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**STRATEGY OF FOOD SAFETY OF THE REPUBLIC OF BELARUS OF THE
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In XX century the food factor much increased because of military, political, social, economic and ecological shocks and became an integral part of economic and national security of states. Distinguishing two aspects of a food problem – social-economic and ecological, each country is deciding them, proceeding from its own possibilities in the interrelation with the world tendencies.

The experts of the International Foodstuffs and Agriculture Organization (FAO) note that the negative tendencies in the creation of food resources are aggravated. Considering globally the food problem as the agenda of XXI century primarily in the struggle against starvation and poverty [1], the experts define a priority role of states in its solving. They combine this task with the objectives, the achievement of which must be secured by appropriate legislation, intellectual, financial and material resources, and also by the implementation of national programs. Each country should resolve the food problem, proceeding from its own possibilities, at the maximum safe conducts predominantly at the expense of its own production, rationally using an international division of labour and cooperation [2]. The forecast of creation of food resources and their allocations among the groups of countries and separate states till 2030 [3], fulfilled by the FAO experts, orients to this. According to this document, despite a growth of volume of foodstuff production, in the world the deficit is stably saved and about billion persons will experience chronic starvation or malnutrition.

In this connection, FAO determines the support of food safety as a strategic direction of its activity, as now, by rendering assistance to very poor countries. Within the framework of this direction, FAO is dealing with four tasks. These are: rise in the standard of living of the population; provision for access to natural; economic and social values; support of the programs aimed at getting the food safety; help in restoring natural resources; policy of promotion of steady development of agriculture, forestry and fishing.

Offering a program of struggle against starvation by cutting down the trade protectionism, the World Bank experts have another point of view. They emphasize that foodstuffs are being produced in sufficient amounts. If 840 million persons (each third inhabitant of the planet) starve or are malnourished, then this is not because of a deficit of foodstuffs, but because of malnutrition.

In the forecast of the development of agriculture till 2014 the organization for Economic Co-operation and Development (OECD) uniting 30 advanced industrial countries marks a growth of the competition among the world exporters of raw material and foodstuffs [4]. The main points of the report are those that the productivity will grow, therefore, the real prices for main types of goods will decrease. Export possibilities of developing countries will increase, and the protectionism will be saved in rich countries. A demand for foodstuffs will be increased on the part of poor states. A share of developing countries in the world trade will increase.

Considering food markets, it is stated that their capacity will grow, fluctuations of demand and supply and the state of the market as a whole will be governed by China and India. New suppliers, including countries of Latin America, will play an important role in the dynamics of processes at the market. Market participants should pay attention to the globalization of food industry and to the concentration of production as a new relevant factor of effect on the world trade, for example, by means of new standards.

Of scientific interest is the research of a situation in Europe, especially when implementing the positions of common agricultural policy in ten countries that have recently come into EU. In the region a variety of agricultural structures “were increased”, additional agricultural lands and labor resources [5] appeared in rotation. Nevertheless, a cost of agricultural production increased almost by 10%. At the expense of support of the states or EU 30% and more of the income of farmers is ensured. In the main, this keeps prices or other operations violating the principle of free trade. The level of support of the manufacturers of new members (EU – 25) appeared lower than in the states (EU – 15). The income of the manufacturers in these countries must increase in a medium–term outlook, which undoubtedly will influence the state of food markets.

Global studies of a market of foodstuffs and drinks, conducted in the ACNielsen Company [6], cover five regions with more than 90% of real gross domestic product (GDP) and with more than 75% of the population of the Earth. Their results show that the world market of foodstuffs and drinks increased by 4% in price for one year during stable dynamics of a consumer’s demand for healthy products. The categories of food products adequate to new hopes of customers have high growth rates. The world annular volume of sales of milk products, salads, fish and sea products exceeds milliard US dollars each. Ready soups, fresh greens, fresh fish, cider, ready salads, children’s lactic mixtures, lactic drinks provide annual increase in value terms from 10 to 18%.

Taking into account that the population of developed countries diminishes and becomes old, it should be expected that the markets developing at present will be key for the world manufacturers.

Western Europe remains the most capacious market of foodstuffs in value terms (43% of world commodity circulation of foodstuffs and drinks) and thus is most slowly growing. Its annual increase has made up 3% in value terms, which is less than that of the world market. At this market there is seen a growth of demand for fruit and vegetables, fish and sea products, vegetable oil, whereas at the alcohol market – for cider.

Northern America (30% of world commodity circulation in value terms) is the second largest market of foodstuffs. Volumes of retail sales increased in accord with world growth rates (4% annually). Frozen hors d’oeuvres, power drinks, fresh soups (a 1.4–1.9–fold growth in 2006) are in great demand.

The market of Asian–Pacific region was growing along with the global one. Fast developing categories of products – “frozen hors d’oeuvres”, “fresh greens and spices”, “children’s lactic mixtures” – provided an annual increase by 28–48%.

Food markets of East Europe, the Middle East, Africa and also Latin America are fast growing. For one year the growth of demand for foodstuffs in value terms made up 13 and 10%, including “alcohol mixes” – 40 and 34%, respectively.

Considering global food market as a whole and also sub-regional markets, we have the right to conclude that the state of such markets is determined by a tendency of growing community circulation stipulated both by a keen demand and by a rise in prices for many categories of products. This tendency will most likely have a long-time nature and it should be taken into account in substantiating the strategy of food safety.

Resolving the problem of foodstuffs and food market development is influenced by social-economic and ecological tendencies. In opinion of the FAO and EU experts, is necessary to pay attention to the tendencies, whose essence in general form is as follows:

- the capacity of the world market increases when degrading the conditions for creation of resources, unstable dynamics of production due to abnormal natural phenomena, due to global temperature rise, ecological balance disturbance and poor balance of world export and import;

- the annual increase of volumes of agricultural products, raw material and foodstuffs diminishes, which in the conditions “of population explosion” results in lowering resource security per capita;

- the impact of the factors defining the quality and price of foodstuffs on their competitiveness is enhanced;

- the concept of competitiveness will be updated in connection with a necessity to allow for the factors of development of a countryside as a habitat, and not just the efficiency of agrarian production;

- the disproportion of supply and demand in a number of regions of the world;

- the globalization of food industry tightens the competition by a stable rise in prices, thus contradicting the business conditions of the food market;
 - the liberalization of trade of agricultural products, raw material and foodstuffs, which is stipulated by the GATT/ WTO rules, enhancing competition at the market, promotes the application of measures of tariff and not tariff regulation;
 - carry-over stocks of world food resources are reduced and this relaxes the repeatability of functioning of food grocery markets defined by the availability of reserves that iron out market fluctuations;
 - changes in demand in the economically developed countries will concern the pattern of consumption, quality of foodstuffs and their influence on the health of the population, in the developing countries
- in a greater extent the growth of consumption volumes;
- number of less developed countries and countries with the economy of the transition period will convert into net-importers with restricted possibilities of purchasing the foodstuffs;
 - the priority in creating world food resources will be saved behind the countries oriented to export (USA, Australia and New Zealand, EU countries, etc.): they will have additional possibilities for sales of products;
 - the international trade in foodstuffs in a number of cases is determined by political grounds instead of economic and commercial factors;
 - at the agrarian market the orientation is extended to the innovation development of production, its quality and multifunctionality of agriculture;
 - the rise of the level of the world food safety in sight is not viewed, as the annual increase of production is forecasted by a factor of 1.5%, and the increase of the population – 1.5–1.8 times and more;
 - the contraction in the business conditions of the world market instigates a food crisis in the states oriented to import.

Taking into account the predicted tendencies at the world market at a great variety of ways and mechanisms for solution of the food problem, the major direction will be associated with reaching the stability of national production on the basis of the innovation development and the strength of agricultural territory.

For the Republic of Belarus the food safety is a condition of maintenance of the favourable business conditions of the market capable of providing a sufficient level of high-quality and balanced foodstuffs for the population, and also an effective development of foreign trade ties. It is stipulated in the concept of national food safety [7]. The concept is prepared on the basis of theoretical and applied research of food safety of the country with regard to the analysis of the system of consumption and factors that make demand. It includes the basic concepts and definitions of food safety, the stages of its achievement, directions of the agrarian policy, the model for national food safety, methods for estimation of food supply at national and regional levels, parameters of national and regional food safety, the mechanism for their achievement, and many other tasks. By a many-side and comprehensive consideration of the problem and substantiation of measures and mechanisms of its solution, the concept corresponds to program documents. The support of food safety reduces to two directions of resolving the problem: maintenance of product supply at a level sufficient for healthy nutrition and the elimination of the import dependence and the protection of the interests of manufacturers.

The most important conditions of reaching food safety are the potential availability of foodstuffs for the population; economic opportunities of all social groups due to a rise in living standards and measures of social protection to purchase foodstuffs; consumption of products of high quality in quantity sufficient for a diet based on energy value and balanced on major life-supporting elements.

The monitoring of food safety demonstrates that in the Republic its level has positive dynamics and in 2006 it was increased by 2%. The physical availability of foodstuffs at the expense of own production steadfastly exceeds a critical level. As for the estimate of energy value, when an actual average daily consumption is 3100 kcal, the level of food safety is provided by 89% (optimal level – 3500 kcal). The pattern of consumption of foodstuffs in quality parameters requires its development with objectives to balance a ration with respect to protein. The economical availability of foodstuffs is characteristic of a

high share in expenses for them. When the production of agriculture produces and the export deliveries are increased, the growth of import of foodstuffs is not a threat to food security, but requires optimization.

In the Republic a positive tendency of supporting balanced supply and demand at the domestic market of raw material and foodstuffs is in the main was saved at the expense of own production (exception – oil and fish). The adequacy of production volumes of raw material and foodstuffs is guaranteed by implementation of measures foreseen in the State program of revival and development of a village for 2005–2010.

The Republic integration of world economy in globalization conditions and the nearness to EU markets, where supply exceeds demand, specify a necessity to take effective measures in rising the competitiveness of agricultural produces.

When motivating the capacity of the domestic market in definite sorts of production it is necessary to take into account the economic availability of foodstuffs, which defines demand or a purchasing power of the population, and also the export potential with regard to the formation of necessary stores. These indices should provide a growth of a consumption level up to normative parameters, the competitiveness of products and the improvement of the quality of nutrition. It is expedient to allow for them when the strategy of food safety is substantiated and food programs are created. When the potential of export is being developed, reaching the consumption in the limits of rational norms suggests that the measures of support of demand should be taken. The second component of food markets – supply – is formed when influenced by the tendencies of development of domestic production and economically expedient import.

The formation of food markets adequate to the concept of stable food supply of the Republic should meet the directions that provide a basis for development of own production of raw material and foodstuffs and cover all sides of the activity of agroindustrial complex. This will require the socially oriented policy maintaining the incomes of manufacturers at a level sufficient for motivation.

The system of measures on the development of special-purpose branches sufficient for the balance of markets should take into account a necessity to cut down expenditures, to renew assortment of products, to improve packing, to develop marketing, i.e., all, which provides the competitiveness of products.

In spite of considerable support of the state, the last year's level of profitability of organizations of the Ministry of Agriculture and Provisions of the Republic of Belarus made up only 9.2%, whereas 35–40% were needed for expanded production. The financial position is worsened and the debts exceed by 30% and more the annual proceeds. The security of basic funds, not exceeding 60% of the normative level, remains low. A poor competitiveness of products, a low efficiency of functioning of organizations can be a threat to food safety even if the quantity of own products is enough.

The strategy of food safety suggests that an effective level of development of economy, including agroindustrial complex, which is provided by the appropriate resources and the potential of the agrarian sphere, should be achieved. This potential guarantees the population with stable delivery of foodstuffs in quantity appropriate to scientifically grounded parameters. Conditions of maintenance of rational consumption of products irrespective of the state of the international relations or the business conditions of the world market are under development.

The achievements of agroindustrial complex, the potential of the agrarian sphere, including the supply of resources, allow one not only to be oriented on food safety (the direction is real and is the only true), but also to promote the development of export. The alternate strategy oriented to import is unacceptable since, on the one hand, it reduces economic safety, adversely influences currency reserves of the state, causing the external indebtedness to grow. On the other hand, forming the food market and domestic prices at the expense of import, it exerts a depressive influence.

The state support is the most important direction promoting the solution of the food problem. The food safety is achieved by realizing social-political, economic, technological, organizational, information and other measures of supporting the physical and economic availability of vitally important foods for the population and by warning emergency. By these foodstuffs are understood products produced

in the territory and are the basis of a population's ration in structure and volume. By the warning of food emergencies is meant the security of steady development of national rural economy, whose level should guarantee the food supply for the population and the creation of stocks of foodstuffs corresponding to physiological norms.

Structurally, the economy of the Republic develops with orientation to the adequacy of foodstuffs. Essentially it is necessary to decide two tasks – to provide the country with foodstuffs and to create conditions for improvement of the quality of life of the population. The problem solving envisages two alternatives: either the state will protect national agriculture and manufacturers, having improved its economic competence, or the country will become import-dependent.

Realizing the protectionism in relation to agriculture is urgent because the foreign trade protective mechanism is created and food complex is supported directly by the state. The integration of world economy without taking the measures of support of the development of domestic rural agriculture is practically impossible in view of a poor level of agriculture efficiency.

Solving the food safety problem at the national level, it is impossible to ignore the strengthening tendencies of globalization of world economy, fast developing relations and liberalization of trade of agricultural produces within the framework of the GATT/WTO rules. At the same time the state relations, basing on the interaction of economics, are stipulated, first of all, by the creation of internal opportunities of steady and the effective development in national economy. The major components of stability – social, economic and ecological spheres in their rational interactions are represented by a triad “man – economy – environment”.

In the State program on the revival and development of a village for 2005–2010 [8] the tasks are defined, whose solving promotes the creation of conditions of steady development. The priorities of the agrarian policy, including its major aspects – food, agricultural, agroindustrial and foreign trade, and also the indices describing the innovation development are oriented to the solving of these tasks. Understanding the innovation development as a directed impact on the system or its separate components, its final goal when applied to agroindustrial complex is the increase of production efficiency and competitiveness. This suggests the use of new technologies, new sorts of products, the undertaking of organizational-engineering decisions of industrial, administrative, commercial or diverse nature that promote goods and services to the market.

The food aspect is a starting point in the analysis of priorities as it is a quantitative expression of the general goal of the agrarian policy – food safety. Determining the food system of the Republic as self-sufficient, providing the balance of the domestic market by 75–85% at the expense of own production, the innovational development should be oriented to improving the quality of the entire technological line “raw material – processing – storage – sales”. To solve the problem on the improvement of the quality of raw material and foodstuffs, there is a lack of scientific, technological, technical, institutional, economic and social innovations in the Republic.

Food innovations should promote the reorientation of the strategic goal of its development from production, which anticipates threats of starvation and malnutrition (foods for life support), to production of products improving the quality of life and the health of the population.

The agricultural aspect of innovational development includes manufacturing-technological innovations, which being the outcomes of scientific developments, find their practical use in the production of new sorts of agriculture produces, providing a substantial improvement of its quality and a rise of agriculture efficiency. The latest technologies and the application of new methods for keeping cattle, for storing and processing raw materials, which improve and preserve biologically valuable qualities of products, decrease energy and resource consumption of products, must determine a rational employment of the country's agrarian potential during the production of foodstuffs.

Realizing the agroindustrial aspect of the priorities of policy suggests that the material and technical base of agriculture and refining industry and also of the modern marketing sphere will be developed on innovation grounds. The competitive advantages of the domestic food system at domestic and foreign markets are stipulated by a level of innovation development of the whole agroindustrial complex, but not only by its elements – branches and organizations.

The innovation development of agroindustrial complex and its food sphere in the period till 2010 is provided with a system of measures foreseen in the State program of revival and development of a village. In the course of implementation of the program it is necessary to reconstruct 208 cattle-breeding complexes and to introduce new technologies of keeping cattle. A successful performance of jobs for two years confirms the reality of the scheduled measures (re-equipment of milk-commercial farms is fulfilled by 122%, of poultry farms – by 109%). The re-equipment of the technical base of agricultural organizations includes the delivery of 18 thousand tractors, almost 11 thousands grain and fodder harvesting combines and other machines. Additional investments are needed for maintenance of fertility and safety of agricultural lands.

The innovation development of the material and technical base of agricultural organizations suggests the appropriate modernization and technical re-equipment of refining industry and sales sphere. Otherwise, the efficiency of innovations in the agrarian branch will be realized insufficiently.

The technical re-equipment of agroindustrial complexes is rational and effective alongside with the re-organization of organization-administration activity, including institutional innovations in forming the principally new organization-legal structures of integrated type; the creation of information-consulting systems. These innovations should cover management, logistics, application of information technologies, new methods of marketing services, etc.

The foreign trade aspect of the agrarian policy reflects the interrelation of world and domestic agricultural markets. It includes the import-dependent indices of each of products imported; the balance of import and export of agricultural produces; the balance of import and export of foodstuffs; the ratio of domestic and world agricultural prices. A market mechanism is not capable of providing the equilibrium of supply and demand at the market of foodstuffs and raw material even at the prices and incomes on a par with other branches. Therefore, the protection of the domestic market and the smoothing of production conditions are the inevitable components of the economic policy. In this connection, the agroindustrial complex must have rather a high level of protection realized using the comprehensive approach to solving social-economic problems. The main direction of support in economically developed countries is the support of market prices (75–80%). Direct payments to the producers of agricultural produces make up 18–20% of a total volume of financing of agriculture, other forms of financial support – 15–20%.

The relationships between the domestic and world markets should be established with allowance for two factors. First, the world market is a market of commodities produced under the best conditions or having a high level of support. World prices will always be below the cost of products made in the countries with bad conditions. Second, the production conditions in the Republic differ by a heightened level of risk, and production – by a high level of expenses. Taking into account that in future the rise of payback of resources by 2–3% per year is a high index, it should be stated that agriculture especially has need for innovations.

The development of the agroindustrial complex in the period till 2010 will provide an almost 1.5-fold production growth of commodities and this will demand to activate efforts in promoting products to the foreign market. Current interest in the search for new trade partners, development of forms of promotion of goods to a customer through exhibitions, fairs, electronic trade, popularization of natural trademarks is increasing at present. Goods of agroindustrial complex were always saleable, but it is not right to follow the trade policy using the image of the last years.

Realizing the measures of the State program on revival and development of village for 2005–2010 is directed to creating steady agrarian economy with high-effective production and comfortable conditions for residence of inhabitants as well as to changing a concept of village as a territory locating outside the limits of culture.

With regard to the world tendencies, the strategy of food safety in distant future (period after 2010) should be oriented to solving a set of the tasks, “... balanced socially oriented, economically effective and ecologically protective development of the country, satisfaction of indispensable needs of present and future generations” in the context of the NSUR for the period till 2020 [9].

The imperative of the strategy of food safety should meet the principles of stability of development of the territory and is beyond the framework of one branch. The strategy includes the tasks of effective work of agrocomplex as linked, balanced functioning of allied industries of economy in a technological flow, starting from the production of production assets, agricultural raw material to its processing as well as systems of sale and supply to a customer. In addition, this strategy should allow for a necessity to realize the measures that provide the development of the countryside as a habitat and promote an effective utilization and renewal of resources, a rise in the level of the population's occupation and self-occupation, as well as the improvement of a demographic situation and ecological equilibrium of natural systems.

The strategy of food safety also suggest that a system of measures directed to reforming firms, expanding their economic independence, activating the investment activity, improving specialization, using rationally reserves for production of competitive products sufficient for demand of the domestic market and building up an export potential will be realized.

The strategic goal can be reached starting with the possibilities of cooperation and integration of branches, firms and organizations as well as of expansion of industrial and economic ties. In the agrarian sphere the social-economic changes directed to developing multistructure economy should continue on the basis of different patterns of ownership and management and of developing private business. A successful operation of agriculture is possible only when the system of financial services of the production process is well organized and commodity-money relations are widely used.

In the course of the development of the market relations, an objective necessity arises not only to improve organizational structures and forms of managing, but also to control the management mechanism.

The steady development of agroindustrial complex is possible and real at the optimal sizes of competitive production oriented to export of production with indispensable resources; of rational interregional specialization, cooperation, integration of effectively managing subjects; of the development of business in agrocomplex and the guarantee of sales of production. The stability of agroindustrial complex means the following: rational usage of the production potential, encouragement of manufacturers and rise of agriculture efficiency; progress of food safety on the basis of stable operation of the domestic market of raw material and foodstuffs; innovations of agroindustrial complex that provide the competitiveness of products at the domestic and foreign markets.

As a whole the food strategy suggests that as the goal of the first order the self-repayment and self-financing of agroindustrial complex when directly supported by the state will be reached; the property of workers of agriculture will be increased up to an average level throughout the country; the way of life of countryman will be saved and environment will be protected.

The goals of the second order include an improvement of the structure of consumption of foodstuffs, choice of foodstuffs and goods made of agricultural raw material, which permits one to satisfy population's needs and also to improve the quality of products; reaching and maintenance of equilibrium between effective supply and demand for the products of agroindustrial complex; smoothing of seasonal fluctuations in consumption of foodstuffs.

The premises of reaching of the strategic purposes are: complex development of agricultural territories; diversification of production in the country side; introduction of the effective mechanism of creation of food resources based on the provision of economic incentives of the domestic commodity producers and development of a market infrastructure; improvement of land relations; cooperation and integration; social reformation of village; creation of economic conditions for a rise in living standards of the agricultural population.

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STRATEGY OF FOOD SAFETY OF THE REPUBLIC OF BELARUS

Summary

In the article the basic directions of the strategy of national food safety are stated. The problem is considered globally, in the context of the Agenda for XXI century, in the interrelation with the tendencies for formation of world food resources. The author comes to a conclusion that in prospect, as well as now, each country should solve a food problem, proceeding from its own resources at maximal guarantees of safety mainly due to own production.