

FACTORS AND CONDITIONS OF INNOVATIVE DEVELOPMENT OF THE PROCESSING INDUSTRY

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In modern conditions, the innovative development of the economy of the Republic of Belarus is the main goal of economic policy. The strategic goal of the processing industry development is to provide the population with various food products, sufficient for a balanced and healthy diet. In the context of the digital economy, an innovative way of development is an objective condition for ensuring national security and sustainable development of the Republic of Belarus. In the processing industry, it is necessary to create high-tech production of waste-free and resource-saving type. In order to deepen the processing of agricultural raw materials, it is necessary to develop new technologies using biochemical modification of raw materials, technologies for the production of elite food products. The main goal of the development of the processing industry is to form a sustainable system for increasing the economic efficiency of production, competitiveness and their transition to innovative development.

The innovative development of organizations in the processing industry is a qualitative change in the process aimed at increasing the efficiency of activities by mastering the achievements of science and advanced experience, using new methods, factors, conditions and areas for the implementation of innovative projects within the framework of the chosen strategy.

The performed analysis of the main indicators for the type of economic activity "Production of food, beverages and tobacco products" showed that for 2016-2019. along with a decrease in the number of organizations in the processing industry by 102 units, the volume of food production increased (in 2019, compared to 2016, the growth rate was 31.7 %). In 2019, compared to 2016, the average number of employees decreased by 3.5 thousand people, the growth rate of the average monthly wage was 39.2 %. In 2019 compared to 2016, the growth rate of profit from product sales amounted to 97.2 %. During the study period, the profitability of sales decreased by 2.1 percentage points. In the structure of food production in the Republic of Belarus, the largest share is occupied by whole milk products (2017 – 29.4 %, 2018 – 26.7 %, 2019 – 28.6 %) and tends to decrease by 0.8 % ... The share of processing and canning of meat and the production of

meat, meat-containing products in the structure of food production in 2019 amounted to 24.2 %, which is compared to 2017. lower by 0.2 % [1].

Innovative development involves not only the main process of mastering innovations, but also the formation of a system of factors and conditions necessary for its successful implementation. Foreign economic activity is one of the main factors influencing the effective functioning and innovative development of the processing industry. The growth rate of foreign trade in agricultural products and food products in 2019 compared to 2017 amounted to 6.7 %, including an increase of 11.4 % in exports. The development of a strategy for the innovative development of organizations in the processing industry consists of the formation of strategic goals, an assessment and analysis of the external environment, identification of the strengths and weaknesses of the internal sides, the identification and analysis of strategic alternatives and the choice of strategy. The developed strategy is based on the justification of investment projects and their implementation at the processing organizations of the agro-industrial complex.

At this stage, the market for bread and bakery products is the highest priority in the Republic of Belarus. The analysis of the functioning of enterprises in the baking industry showed that it is advisable to organize the production of innovative products (gluten-free bread) in the Mogilev region. An investment project was proposed for the production of innovative products (gluten-free bread) at the Domochay Bakery and Confectionery Company. When implementing this project, the innovative value added per one average employee will be 126.5 rubles / person, the innovative value added on an accrual basis is 634.58 thousand rubles, the profitability of innovative activities will be 22.4 % and the profitability of sales – 18,3 %. The performed risk assessment of the investment project showed that the net discounted income from its implementation will be positive with the share of variable costs in the structure of production costs not exceeding 90 %. The risk level of the investment project is 9 %.

Application of the developed approach makes it possible to determine trends, factors and opportunities for further growth of agro-industrial complex processing organizations, to develop a forecast for the future, to form a strategy of priority directions in the development of innovative activities.

LITERATURE

1. Saiganov, A. S. Theory and methodology of improving the economic mechanism of innovative development of processing organizations of the agro-industrial complex: monograph. / A. S. Saiganov, I. I. Panteleeva. – Smolensk: Magenta, 2019. – 256 p.