

Рентабельность производства творожной массы с добавлением шиповника и семян конопли составляет 15 %. В связи с этим рекомендуется внедрить технологию творожной массы с добавлением шиповника в виде порошка и семян конопли как качественного, рентабельного продукта с функциональными свойствами.

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### MAIN DIRECTIONS OF IMPROVEMENT OF MILK PRODUCTION

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The organization of livestock production provides for implementation of measures for the efficient use of land, labor, technical, logistical, operational and financial resources to more high quality products at economical expenditure of funds. The development of a program for the effective use of material resources in dairy cattle breeding is the basis for the development of conceptual directions for improving production efficiency, solving problems of food and economic security.

One of the factors that affects the production of milk is the procurement of high-quality feed. The main indicator that characterizes the fullness of the feed is the content of metabolic energy and raw protein in the dry

matter. The nutritional value of a unit of dry matter, regardless of the type of feed, should be close to or slightly inferior to the original raw material. The quality of the feed, first of all, depends on such factors as the type and biological value of the raw materials from which it is prepared, as well as the technologies used in harvesting. Such organoleptic and physical indicators as color, smell, consistency, the presence of mold, rot, the degree of contamination, acidity, etc. indicate the good quality of herbaceous feeds [1].

The transition to industrial methods of dairy cattle breeding makes it necessary to increase the rate of reproduction of animals. However, the successful reproduction of the herd and the growth of livestock productivity are largely hindered by infertility and yalovost, as a result of which farms suffer great economic damage. The main indicator of the effectiveness of artificial insemination is the fertilization rate from the first insemination: cows—at least 50 %, heifers—at least 60.

To effectively manage the herd, the animals must be divided into groups according to their physiological state (lactation stage). Depending on the physiological state of the cows, the dairy herd of the farm is divided into four technological groups, which form three sections: the section of cows of the last months of pregnancy and heifers; the cow calving (maternity department); the milk production. Feeding of cows should be carried out depending on the physiological state.

Rational organization of machine milking of cows is also an important factor in improving milk production. The order of movement of cows for milking should be organized taking into account their physiological state. Cows are milked at the time set by the daily routine. Multiplicity milking depends on the capacity of the farm, the type of milking machines, security personnel, livestock productivity of the udder, stage of lactation, as well as from the economic modeling of reference of dairy cattle in a particular enterprise. Organizational and technological measures to obtain and preserve the properties of high-quality milk have an impact on the economic efficiency of milk production. These include: purification of the milk; the cooling and storage of milk; milk recording; analysis of the composition of milk; measures aimed at reducing the content of somatic cells, of microorganisms in commercial milk [2].

Thus, a promising direction for the further development of dairy cattle breeding is to increase the dairy productivity of animals based on the rational use of available feed and the greatest realization of the potential capabilities of livestock. The increase in milk production is largely due to the intensification of feed production, the economically justified use of feed resources. It is important to carry out at a sufficient level of organizational and

technological measures to obtain and preserve the properties of high-quality milk.

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### **HOLDING COMPANY «GRODNOMYASOMOLPROM»**

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At the present stage of the development of the economy of the Republic of Belarus, the issue of improving the organizational structure, expanding the scope of activities, and entering new markets is becoming urgent for many companies. One of the steps of the structural adjustment of domestic enterprises is the further development of holding companies.

A holding company is an association of legal entities (members of a holding company), in which one participant (the management company of the holding company, the owner of the property (shares)) influences decisions made by other participants of the holding (subsidiaries of the holding), on the terms and in accordance with the procedure established by law. The legal basis for this form of interaction between business entities was introduced on December 28, 2009, and the first holding company was registered by the Ministry of Economy of the Republic of Belarus in April 2010. A holding company is an association of legal entities that has passed the registration procedure with the Ministry of Economy of the Republic of Belarus in accordance with the established procedure; the holding company is not a legal entity. As of 05.02. 2020, 124 holdings were registered in the State Register of Holdings[1,3].

Grodnomyasomolprom Holding was registered on 26.06.2013. JSC Grodnomyasomolprom Holding Management Company is a commercial organization that provides general management, management, coordination