

ABSTRACTS

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FORMATION THE SYSTEM OF LOBBY AND ADVOCACY OF THE ORGANIC PRODUCTION

The current lobbying activities appear in the pressure creation of citizens, their unions, legal entities and associations on government and local authorities, in order to make decisions for the benefit of those actors.

The main value of lobbying is to create legitimate opportunities to participate in development and decision-making by the interested social groups as well as by competent professionals. Although Ukrainian law does not foresee the formation and operation of an official institution lobby, the existing modern agrarian lobby in Ukraine is extremely holdings interests of agro-holdings and ignores the interests and needs of small producers.

In terms of the use of tools, the advocacy is a broad concept that includes the phenomenon of lobbying as an instrument. That is, if the lobbyists directly affect government or other officials, the advocacy activists also use political actions, public and media campaigns activities of civil society. However, in terms of interests, lobbying is broader because in addition to the public interest, which advocacy stands for, there are political, business and other interests.

One of the most common ways of lobbying is informational lobbying. Informational lobby of organic production involves the expansion of the information flow about the benefits of organic production for producer, consumer, environmental, community and the state, by simulating the effects to use organic technologies or examples from neighboring countries. Currently, residents of Ukraine from the funds of non-residents carry out implementation of informational lobbying.

Further successful advocacy of the market of organic production we have seen in public advocacy as a systematic change of society's attitude to the quality and food safety.