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FEATURES OF INVESTMENT IN GRAIN PRODUCTION BY AGRICULTURAL ENTERPRISES

Theoretical, methodological and practical aspects of environmental and economic investment in agricultural enterprises and attraction of investment in grain production for improving its economic efficiency are studied. Features of management of investment activity of agricultural enterprises are grounded. It is proved that the creation of a favourable investment climate in agriculture and intensification of investment activity of all economic entities, given the current financial and logistical situation of agricultural enterprises, need a solution to a problem of quality change of approaches to the agricultural production management in general, each branch and entity in particular. Therefore, the need of forming an effective mechanism for managing environmental and economic investment in agriculture, adequate conditions of the current economic situation, given the specificity of agricultural production able to create economically favourable conditions to stimulate agricultural capital accumulation and growth of its efficiency, which is possible due to the development of environmental agribusiness.

Investment processes in agricultural production are constrained by the lack of proper amount of investment resources, poor investment climate, imperfectness of the industrial investment management, lack of investment insurance, underdevelopment of the sectoral investment infrastructure, legal unpreparedness of a number of heads to accept new investment vehicles. Without a solution to the problem of investment support of agricultural enterprises, there are rather bleak prospects for renewal of facilities

and equipment, improvement of the efficiency of economic activities, creation of the competitive agricultural production, promotion of domestic products in world markets and, as a result, socio-economic development of rural areas.

Production and sales of grain by farms are effective due to the fact that the industry in Ukraine is the foundation of the state food facility and security, a significant number of which is exported abroad. However, it is necessary to improve the competitiveness of enterprises taking into account the situation of domestic and world grain market, increase the volume of investment attraction considering an environmental component for the reproduction of land resources through the development of environmental agribusiness.

To increase the investment attractiveness of the grain industry, update the material and technical base of agricultural enterprises, improve their competitiveness it is necessary to form an effective mechanism for managing agricultural enterprises' investments taking into account the environmental component, given the specificity of agricultural production able to create economically favourable conditions to encourage the accumulation of agricultural capital and increase efficiency of its use, including the production of grain products, increase in its exports, reproduction of soil fertility through the development of environmental agribusiness and reduction in credit risk for increasing the volume of investment attraction in manufacturing environmentally friendly products.