

Oleh Chub,*Candidate of Agricultural Sciences, Doctoral Student,*

ORCID 0009-0000-2081-1183,

e-mail: dr.chub@estw.com.ua,

Mykola Kalchenko,*Candidate of Sciences in Economics, Doctoral Student,*

ORCID 0009-0009-2977-5049,

e-mail: Jobua888@gmail.com,

*Livestock Farming Institute of National Academy
of Agrarian Sciences of Ukraine, Kharkiv*

THEORETICAL FOUNDATIONS OF ECONOMIC GROWTH OF LIVESTOCK PRODUCERS

Entry. The study's relevance is due to this industry's outstanding role in ensuring food security, sustainable rural development, and general economic well-being. In today's dynamic world, livestock production faces numerous challenges, from the growing demand for high-quality food stimulated by population growth and changing consumer preferences to the need to adapt to climate change, the introduction of environmentally friendly technologies, and increasing competitiveness in world markets.

Economic growth in animal husbandry is not linear; it depends on the complex interaction of internal and external factors. Manufacturers are constantly looking for ways to increase efficiency, optimize resource use, innovate, and minimize risks. Understanding the theoretical models and concepts underlying this growth allows not only the explanation of existing trends but also the prediction of future changes and the development of sound development strategies.

In addition, it is important to create conditions that would contribute to increasing production volumes and improving its quality indicators, ensuring proper conditions for keeping animals and sustainable use of natural resources. This requires an in-depth analysis of the mechanisms of capitalization, investment, and innovative development, as well as the impact of public policy, regulatory frameworks, and global economic processes on the activities of livestock farms.

Thus, the study of the theoretical foundations of livestock producers' economic growth is key to the formation of effective agricultural policy, the development of sustainable business models, and the ensuring of the industry's long-term viability and competitiveness, which ultimately affects the well-being of society.

Analysis of recent research and publications. Various aspects of methodological support of economic growth in agricultural production (including livestock products) are disclosed in the scientific works of domestic scientists: T. Gnatieva, I. Grabchuk, M. Zakharenko, O. Izhboldina, V. Nitsenko, Y. Sinyavina, A. Shevchen-

ko and others. However, considering modern challenges and the importance of the industry for ensuring the country's food security, the theoretical foundations of the economic growth of livestock producers require further research.

Formulation of the objectives of the article (statement of the task). The article aims to study the theoretical foundations of the economic growth of livestock producers.

Presentation of the main material of the study with full justification of the scientific results obtained. Practical analysis of any economic object requires a solid theoretical basis based on market economic laws. If we limit ourselves to existing knowledge on a particular problem, this inevitably leads to theory lagging behind practice and losing its value for real application. This fully applies to the study of models of economic growth, especially in the agricultural sector, namely in animal husbandry— key conditions for increasing the efficiency of the entire national economy [1].

The economic growth of livestock producers is a complex process characterized by an increase in the production of livestock products (meat, milk, eggs, wool, etc.), an increase in their quality, and an increase in the efficiency of the use of resources in livestock farms. This means a quantitative increase in livestock or milk yield and qualitative changes in the industry, leading to better satisfaction of market demand and increased competitiveness.

It should be noted that the potential for economic growth of livestock producers consists of several key elements [3, 5, 6, 8]. First, we are talking about the totality of all available resources that livestock farms can use to produce products and achieve economic growth. This is the basis of any production. For animal husbandry, it includes:

- land resources (availability and quality of pastures, hayfields, lands for growing fodder crops);
- capital resources (production premises (farms, complexes), equipment for keeping animals, milking



equipment, equipment for fodder procurement, processing facilities);

- biological assets (quantity, quality, and genetic potential of livestock: productivity, fertility, disease resistance);

- financial resources (equity and attracted capital, investment opportunities for expansion and modernization).

In addition, an important element is the innovative capacity, i.e., the ability of the enterprise to create, implement, and distribute new and improved technologies, products, and management methods. In animal husbandry, this can be the introduction of modern feeding systems, genetic selection, process automation, and digitalization of accounting and control.

In the context of our study, it is worth mentioning the production capacity or production capacity – the maximum ability of an enterprise to produce a certain amount of products with available resources and technologies. This is not just a static quantity but a dynamic indicator that includes:

- the limit of possibilities (what is the most significant volume of products (for example, milk, meat, eggs) can be produced under current conditions);

- efficiency of resource use (how rationally the available assets (equipment, animals, land, labor) are used to achieve this volume);

- optimization of the production process (the ability of the enterprise not only to produce but also to reduce the cost and improve the quality of products using available technologies and resources).

It is not just "how much can be produced" but "how efficiently and efficiently it can be produced using all available levers."

Human capital is also an integral driving force of economic growth in animal husbandry since it is people who ensure the introduction of innovations, optimization of processes, and, ultimately, increase the profitability of production. In animal husbandry, these are veterinarians, livestock technicians, operators, milkmaids, and managers who directly affect productivity and quality of work. Human resources are a set of knowledge, skills, experience, qualifications, and motivation of employees involved in producing livestock products. This is a vital asset since the efficiency of using all other resources - land, equipment, livestock - directly depends on it. It is important to consider the following aspects:

- qualifications and professionalism (availability of experienced livestock technicians, veterinarians, technologists, operators of modern equipment, their ability to introduce new technologies, provide proper care for animals, and effectively manage production processes);

- training and development (the opportunity to improve the skills of employees, master new methods of work, and adapt to innovations; this is an investment in

the future, which increases labor productivity and product quality);

- motivation and involvement (the level of interest of employees in the results of their work, their loyalty to the enterprise, and readiness for practical work; this includes remuneration systems, working conditions, and social guarantees);

- organizational structure (effective interaction between departments and employees, a precise distribution of functions and responsibilities, which allows you to maximize the potential of each employee).

Among the important elements are livestock producers' market position and capabilities, which determine their ability to successfully compete and sell their products in a changing market environment. This is not just an opportunity to sell but the ability to respond effectively to demand, adapt to changes, and find new niches. It includes, among other things:

- competitiveness – to what extent the company's products are attractive to consumers compared to competitors in terms of price, quality, and assortment. This requires understanding market trends, analyzing competitors' prices, and continuously improving product performance;

- access to sales markets – the ability to enter various sales channels (wholesale markets, retail chains, exports, direct sales to consumers). This includes developing logistics, building partnerships, and meeting the requirements of different markets;

- marketing strategy – effectively promotes your products, forms a brand, and wins consumer loyalty. This involves understanding the needs of the target audience and using appropriate communication tools;

- adaptability to market changes – flexibility in responding to fluctuations in demand, changing consumer preferences, and new regulatory requirements (e.g., quality standards, environmental standards). This allows you to minimize risks and take advantage of new opportunities.

Another key element is managerial potential and efficiency, which reflects the ability of the company's management to rationally organize, coordinate, and control all production processes and make strategic decisions to achieve economic growth. This is a critical aspect since the quality of management determines how successfully other potentials will be realized. Its main components:

- strategic planning – the ability to formulate long-term goals and develop development strategies that consider both internal opportunities and external market challenges. This includes prioritizing investment, innovation, and development;

- operational management – effective daily management of production processes (planning, organization of work, control over compliance with technologies, quality management). The purpose of this process is to ensure smooth and efficient functioning;

– financial management – the ability to effectively manage financial flows, attract investments, optimize costs, and ensure financial stability and profitability;

– risk management – the availability of systems for identifying, assessing, and minimizing various risks (financial, production, market, climate). This allows you to ensure the stability of activities;

– leadership and corporate culture – the ability of managers to motivate staff, form an effective team and create a favorable microclimate and values that contribute to development.

The elements of the economic growth potential of livestock producers do not exist in isolation but are closely interrelated, forming a complex system:

1. Human resources are a catalyst for realizing innovative potential since qualified employees can implement new technologies and ideas. They also directly affect the efficiency of the use of resources and production capacity.

2. Innovation potential allows you to optimize the use of resource potential (for example, precision feeding reduces feed costs), increase production potential (by increasing animal productivity), and strengthen market potential (through the production of more competitive products).

3. Effective use of resource potential directly affects the production potential and is the basis for its growth.

4. Strong production potential allows you to meet the needs of the market potential, providing the necessary volumes and quality of products.

5. Managerial potential is an integrating factor that ensures the effective use and development of all other types of potential. The quality of management determines how successfully resources will be converted into products, how quickly innovations will be introduced, and how efficiently the enterprise will work in the market.

All these elements create a synergistic effect: the development of one component has a positive effect on the others, and the weakness of one can inhibit the development of the entire system. Thus, to ensure the sustainable economic growth of livestock producers, it is necessary not only to evaluate each element separately but also to understand their interrelations and manage them comprehensively.

Economic growth in animal husbandry is a truly complex and non-linear process influenced by many interrelated internal and external factors [2; 4; 7-8].

Internal factors (controlled or dependent on the enterprise) are factors that are under the direct or indirect control of the producer of livestock products, namely:

1. Production potential, including:

– quality and productivity of livestock (genetic potential, breeds, health of animals, their ability to high productivity – milk yield, weight gain, egg production);

– technological equipment (level of mechanization and automation of processes, availability of modern equipment (milking machines, ventilation systems, feed dispensers), use of innovative technologies of keeping and feeding);

– feed base (availability, quality, and balance of feed, as well as efficiency of their procurement and storage).

2. Human capital, including:

– qualifications and experience of personnel (availability of veterinarians, livestock technicians, engineers, equipment operators with appropriate knowledge and skills);

– motivation and labor productivity (remuneration systems, working conditions, social packages that stimulate practical work);

– training and development (investments in employee professional development and professional growth).

3. Managerial potential and efficiency, including:

– quality of management (the ability of management to strategic planning, operational management, effective allocation of resources, and making informed decisions);

– financial management (effective management of costs, investments, working capital, optimization of financial flows);

– risk management (developing and implementing mechanisms for minimizing production, financial and other risks).

4. Innovation potential, including:

– ability to implement new things (openness to innovations, willingness to invest in research and development (even small ones, adapted to the needs of the farm);

– access to scientific knowledge (cooperation with scientific institutions, use of best practices).

External factors (not under the control of the enterprise but affect it) are factors that are formed outside the enterprise but significantly affect its functioning and development, namely:

1. Market conditions, including:

– demand and prices for products (changes in consumer preferences, dynamics of prices for meat, milk, and eggs, which are formed under the influence of the general economic situation, competition, export/import);

– prices for resources (cost of feed, energy, veterinary drugs, equipment that directly affects the cost of production);

– competition (pressure from other producers in the domestic and international markets);

– access to sales markets (infrastructure development (logistics, processing enterprises), availability of effective sales channels).

2. State policy and regulation, including:

- agricultural policy (subsidies, subsidies, tax policy, livestock support programs);
 - veterinary and sanitary legislation (norms and standards of product quality, requirements for keeping animals that affect costs and sales opportunities);
 - foreign economic policy (tariff and non-tariff barriers, quotas, terms of trade affecting exports and imports);
 - credit and financial policy (availability and cost of loans, investment programs).
3. Natural and climatic conditions, including:
- weather conditions (impact on the yield of fodder crops, the possibility of grazing, and temperature conditions for animals);
 - epizootic situation (outbreaks of animal diseases (e.g., bird flu, African swine fever) can lead to significant losses and restrictions on trade).
4. Socio-economic factors, including:
- incomes of the population (affect the purchasing power and demand for livestock products);
 - demographic changes (population growth and urbanization increase the demand for food).
5. Scientific and technological progress (general development of science and technology, which creates new opportunities for innovations in animal husbandry).

6. Geopolitical situation (military conflicts, trade wars, political instability, which can significantly affect all aspects of activity).

The interaction of these factors forms a complex system in which a livestock producer's success depends on his ability to adapt to external challenges and use his internal capabilities as efficiently as possible.

Conclusions. The analysis of the theoretical foundations of livestock producers' economic growth clearly shows that this is a non-linear, multifactorial process crucial for food security, sustainable rural development, and the overall economic well-being of the country. Effective growth in this area requires a deep understanding of general economic laws and the specific features of livestock production.

Therefore, to ensure sustainable and effective economic growth of livestock producers, a well-grounded theoretical basis based on market economic laws is needed, as well as the practical implementation of strategies that combine intensification, innovation, and the principles of sustainable development. This will allow the industry to increase volumes and produce high-quality, competitive products, minimizing risks and ensuring a long-term development perspective.

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Чуб О. А., Кальченко М. М. Теоретичні основи економічного зростання виробників продукції тваринництва

Стаття присвячена дослідженню теоретичних основ економічного зростання виробників продукції тваринництва. Дослідження є ключовим для формування ефективної аграрної політики, розробки стійких бізнес-моделей та забезпечення довгострокової життєздатності та конкурентоспроможності галузі, що в кінцевому підсумку впливає на добробут суспільства в цілому.

Визначено, що економічне зростання виробників продукції тваринництва залежить від складної взаємодії внутрішніх факторів (виробничий, кадровий, управлінський, інноваційний потенціали) та зовнішніх впливів (ринкові умови, державна політика, природно-кліматичні та соціально-економічні чинники). Успіх досягається тоді, коли підприємство вміє ефективно використовувати свої внутрішні можливості, адаптуючись до зовнішніх викликів.

Встановлено, що розвиток та ефективне використання виробничої потужності, людського капіталу, ринкової позиції та управлінського потенціалу є фундаментом економічного зростання. Кожен із цих елементів взаємопов'язаний: кваліфікований персонал (людський капітал) ефективніше використовує виробничі потужності, грамотне управління (управлінський потенціал) дозволяє краще адаптуватися до ринкових умов та впроваджувати інновації.

Доведена необхідність врахування унікальної особливості галузі (біологічний характер виробництва, тривалість виробничого циклу, висока фондомісткість, залежність від кормової бази та ветеринарно-санітарних вимог). Ці фактори диктують особливі підходи до планування, управління та інвестицій.

Обґрунтовано, що для забезпечення сталого та ефективного економічного зростання виробників продукції тваринництва потрібна не лише обґрунтована теоретична база, яка спирається на ринкові економічні закони, а й практична реалізація стратегій, що поєднують інтенсифікацію, інновації та принципи сталого розвитку. Це дозволить галузі не тільки нарощувати обсяги, а й виробляти якісну, конкурентоспроможну продукцію, мінімізуючи ризики та забезпечуючи довгострокову перспективу розвитку.

Ключові слова: виробники продукції тваринництва, економічне зростання, інноваційна спроможність, конкурентоспроможність, людський капітал, продуктивність.

Chub O., Kalchenko M. Theoretical Foundations of Economic Growth of Livestock Producers

The article is devoted to the study of the theoretical foundations of the economic growth of livestock producers. The study is key to the formation of effective agricultural policy, the development of sustainable business models and ensuring the long-term viability and competitiveness of the industry, which ultimately affects the well-being of society.

It is determined that the economic growth of livestock producers depends on the complex interaction of internal factors (production, personnel, management, innovation potential) and external influences (market conditions, state policy, natural and climatic and socio-economic factors). Success is achieved when the enterprise can effectively use its internal capabilities, adapting to external challenges.

It is established that the development and effective use of production capacity, human capital, market position and management potential are the foundation of economic growth. Each of these elements is interconnected: qualified personnel (human capital) use production facilities more efficiently, competent management (management potential) allows for better adaptation to market conditions and the introduction of innovations.

The need to consider the unique features of the industry (biological nature of production, duration of the production cycle, high capital intensity, dependence on the feed base and veterinary and sanitary requirements) has been proven. These factors dictate special approaches to planning, management and investment.

It has been substantiated that to ensure sustainable and effective economic growth of livestock producers, not only a sound theoretical basis based on market economic laws is required, but also the practical implementation of strategies that combine intensification, innovation and the principles of sustainable development. This will allow the industry not only to increase volumes, but also to produce high-quality, competitive products, minimizing risks and ensuring long-term development prospects.

Keywords: livestock producers, economic growth, innovative capacity, competitiveness, human capital, productivity.

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