

Для оценки своевременности ее использования в латвийских условиях следует учесть особенности текущего этапа развития финансовой системы Латвии и опыт использования VAR-методологии в странах с переходной экономикой.

Melngailė Aija
University of Latvia

FOOD MARKETING PRACTICE AT LATVIAN SCHOOLS

During the last ten years transformation process of economic and social relationships is going on in Latvia. Nevertheless, nutrition quality policy in state's level as well in individual school's level do not exist in our country. School meals today represent a smaller part of food environment in Riga (capital of Latvia) schools and this trend is emerging also in schools of other cities in Latvian regions. Different snacks and beverages are offered in school's environment and food with low nutrition value competes with school meals.

Marketing investigation demonstrates that health promotion and health maintenance activities at Latvian schools are insufficient including establishment of nutrition education and healthy eating practice. Research demonstrates the need for significant improvement of school food environment quality to safeguard the health and well-being of children.

Schools are an essential part of social environment that shape the eating behavior of children and therefore play an important role in helping to improve their diet and health in general. Quality management of schoolchildren's nutrition is a complex problem with close interaction of education, psychology, nutrition science, medicine, sanitary, economic and political aspects.

Current trends in food supply and food demand at Latvian schools were investigated to get scientific and reliable information on school food environment and to demonstrate the possible ways to develop school-based nutrition policy and marketing strategy in up-to-date socio - economic situation in Latvia.

The marketing investigation reveals that Latvian schoolchildren have minimal knowledge about a healthy life style and adequate nutrition, and therefore they have no sufficient motivation to make healthy food choices. Research suggests the development of nutrition integrity policy to provide all children with access to nutrition education, high quality foods and adequate nutrition services as an integral part of the total education program. Schools must develop a coordinated school nutrition policy that meets the general state nutrition guidelines as well as local needs and food preferences. Nutrition integrity policy is relevant to provide a framework for integration and coordination of all aspects of the school meals realization to empower children with not only knowledge, attitudes, and skills required to make positive health decisions but also with environment, motivation, services, and support necessary to develop and maintain healthy eating behavior.

The Club for Protection of Consumers Interests of Latvia participates in the food projects organized by Consumers International & National Lottery Charity Board. Food project of our consumer organization last year under the title Good Food Hygiene Practice and Healthy Eating was devoted to the development of quality system in the field of schoolchildren nutrition to improve quality of school meals in Latvian schools. This year our consumer organization has food project "Food Safety at School". Two main problems – nutrition value of school meals and food safety of school meals - are very important directions for development of marketing strategy at school for healthy nutrition insurance at school and for healthy society development in general.

Месник Д.Н.
БГАТУ (Минск)

ОБОСНОВАНИЕ ТАРИФОВ НА ЗАГОТОВКУ КОРМОВ МЕХАНИЗИРОВАННЫМИ ОТРЯДАМИ АГРОПРОМТЕХНИК

В условиях рыночных отношений каждое предприятие должно экономически обеспечивать своё существование. В этой связи для налаживания нормальных взаимоотношений между агросервисными и сельскохозяйственными предприятиями важно установить тарифы на услуги, приемлемые как для производителя, так и потребителей услуг. Обоснование рациональных тарифов на производственные услуги осуществлено с помощью метода сопоставления валовых показателей на примере механизированного отряда ОАО Дзер-жинской «Агропромтехники».

Для определения рациональных тарифов на заготовку кормов изучено изменение валовой выручки, валовых издержек и прибыли при разных уровнях тарифов и объёмов услуг.

Если повышать рыночный тариф, уменьшая объём услуг, то валовая выручка будет расти и достигнет максимума. Дальнейшее повышение тарифа и уменьшение объёма услуг сопровождается постепенным снижением валовой выручки. Однако прибыль все время растёт, достигая максимума. Этот тариф принят в качестве оптимального, так как он обеспечивает наибольшую массу прибыли агросервисному предприятию. Валовые издержки при повышении тарифа и уменьшении объёма продукции постепенно сокращаются.

Мешкова И.М.
БГТУ (Брест)

ОСОБЕННОСТИ ПЛАНИРОВАНИЯ РЕКЛАМНЫХ КАМПАНИЙ

Эффективное использование средств маркетинговых коммуникаций (рекламы, ПР, личной продажи и стимулирования продаж) позволяет решать стратегические и тактические задачи фирмы.