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THE CURRENT STATE AND DEVELOPMENT TRENDS OF THE AGRI-FOOD SPHERE OF UKRAINE'S NATIONAL ECONOMY IN THE CONTEXT OF DIGITALISATION

The article examines the current state and development trends of Ukraine's agri-food sphere under conditions of socio-economic transformations and wartime challenges. The purpose of the study is to assess the key indicators of crop and livestock production, analyse the production and consumption of major food products, identify the main challenges affecting the functioning of the agri-food sphere, and substantiate public administration mechanisms for its development. The research is based on statistical analysis, comparison, generalization, economic and mathematical modelling, and trend analysis. The findings indicate that during 2017–2021 there was an increase in meat and meat product consumption, as well as in the production of vegetables and melons. At the same time, downward trends were identified in the production and consumption of milk and dairy products, as well as in sugar consumption. The full-scale invasion by the Russian Federation in 2022 led to a significant decline in the production of most food products and a decrease in the ratio of per capita production to consumption. During 2023–2024, a partial recovery of certain indicators was observed; however, negative trends remain evident for several categories of food products. It was established that during 2014–2021 the agricultural sector demonstrated positive development dynamics, manifested in the expansion of cultivated areas under major export-oriented crops, increased crop yields, and growth in gross agricultural output. At the same time, military actions resulted in a reduction of cultivated areas, declining yields, and lower production volumes of certain agricultural products. Despite the partial recovery observed in 2023–2024, negative trends persist for a number of crops. The results of the trend analysis confirmed a long-term decline in the livestock population, creating additional risks to national food security. A comprehensive set of public administration mechanisms for the development of the agri-food sphere is proposed. These mechanisms include the implementation of digital technologies in crop and livestock production, support for innovation-driven development, improvement of investment provision, enhancement of food supply chains, and strengthening of the food security system. The study demonstrates that the implementation of the proposed measures will contribute to improving the efficiency of agricultural production, fostering the development of the food industry, strengthening food security, and ensuring the sustainable development of Ukraine's agri-food sphere.

Keywords: agri-food sphere, public administration, food security, digitalization, livestock production, crop production, innovative development.