

UDK 631.417:634.7

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ORGANIC BERRIES PRODUCTION, AS ONE OF THE PROSPECTIVE WAYS OF GROWING ECOLOGICALLY SAFE PRODUCTS

Berry production is currently a fairly lucrative business. Today, more and more conscious citizens are paying attention to the quality of the products they buy and consume. This is especially true of berries, which are grown by industrial methods using a full range of modern fertilizers and pesticides. Currently, the market of Ukraine and Europe countries has an unfilled space of environmentally friendly and organic products, the quality of which is carefully controlled. In this regard, the introduction and development of modern organic berry growing is important.

In Ukraine, the market for organic fruits and vegetables is growing by 2–3% annually, and its volume is more than 200 thousand dollars or more than 190 thousand tons of berries. As the area in Europe under organic berries is already limited, this creates opportunities for the development of the Ukrainian market. According to Organic Standard (Yagidnyk, 2019), as of 2018, 106 producers of organic berry products are registered in Ukraine. More than 90 organic farms cultivate raspberries on an area of more than 580 hectares, 14 producers – blueberries on 106 hectares, 23 farms with a total area of 75.5 hectares grow strawberries. Almost 100 hectares have been allocated by producers for currants, gooseberries, honeysuckle and goji berries. Single owners grow organic cherries & dogwood. Organic berry growing is an alternative to intensive berry growing. Without the use of mineral fertilizers and chemicals, it is difficult to get a high yield of berries,

because traditionally bushes and seedlings need to be treated several times against pests and diseases. In this case, substitutes for fertilizers are natural organics – humus, compost, compost mixtures, wood ash, sawdust, etc. It is also an effective and environmentally friendly way to enrich the soil with organic matter.

Biological methods are used to control pests – the spread of entomophagous insects that feed on pests and the involvement of birds. The practice of pheromone traps using and biological preparations based on the bacterium *Bacillus thuringiensis* is becoming more widespread. Proper selection of planting material is also one of the key criteria for success in obtaining a full crop of organic berries. Seedlings must be genetically resistant to various diseases. It is also necessary to systematically and timely apply organic fertilizers that nourish the soil with macro- and micronutrients, improve its structure, enriching it with beneficial microorganisms that promote the breakdown of organic residues. Organic berry growing requires a comprehensive approach to its implementation, starting from agricultural technologies and ending with the demand for such berries and markets. We believe, that such technologies are environmentally and economically advantageous, as the use of chemical compounds is completely excluded, and accordingly there are no additional costs for the application of mineral fertilizers and treatment with chemicals. Also, the number of environmentally conscious consumers of this product is constantly increasing.

УДК 633.854.78:631.559-047.44

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ФОРМУВАННЯ ГОСПОДАРСЬКО-ТЕХНОЛОГІЧНИХ ПОКАЗНИКІВ ЯКОСТІ НАСІННЯ СОНЯШНИКУ ЗАЛЕЖНО ВІД ОСОБЛИВОСТЕЙ ГІБРИДУ

Україна повністю задовольняє власні потреби у продуктах переробки насіння соняшнику та є найбільшим експортером соняшникової олії на світовому ринку. Але для успішного розвитку вітчизняного олійножирового підкомплексу та утримання лідируючих позицій України у світі виникає необхідність в об'єктивній оцінці виробництва насіння соняшнику на регіональному рівні.

Правильний вибір сортів (гібридів) і ряд інших факторів, таких, як вибір попередника, об-

робітку ґрунту і удобрення, сівба, догляд за посівами, своєчасне збирання врожаю, займають одне із важливих місць при отриманні високих і якісних врожаїв.

У зв'язку з вищесказаним метою наших досліджень було вивчити один із факторів, здатних підвищити урожайність культури з урахуванням найменшої кількості затрат на технологічні прийоми – це провести господарсько-технологічну оцінку різних гібридів соняшнику і вибрати