

Another solution for keeping your business on track is to move it and its services to the Internet space. Many marketers will say that increasing digital spending will also increase sales, but this formula does not apply to all product groups: certain products and services come out on top, and the demand for them is significantly growing, while others are moving to the second or even third plan, despite the expansion of advertising budgets. The most obvious examples are the growth in game consoles sales and the total decline in the film distribution market. Based on data from the European interactive software Federation, against the background of the spread of coronavirus, 45% more games were sold in Europe in March than in previous months. Some companies, in order to survive the crisis, redirected part of their production to more popular products. For example: the brewery BrewDog gave part of its production for the production of sanitizers.

In conclusion, we would like to say that situational marketing is designed for those who are not used to waiting for the weather by the sea and are able to get out of their comfort zone. Perhaps now is the best time to do this.

**D. Krolivets, P. Pilui**

**Д.В. Кроливец, П.В. Пилуй**

**БГЭУ (Минск)**

*Научный руководитель А.В. Мозоль*

## **AGRICULTURAL PROGRAMMES OF THE EU AND THE US**

### **Сельскохозяйственные программы ЕС и США**

Purpose: to study the features of state support for development of agriculture and rural areas in the European Union and the United States.

The United States' Agricultural Act of 2014 (also known as the 2014 Farm Bill) and the European Union's Common Agricultural Policy (CAP) reform of 2013 both contained considerable implementation flexibilities. In the United States, the new law required choices to be made by farmers; while in the European Union decisions needed to be made at the national and sub-national level. Both policy changes are fully incorporated in the current outlook, with some specific assumptions regarding their implementation.

Regarding the 2013 CAP reform, a number of choices have been provided by the member states. A flat rate of 30% of the total direct payment of EUR 42 billion is provided for greening measures and on average 55% is provided as decoupled basic payment, ranging from 12% in Malta to 68% in Ireland. A general provision of the 2013 CAP reform allowed for some coupling of direct payments to production. Except for Germany, all member states opted to make use of this flexibility, with coupled payments expected to account for EUR 4.2 billion annually, an average of

10% of Pillar 1 payments. Three countries: Belgium, Finland and Portugal, have been given special dispensation as their proposed share of Pillar 1 payments exceeded the limit of 13% plus 2% for protein crops. The reform plan is based on the separation of subsidies for certain crops. There are six sectors of agricultural products: beef, milk, sheep and goats, protein crops, fruits and vegetables, sugar beet. They account for more than 90% of total coupled aid in the European Union.

According to the cap reform, coupled support is focused (only to be granted to sectors or regions where specific types of farming or specific agricultural sectors faced with difficulties), limited (granted within defined quantitative limits, based on fixed areas and yields or fixed number of animals) and aims to create an incentive to maintain current levels of production. Additionally, member states may choose to lower the payment rate to recipients receiving payments exceeding EUR 150 000 and there is increased flexibility to move funds between Pillar 1 and Pillar 2 (rural development programmes).

The 2014 US Farm Bill ended the direct payments that farmers received regardless of their harvest quality or crop prices. Two new commodity programmes are created, Price Loss Coverage (PLC) and Agriculture Risk Coverage (ARC). These new support programmes are available for most crops, except for cotton. For cotton, which is ineligible for ARC and PLC, a new protection plan called the Stacked Income Protection plan (STAX) has been established. PLC provides a price floor, and payments are tied to base area and a legislated reference price. ARC is a revenue-based assistance programme with two options for farmers, either based on a county (ARC-CO) or on an individual farm-level (ARC-IC) revenue trigger. Payments are made on 85% of the applicable crop's base area. ARC-IC requires planting or planting intentions for the covered commodity and payments are made on 65% of eligible area.

In the projections it is assumed that all farms are participating in ARC-IC, ARC-CO or PLC. More soybean and maize producers are assumed to participate in ARC programmes, whereas more wheat producers are assumed to participate in PLC programme.

**Р. Kuntsevich**  
**П.К. Кунцевич**  
БГЭУ (Минск)

*Научный руководитель С.С. Дроздова*

## **ADVANTAGES OF DOING BUSINESS IN CANADA**

### **Преимущества ведения бизнеса в Канаде**

Goal: Nowadays technical progress allows not only freely and fully studying the economic processes but also following the business trends of any country. I