
Economic Concept of Food Development of Russian Market

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Abstract:

At present, the Russian economy is developing in the conditions of imposed sanctions on high-tech means of production by foreign countries.

In this situation, the development vector is the formation of import substitution policies and the solution of food safety issues for various types of food products that are strategically important for human life.

Meeting the needs of the country's population with its own production is a priority for the development of the agrarian market, which makes it possible to develop the production agrarian sector, the processing and trade sphere, to create additional jobs, thereby improving the quality and standard of living of people.

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1. Introduction

In the agrarian economy, despite the general decline in the pace of economic development in Russia, in recent years there have been significant positive changes. In many of the foodstuffs that are strategically important for human activity, the level of security determined by the Russian government has been achieved. The result is a deliberate government policy in the last decade. So, in 2005, the priority national project “Development of the agro-industrial complex” and the state program “Agricultural development and regulation of agricultural products, raw materials and food for 2008-2012” were adopted, which allowed to determine the development direction in general and reduce dependence on food imports (Zhupley *et al.*, 2018; Iurii *et al.*, 2017; Shaytura *et al.*, 2017).

Today, the Doctrine of Food Security of the Russian Federation and the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food for 2013-2020 (Resolution of the Administration of the Altai Territory, 2012; Order of the Ministry of Agriculture of the Russian Federation, 2011) develop provisions for ensuring food security and define the tasks of increasing the competitiveness of the subjects of the agricultural market.

2. Methods

The market in the general sense is a place where the seller and the buyer meet and is the main determining link between the producer and the consumer of products. Similar terminology and understanding of the market as an economic category are changing in the context of the evolution of social and industrial relations (Sycheva *et al.*, 2018a; 2018b; Sharafutdinov *et al.*, 2017; Akhmetshin *et al.*, 2018a; 2018b; 2018c; Abramov, 2016; Yemelyanov *et al.*, 2018a; Dmitrieva *et al.*, 2017; Akhmadeev *et al.*, 2018; Gerasimova *et al.*, 2018a; Nedelkin *et al.*, 2016).

Expanding the concept of this category can give many interrelated aspects and will contribute to the generalization of scientific approaches to this category in order to study fully the processes occurring in the market, as well as to determine the priorities for its further development. Studying the market as an economic category, one should take into account not only the diversity of this process in terms of an economic phenomenon, but, above all, it is necessary to consider methodological approaches to determining the nature and significance of the agrarian market in the system of economic relations (Zavyalova and Akhmetshin, 2018; Plotnikov *et al.*, 2018a; 2018b; Lebedeva *et al.*, 2016; Gurieva *et al.*, 2016; Kamolov, 2017; Tarman, 2016; Kılınç *et al.*, 2016; Tarman, 2017; Chigisheva *et al.*, 2017; Fedotova *et al.*, 2017; Halid, and Abdul, 2018; Hammar, 2018; Hassan *et al.*, 2018; Karpov, 2017).

The main parameters of the functioning of the market, including the agricultural market, are supply and demand. Based on the theory of demand, demand is a certain amount of goods or services that consumers (buyers) are willing to purchase at a

certain price. With the increase in prices, consumer demand for agricultural products decreases and, conversely, a decrease in consumer prices leads to an increase in demand for agricultural products. Therefore, there is an inverse relationship between the sales price of products and consumer demand for goods. It should also be noted that with a decrease in prices, the volume of demand for goods of the agrarian market may also increase, and the change in demand based on the influence of various factors is called elastic demand. Therefore, the demand for food products of the agrarian market is less elastic (Mamaev, 1999).

Based on the concepts of the theory of supply, supply is the volume of goods and services that producers of raw materials and finished products on the agrarian market are ready to offer at a certain price level (Gerasimova *et al.*, 2018b; Nedelkin *et al.*, 2017). Accordingly, supply increases with price growth and, conversely, by determining the relationship between these factors. It should be noted that the greater the cost of production of agricultural products and the number of sellers, the higher the volume of supply. The elasticity of the proposal determines the degree of its change under the influence of price changes.

Consequently, any market, including the agrarian market, should strive for market equilibrium, that is, a state in which demand corresponds to supply, forming an equilibrium price and an equilibrium sales volume (Korableva and Guseva, 2015). It should also be noted that the producers of raw materials and finished products at the initial stage of formation of the price of the goods are themselves buyers of the means of production, without which the production of the corresponding products is impossible. Therefore, the agrarian market should strive for market equilibrium, considering the needs of the population of our country in strategically important food products, forming consumer demand on the one hand, and on the other hand - a reliable raw material base and finished product volumes to fully meet the needs. In domestic and foreign economic literature there are various interpretations of the market category.

However, the first who presented this category scientifically and investigated the trends and possible consequences of its functioning was A. Smith, who introduced the concept of the “invisible hand of the market”, which defines the market as an autonomous and self-sufficient system that is an effective lever in the allocation of resources and capital (Smith, 2007). At the beginning of the 19th century, a French economist and mathematician A. Cournot defined the market as a market area or a place where free-form buyers and sellers are held, and prices tend to level out quickly (Cournot, 1982).

The agricultural market is designed to meet the needs of the population with agricultural products and to address issues of import substitution. Its essence is interpreted by scientists in different ways, relying on the understanding of the category of the market and the specifics of this market. So, Savitskaya defines the agrarian market as a system of organizational and economic relations, and formed

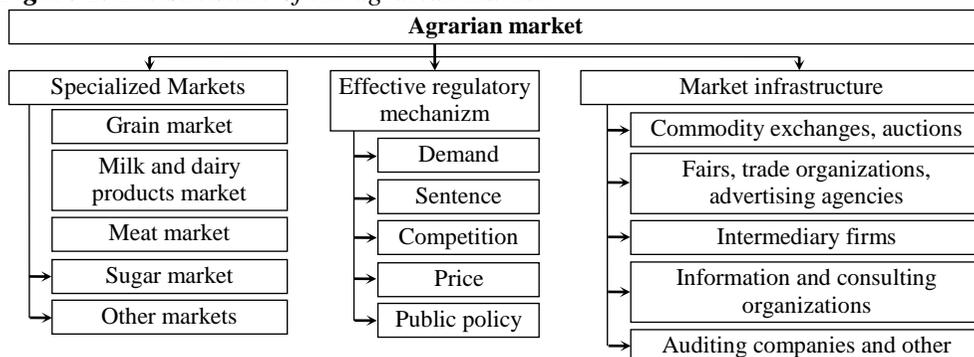
institutions for the production and sale of agricultural products to consumers using trade organizations and the entire market and logistics infrastructure (Savitskaya, 2009).

Fully sharing the systematic approach to the definition of the essence of the agrarian market, it can be supplemented with a clearer argument of the elements of the agrarian market. Therefore, it is possible to single out not only the structure-forming subjects, but also the objects of the agrarian market (Churin, 2017). The subjects of the agricultural market, determining the categories of supply and demand, are buyers and sellers. Depending on the stage of formation of the food product, legal entities and individuals may be buyers and sellers. These include agricultural organizations that buy means of production and sell their products to processing enterprises, which, in turn, are buyers, and after the production of finished products, sellers to trading organizations that sell them directly to consumers, being a buyer and a seller. The state is a full subject of the agrarian market, as through the implementation of its development programs it coordinates and finances its actions. The objects of the agricultural market are manufactured products, work performed, and services rendered at all stages of the reproductive process (Korableva *et al.*, 2017; Dmitrieva *et al.*, 2017; Aleksandrova *et al.*, 2017). Also, the following factors of production should be referred to objects of the agrarian market - land, fixed assets of production, financial and material resources, labor, etc.

At the same time, the main thing is the right of each subject of the agrarian market to make informed decisions considering the existing situation regarding the formation of organizational and economic relations (Zhuravlev *et al.*, 2015). However, one way or another, being in a single technological process to produce finished products for consumers, there is a convergence of interests that are limited by social factors and this concerns food security (Mizanbekova *et al.*, 2018; Yemelyanov *et al.*, 2018b; Yemelyanov *et al.*, 2018c). The development of socio-economic relations in the agrarian market is determined by its structure, i.e., internal construction, location and ratio of individual elements of the market in question. The structure depends on many factors, which include a variety of forms of ownership, the range of products produced, the number of sellers and buyers, government regulation, and ultimately, the level of development of economic relations. The structure of the agricultural market includes market infrastructure, specialized markets and an economic regulatory mechanism (Voronkova *et al.*, 2018a; 2018b) as presented in Figure 1.

3. Results

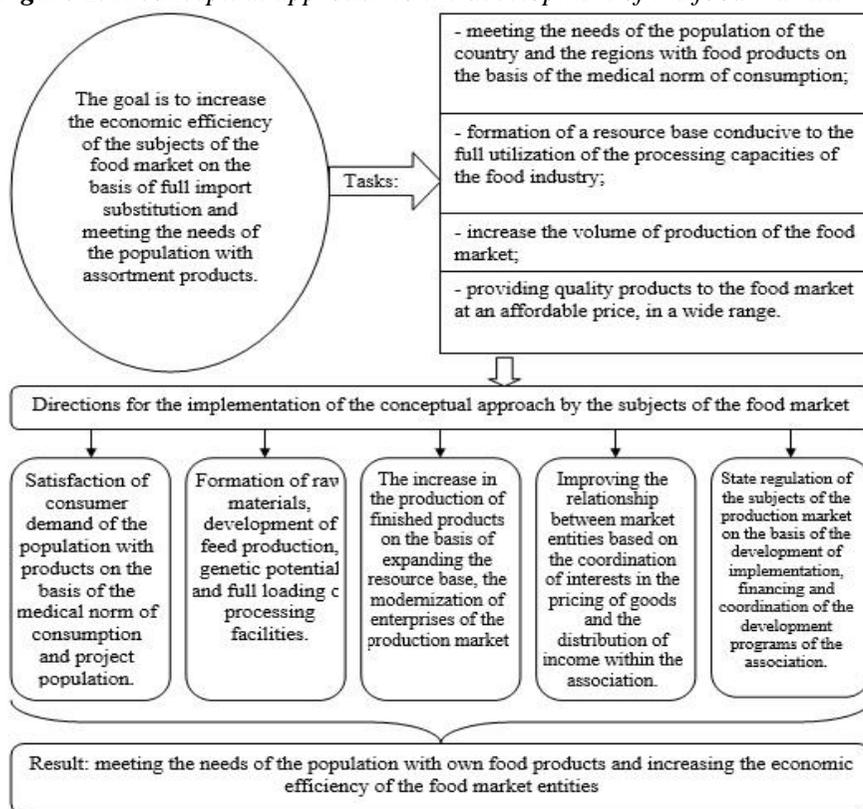
Based on the above, the effective functioning of the agrarian market is carried out in conditions when all its elements are balanced and there are necessary resources in conjunction with the effective demand of the population with the direct participation of the state as a regulator of organizational and economic relations. Opportunities for self-regulation of the agrarian market have some limitations associated with the specific features of the agro-industrial production.

Figure 1. The structure of the agrarian market

Therefore, the totality of actions and interests of sellers and buyers should be regulated by the state. Each of the producers of a product or service realizes its interests in the framework of the contract of sale, but competition is a form of manifestation of economic freedom. The struggle for the consumer and the favorable conditions for the sale of goods are the determining condition for production efficiency, directly affecting the structure, strategy, organization and costs of production, distribution channels (Ganieva *et al.*, 2017; Shumakova *et al.*, 2016; Akhmetshin, 2017; Yamova *et al.*, 2018; Glebova *et al.*, 2016; Yemelyanov *et al.*, 2018d).

Consequently, the agrarian market is a multifunctional system that promotes the circulation of agri-food products, ensuring the relationship between agricultural producers and consumers of agricultural products, in conditions of continuity and integrity of the reproduction process. It is based on commodity-money relations in the process of production, distribution, exchange and consumption of agricultural products. The structure and organization of such relationships are provided by a complex of organizational, economic, financial, social and other forms (Poltarykhin *et al.*, 2018; Melnikov *et al.*, 2018) conditions is to address not only social issues of population protection, but also food security, while the main aspect in solving these issues is the creation of an effective food market (Cherepovitsyn and Ilinova, 2018; Aleksandrova *et al.*, 2015a). The food market is designed to provide the needs of the population of the country and regions with quality and affordable food products, within the framework of the economic development of its subjects and based on full import substitution, creating additional jobs, forming an equilibrium price, supply and demand.

Market organizational and economic relations between the subjects of the food market assume the establishment of interrelations considering the principles noted above. The subjects of the food market include producers of raw materials (agricultural organizations, personal subsidiary farms, peasant (farmer) farms, etc.), food industry, trade organizations, enterprises - producers of means of production, organizations of market and logistics infrastructure, consumers of products.

Figure 2. A conceptual approach to the development of the food market.

The content and national economic significance of the food market determines the need to develop a conceptual approach to the development of its subjects based on full import substitution and meeting the needs of the population of the country and regions with high-quality and affordable products (Nagimov *et al.*, 2018; Osadchy and Akhmetshin, 2015a; 2015b; 2015c; Latyshev *et al.*, 2015; Chernopyatov *et al.*, 2018; Gamidullaeva, 2018; Hanfan and Setiawan, 2018). Therefore, the goal of the conceptual approach is to increase the economic efficiency of the subjects of the food market based on full import substitution and meeting the needs of the population with high-quality assortment products (Aleksandrova *et al.*, 2015b). The objectives of the conceptual approach being developed are:

- ✓ meeting the needs of the population of the country and the regions with the products of their own production, based on the medical norm of consumption;
- ✓ formation of a reliable raw material base, contributing to the full load of processing enterprises of the food industry;
- ✓ an increase in the production of assorted food products;

- ✓ providing quality products to the food market at an affordable price, in a wide range.

Directions for the implementation of the conceptual approach to the development of the subjects of the food market are presented in Figure 2.

4. Conclusion

The result of this approach is to meet the needs of the population with assortment products and increase the economic efficiency of the subjects of the food market. In general, the development of the food market is influenced not only by internal factors, but also by external, of a higher order, with inherent structural elements. External factors are determined through the development of interrelated industries of other specialized agar markets, as well as foreign trade, budgetary systems and the social, environmental, political situation.

Thus, at present, the Russian economy is developing in the conditions of imposed sanctions by foreign countries, showing relatively low rates of economic development, which cannot be said about the agrarian market. As a result of the purposeful state policy of the last decade, the vector of development of the agrarian market is to ensure the country's food security in strategically important food products and increase the efficiency of its subjects, with the goal of complete import substitution.

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