food security programs in the Russian Federation are also adopted at the regional level: the Regional Program for Food Security was adopted on September 22, 2010 in the Omsk Region; The concept of ensuring food security of the population for the period from 2010–2015 and 2016–2020, developed and adopted in the Sverdlovsk region, etc.

Other countries also pursue policies aimed at ensuring food security. The aggravation of the food problem in the world as a whole is likely to lead to the fact that most countries will form a more stringent policy in this area, strengthening state control over national food resources, increasing food reserves and implementing protectionist measures that will restrict food exports. To date, such a trend is already becoming a reality [1].

Already today, in all developed countries, there are laws on food security, according to which all 100 % of basic food is produced domestically by own producers, and to meet the requirements for these types of food, no businessman has the right to import a single kilogram of meat or grain.

In most countries, an extensive system of legal provision of national food security has already been created. Since the achievement of world food security remains in the current conditions for the time being, the countries, first of all, take care of the food security of their peoples, creating the appropriate social, economic and legal prerequisites for this.

In Germany, in 1955, the law on agriculture was adopted, the purpose of which was to create the same conditions with the industry of management. It directly states that the state is obliged to consider the problem of supplying the population with food as strategic, to form food funds and not to put food supply in dependence on third countries. In 1979, another law was adopted on food supply, where the duties of the state in this sphere were recorded in an even more severe form. In some German states, they have adopted their own laws on agriculture and food supply.

In Sweden, in accordance with the law on the regulation of the production and marketing of agricultural products adopted back in 1940, the food commissions regulate their quality, monitor compliance with the law by producers and trade, develop recommendations for the production and importation of food and raw materials. According to the law of 1947 on the rationalization of agriculture, a lot of work is being done to support the competitiveness of its agricultural producers and restrict the import of food raw materials through quotas and duties. When stimulating agricultural production, the state proceeds from the assumption that the incomes of farmers are not lower than the wages of skilled workers on average in industry. The state also conducts an active pricing policy, maintaining prices in the domestic market. All this is aimed at stable food self-provision and the creation of a high level of food security of the country.

The food complex of the United States of America is among the most protectionist protected. For this purpose, special normative acts have been adopted aimed at ensuring stable food supply through the support of own agriculture and the conservation of its natural resources.

This course has been conducted since the 1930s, and it resulted in the creation of a powerful highly developed agribusiness system, oriented, in addition to domestic, to conquering the world food market and achieving political goals abroad.

Over the years, laws were passed in the United States on food security. Their implementation was accompanied by the adoption of special federal programs. At the same time, the current legislation actually provides for the dependence of food importing countries on the United States, which considers food security not only as a means of ensuring its own food security, but also as an instrument for creating the appropriate dependence of other countries and influencing their foreign and domestic policies. Later, the United States used this to repeatedly trade embargo and food blockade of other countries.

In all respects, the current law on US food security is the most important political document, which states that the agrofood complex is of strategic importance not only for the US economy as a whole and the country's defense, but also for winning the leading international positions.

With regard to France, which ranks first among the EU countries for agricultural production and is the leading country for the export of agricultural products and food products, in this country the agricultural food industry is one of the main branches of the industry, thanks to which an active balance of foreign trade is achieved. In terms of exports, it ranks second after the United States. In France, in accordance with the law on ensuring the stability of agricultural production, the Ministry of Agriculture is entrusted with the development of the national agrarian policy and its implementation. The state supports the

competitiveness of agricultural production and regulates the domestic market of agricultural products, ensures that the import of food does not cause damage to domestic agricultural production.

Back in 1960, the country passed a law on agricultural support, which provides for the creation of the most favorable conditions for national agricultural producers, the withdrawal from the market of inferior domestic and imported products, the prevention of mass imports of food into the country at dumping prices. It specifically states that the food policy is an integral part of the state policy to ensure political and economic security of the country [11].

In our opinion, it was France and Germany that made the greatest progress in the development of the food industry. On the example of the analysis of the food industry of these countries, we will show by what measures, what methods and instruments they have managed to achieve high results in the world food industry.

On the scale of industrial production, France surpasses Great Britain and Italy, but is inferior to Germany. In France, the food industry is extremely diverse. France is especially famous for its cognacs, liqueurs, champagnes and Burgundy wines. More than 600 million liters of spirits are produced annually in France, of which about 43 % are exported. With the turnover of 21 % of the turnover of agro-industrial enterprises of the European Union countries, this branch of French industry ranks first in Europe, slightly ahead of Germany (18,6 %) and significantly – Great Britain and Italy [5].

In the food industry in France, by 2015, 585 thousand employees are employed and an additional workplaces are created each year, in connection with which the agro-industrial complex is the third largest employer in the industrial production of the EU countries [3].

98 % of French companies engaged in the food industry are small and medium-sized enterprises (companies with fewer than 10 employees account for 75 % of the total). As of 2016, 16,2 thousand companies worked in the food industry of France, the turnover of the industry was 189 billion dollars (in 2014 – 221 billion dollars). In 2015, the food industry accounted for 1,7 % of France's gross domestic product, accounting for 20 % of total manufacturing revenue, while the food balance of the food sector reached 10,4 billion dollars. In 2015, France exported food products worth \$ 49,3 billion (in 2014 – by 57,7 billion), including to the EU countries – by 30,5 billion (in 2014 – by 50,4 billion). In addition, France imports meat, fish and seafood, fruits, vegetables, nuts, milk, grain, cocoa beans, coffee and tea for further processing (in 2015 by \$ 49,2 billion) [3].

Germany belongs to the leading post-industrial countries in the world. In this country, the industry is at a high level of development, ensuring the production of high-quality products.

Natural and climatic conditions are favorable for the development of agriculture in most of Germany. This country is characterized by high-performance agriculture. About 70 % of agricultural output is provided by livestock. In turn, crop production is more aimed at meeting the needs of livestock: the area for growing fodder crops is much larger than for growing food crops.

The main products of the German food industry are brewing and cattle breeding. In turn, the main activity of livestock is cattle breeding. It gives more than 2/5 of all agricultural production, the bulk of which is milk (about 1/4). The

second place in terms of importance is pig production. The country's self-sufficiency for milk and beef systematically exceeds 100 %, and for pork is less than 4/5 [4].

According to the volume of agricultural production, grain production and livestock production, Germany is second only to France, and in terms of milk production it ranks first in the EU. The efficiency of agricultural production in Germany is much higher than the average for the EU [4, 7].

The competence of government agencies in the field of agriculture includes: addressing issues of changing the agrarian structure, lending and financing of agriculture, regulation of agricultural markets. The German government is providing financial assistance in the complex process of adaptation and integration of East German agriculture to the European Community. Assistance is also provided in the transformation of former agricultural cooperatives into competitive firms, which have already borne fruit: many single-source firms have made significant profits, and in particular, through large-scale cultivated areas.

In addition to food production, Germany's agriculture performs additional tasks, the importance of which is constantly increasing. This is the preservation and protection of the natural foundations of life, the protection of attractive landscapes for residential areas, the resettlement, the placement of the economy and recreation, the supply of the industry of agricultural raw materials.

The turnover of the German food industry, which employs more than half a million people in more than 5,800 enterprises, amounted to 146.8 billion euros, and following the results, which corresponds to a growth of 3,2 % compared to 2014. Thus, Germany's food industry has become the fifth largest industry after the automotive, engineering, electrical and chemical industries. This industry is distinguished by a high-quality, reliable and wide range of products. The most significant in terms of turnover are meat processing (21,6 %) and dairy industry (17,2 %), as well as alcohol production (9,0 %). In the EU, the German food industry is in the lead [9].

An important component of the industry's success is export. More than a quarter (19,7 % in 2015) [6] of revenue in the food industry today is achieved through the export of high-quality products under the trademark «Made in Germany». While in Germany, the growth performance of the industry is extremely low, the growth abroad is calculated by two-digit indicators. Thus, exports are becoming increasingly important for food producers and will in the future, as a stimulus to growth, have a decisive influence on the dynamics of the industry as a whole.

The decisive role in the marketing of German food products is played by its reliability, both in production and in supply. And to expand markets and strengthen their positions on them in Germany are different kinds of subsidies and preferences to producers and exporters of food products.

The leading economic and political federation of the German food industry – Bundesvereinigung der Deutschen Ernährungsindustrie (BVE) – has been representing the interests of its members in political and social circles since 1949. The central tasks of the association include ensuring and improving the competitiveness of food industry enterprises. To this end, BVE actively promotes both nationally and internationally to eliminate trade barriers, reduce bureaucracy

and give enterprises greater freedom. Representing more than 90 % of the food industry, BVE is the most important partner in negotiating with leading foreign political and economic representatives.

Along with support for market research and its trends in Germany, work is under way to improve the image of German food products abroad and German companies are supported when developing foreign markets. In the future, cooperation is planned between the Federal Association of the German Food Industry (BVE), the Central Marketing Organization of Agricultural Industries (Central Marketing – Gesellschaft der deutschen Agrarwirtschaft – CMGA) and the Federal Ministry of Food, Agriculture and Consumer Protection. This should not only actively support the export activities of German enterprises, but also provide assistance to international cooperation.

Germany, whose population is 82,67 million [3] residents, is the largest market in Europe. The purchasing power of the German population against the background of an increase in nominal wages and low inflation has grown substantially. The real salary in the FRG last year increased by an average of 1,8 % compared to 2015, nominal growth was 2,3 % [9]. The food industry is a privileged partner for a huge number of consumers and suppliers. Since 1993, the value added in the food industry has exceeded that in agriculture: agro-industrial enterprises produce 27 % of the added value of all industries in Germany and France, representing the industry's first source of added value [6].

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