

STRATEGIC CARD IN FORMATION OF THE STATE STRATEGY OF FOOD SECURITY

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A deep theoretical research of foreign and domestic scientists' models of strategic maps, which are used for designing the strategy of commercial enterprises, is carried out in the article. The use of strategic maps based on the scientific developments of R. Kaplan and D. Norton's authors for implementation of the state food security strategy was substantiated.

A strategic food security map has been developed, which includes financial support for agrarian policy; social security of the population; regulation and infrastructure of the domestic market; public administration and resource security of food security.

A system of strategic goals and strategic indicators is proposed for each element of the strategic map.

A strategic map to financially support the formation of agricultural policy aimed at food security has been constructed, which includes: development of areas for the optimal utilization of assets and investments by agricultural enterprises; state-based support and funding for agricultural producers; finances to modernize technical fleets of agricultural enterprises; reduction in costs and improvement of profitability of agricultural enterprises; development of areas to manage financial risk for agricultural enterprises.

A strategic map for social benefits of people has been suggested, in the context of the development of a food security strategy that includes: state regulation of pricing in the market of agricultural produce and food; development of areas to implement social policy and targeted assistance to particular groups of the population; development of a monitoring system of economic affordability of food, as well as other indicators, which characterize food consumption by people; construction of a system, at the state level, of quality assurance, as well as safety of agricultural raw materials and food products, compliance with the requirements to their production; formation of strategic food reserves of the state in order to regulate pricing in the market.

A strategic map to regulate the domestic market and to support the infrastructure has been devised, which includes: development and implementation of a market risk management system; construction of a logistics and market infrastructure system for agricultural enterprises; development of activities to reduce costs within the logistics system of food sales in the domestic market; construction of the system for monitoring and forecasting the market of agricultural produce and food.

A strategic map of the state management and resourcing of the market has been proposed, which includes: government regulation of food agricultural market; creation of strategic food reserves of the state; ensuring the volumes of production of agricultural produce and food in accordance with the food security requirements and the possibility to execute export potential.

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