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REFORMS OF THE COMMON AGRICULTURAL POLICY THE EUROPEAN UNION

Relevance. The theme of the challenges facing European agriculture is particularly relevant at present in view of the ongoing cardinal changes in the economy, particularly in the agricultural sector, which require continuous reform of the Common Agricultural Policy (CAP) of the European Union (EU). This is particularly relevant in terms of its alignment with the higher demands of society for healthy foods, preservation of rural areas, ensuring the production of higher quality products and maintaining farmers' incomes.

Object of study is the Common Agricultural Policy of the European Union and in particular the reforms to the decision to apply it at a conference in Stresa in 1958 to the present.

This paper aims to study the instruments and mechanisms of the Common Agricultural Policy of the European Union and its application in the conduct of European agricultural policy.

The aim of the study. Common Agricultural Policy consists of European legislative acts and practices aimed at implementing a common (single) policy on agriculture. Conducting agricultural policy is regulated in Art. 32-38 of the Treaty establishing the European Community.

Practical Common Agricultural Policy in the European Union has existed since the early '60s, due to the presence of deficits in most markets for food products. This system quickly show its drawbacks in terms of surpluses of agricultural commodities. It marks, however, various stages of evolution.

Classical Period (1962-1972) The policy of the early '60s can be traced in two respects: firstly it affected consumers who pay higher prices, and - very quickly overcame the shortfall after the Second World war. Used instruments of the common agricultural policy is reduced to a common mechanism consisting in the use of: guaranteed prices, import charges and compensatory export subsidies.

Reform of the stabilizers (1985-1990) - With the Green Paper - a consultation document, place the guidelines for future development of the Common Agricultural Policy. The mechanism of action of stabilizers consists in that when production exceeds predetermined by the European Commission (EC) number, the level of funds to support the sector is automatically reduced. A key element of EU policy for the period 1988/89 prices are restrictive.

The aim of the **reform Maksheri (1991-1997)** is to adapt the mechanisms of the CAP to the situation differs substantially from that in the '60s on through for the first time was reasonably recognized the inability of the system to maintain the prices of agricultural goods covered both in income support for farmers and lead to better balance the markets. Positive results achieved by introducing a complex system of administrative control are expressed as: reduction in intervention stocks,

limiting the crop area, reducing guaranteed prices.

The reform of the CAP is associated with international trade in agricultural goods, conducted on the basis of **the Uruguay Round negotiations under the GATT** (General Agreement on Tariffs and Trade). The transition from a state of deficits to surpluses in many sectors of agriculture determined the increase in exports to third countries in order to stabilize the markets in Member States.

Fischler reform ("Agenda 2000") The objectives of reform are aimed at: promoting farmers (by increasing product quality, not quantity), production of organic products, developing farming, friendly environment. The main goal of reform is the transformation of farmers into entrepreneurs.

The reform of the CAP 2003 is aimed at supporting the agricultural sector and rural development. The proposed system integrates all existing direct payments a producer receives from various projects in a single payment. The reform aims to strengthen the market orientation of farmers who are leading in demand and customer requirements.

With **"Health Check" of 2008** aimed at modernizing, simplifying and streamlining the CAP in terms of new challenges facing European agriculture: climate change, better water management and biodiversity protection.

In terms of the objectives of the **new Common Agricultural Policy of the European Union** and trends reformed CAP ("Europe 2020") [1] aims at restructuring its three aspects: ensuring food security; environmental protection; ensuring sustainable rural development.

Thus farmers will increase their competitiveness in terms of ensuring optimal use of resources from one country. On the other hand, this is a prerequisite for obtaining high quality food at reasonable prices European consumers [3, 4].

After public consultation in 2010 on the future Common Agricultural Policy, participants are united around three main objectives [2]: viable food production; sustainable management of natural resources and action on climate; maintaining the territorial balance and diversity of rural areas.

The main part. That allows us to deduce the strengths, weaknesses, opportunities and threats (SWOT analysis) of implementation of the CAP of the EU:

Strengths - to ensure the sustainability of food supply, production of high quality products, provide healthy food to the public and ensure farmers' incomes, encouraging the development and preservation of rural holding of free trade within the Community uniform prices; protection imports from third countries, the implementation of subsidized exports to third countries, making the farmers and other entrepreneurs.

Weaknesses - high costs of conducting the CAP of the EU support of farmers discourage them, high costs for food, does not provide income for small farmers; intensification of production, there are differences between the EU-12 and the EU-15 in implementation of the Common Agricultural Policy of the European Union need to modernize, simplify and streamline the CAP of the EU and others.

Opportunities - effective and sustainable agriculture, market-oriented agricultural sector, improving the competitiveness of agricultural production;

acceptable standard of living for farmers; protection from fluctuations in world prices, the elimination of imbalances in supply and demand, attracting young farmers, stimulation employment and entrepreneurship in rural areas and other.

Threats - strong competitive pressure on the European market, continued reform of the CAP of the EU; adapt to changing international trade rules, to regulate the market of agricultural products, the difference in payments in the EU-12 and EU-15 is a prerequisite for uncompetitive; differences in economic and agro-climatic conditions of different regions and Member States, climate change and others.

Challenges to the Common Agricultural Policy of the European Union require it to be aimed at making European agriculture more dynamic and competitive sector. The global economic crisis requires a review of proposals for conducting future European agricultural policy. From this position may require application of existing mechanisms and instruments of the CAP of the EU.

References

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СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ ПРОБЛЕМЫ МОТИВАЦИИ ПЕРСОНАЛА НА КОММЕРЧЕСКИХ СТРОИТЕЛЬНЫХ ФИРМАХ

Изучена социально-экономическая проблема предприятий, на примере коммерческих строительных фирм, разработан мотивационный механизм управления персоналом для его применения в коммерческих фирмах строительного профиля.

Актуальность. Немаловажную роль в переходе к рыночной экономике играет повышение трудовой активности работников, основанной на формировании действенной системы мотивов и стимулов, предполагая прямую зависимость экономического развития не только от прямого действия органов управления, но и от активности отдельного работника.