

THE PLACE OF ORGANIC PRODUCTS ON THE MARKET OF THE REPUBLIC OF BELARUS

The object of this work is commerce in the Republic of Belarus. The subject is the place of organic products on the market of the Republic of Belarus. The aim of this work is to analyze prospects of the development of organic products in the Republic of Belarus.

Today's trend toward proper nutrition and a healthy lifestyle is gaining popularity. Nowadays 35 million hectares in 154 countries in the world are set aside to cultivate organic products. Vegetables, fruit, herbs and animal products, grown by conventional and organic agriculture, have become elitist and turned into a kind of brand [1].

Interest in healthy nutrition grows with the expansion of welfare and ecoculture of consumers. Economic, social and ecological benefits of introduction of the market of environmentally clean products (ECP) in Belarus predestinate the necessity of rising competitiveness in our country and the development of regional economics.

In 2008, our country made its first serious step in this direction. At that time in order to stimulate the production of high quality products the producers received an opportunity to label their products with the sign "Natural product" on a voluntary basis. The Belarus State Institute of standardization and certification (BelSISC) has given more than 230 certificates to 96 enterprises, companies and factories for 767 items. However, the massive development of this market has not happened for several reasons [2].

First of all, our country suffers from a lack of qualified personnel. Secondly, poor infrastructure, absence of legislative base and certification system have a negative impact on the development of this sphere. Besides that, customers have to face narrow range and high prices of eco products. Among others reasons we can name the absence of environmental awareness and lack of stable and growing demand.

Nevertheless our country has a great amount of positive reasons for developing ECP market such as availability of the land resource, high role of an agricultural segment in the economy, interest of producers, change of consumer preferences towards healthy eating, possibility to develop mass retail trade and availability of potential demand: 95 % of adults in large cities would like to buy eco-products.

To promote the production of organic products in Belarus, we consider that several important measures should be taken.

Firstly, producers can join a public Association of producers of ECP where they should be provided with all necessary information and support in the sphere of ecological farming and production of organic products. Secondly, manufacturers should have an opportunity to make their own

certification of organic products, label them with a logograph and get assistance with the sale of products. Thirdly, our own accredited system of certification and regulation of organic products should be developed and approved by the government. And finally the importance of the production and consumption of environmentally clean products should be widely promoted [3].

The analysis shows that the market of organic products in the Republic of Belarus has a high potential for development. The sooner the ideas of ecological farming take the form of organizations with established rules, norms and self-regulation, the more rapidly this sector will develop.

References

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AGRICULTURAL TOURISM IN THE REPUBLIC OF BELARUS AND PROSPECTS OF ITS FURTHER DEVELOPMENT

The object of the work is tourism industry in the Republic of Belarus. The subject is the development of agricultural tourism in the Republic of Belarus. The aim of the work is to analyze a current situation on the agricultural tourism market and prospects of its further development in the Republic of Belarus.

Today agricultural tourism is a popular area in the sphere of suburban leisure all over the world. Instead of three S — sun, sea, sand, come three L landscapes, lore, leisure. And here a Belarusian village has something to offer: rural landscapes, traditional peasant way of life, rich traditions, organic products [1].

For the Republic of Belarus the all-round development of this direction is very important. The influence of agricultural tourism on the development of rural areas is significant: it contributes to the improvement of the economic situation, generates demand for local goods and services.

Guests from different countries of the CIS and Europe choose leisure in Belarus as the most profitable and comfortable option for spending time on vacation or on weekends. And there're several reasons for that.