


MODELS FOR SUPPORTING AGRIBUSINESS IN THE FACE OF FOOD SECURITY THREATS

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| ARTICLE INFO | ABSTRACT |
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| <p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p> | <p>Purpose: The article aims to analyze the peculiarities of communication strategies of Internet marketing, key tools for their implementation, and development prospects in today's dynamic digital environment.</p> <p>Theoretical framework: The communication strategy of Internet marketing of a trading enterprise plays an integral role in improving the corporate strategy, ensuring stable operations in the current economic environment, and forming the competitiveness of the enterprise. The peculiarities of using Internet marketing tools for trade enterprises are the application of a wide range of tools to improve the positioning of the enterprise's brand and increase its penetration into the market of goods.</p> <p>Design/methodology/approach: The method of induction and deduction was used to identify the key prospects for the development of communication strategies for Internet marketing of trade enterprises.</p> <p>Findings: An important research direction is the analysis of the process of formation and organization of the Internet marketing communication strategy based on the practice of using management decisions. The results of the study reveal the achievements of trade enterprises in implementing an advertising campaign, improving the quality of the communication strategy, and the key structural elements necessary for its effective implementation.</p> <p>Research, Practical & Social implications: Due attention is paid to the process of developing a communication strategy through various means of Internet marketing and their use in the digital environment. The article examines the communication strategy and its features in sales policy, advertising campaigns, and brand management as key areas of its manifestation. The use of a communication strategy and its implementation in modern prospects is of strategic importance for a commercial enterprise to ensure its long-term viability.</p> <p>Originality/value: The obtained results of the study may be useful for trade enterprises in organizing and planning their communication strategy for Internet marketing.</p> |
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MODELOS DE APOIO À AGRO-INDÚSTRIA FACE ÀS AMEAÇAS À SEGURANÇA ALIMENTAR

RESUMO

Objetivo: O artigo tem como objetivo analisar as peculiaridades das estratégias de comunicação do marketing na Internet, as principais ferramentas para sua implementação e as perspectivas de desenvolvimento no dinâmico ambiente digital atual.

Enquadramento teórico: A estratégia de comunicação do marketing na Internet de uma empresa comercial desempenha um papel fundamental na melhoria da estratégia empresarial, garantindo operações estáveis no actual ambiente económico e formando a competitividade da empresa. As peculiaridades da utilização de ferramentas de marketing na Internet para empresas comerciais são a aplicação de uma vasta gama de ferramentas para melhorar o posicionamento da marca da empresa e aumentar a sua penetração no mercado de bens.

Concepção/metodologia/abordagem: Foi utilizado o método de indução e dedução para identificar as principais perspectivas de desenvolvimento de estratégias de comunicação para o marketing na Internet das empresas comerciais.

Conclusões: Uma direcção de investigação importante é a análise do processo de formação e organização da estratégia de comunicação de marketing na Internet com base na prática da utilização de decisões de gestão. Os resultados do estudo revelam as realizações das empresas comerciais na implementação de uma campanha publicitária, melhorando a qualidade da estratégia de comunicação e os principais elementos estruturais necessários para a sua implementação efectiva.

Implicações para a investigação, práticas e sociais: É dada a devida atenção ao processo de desenvolvimento de uma estratégia de comunicação através de vários meios de marketing na Internet e à sua utilização no ambiente digital. O artigo examina a estratégia de comunicação e as suas características na política de vendas, campanhas publicitárias e gestão da marca como áreas-chave da sua manifestação. A utilização de uma estratégia de comunicação e a sua implementação em perspectivas modernas é de importância estratégica para uma empresa comercial, de modo a garantir a sua viabilidade a longo prazo.

Originalidade/valor: Os resultados obtidos no estudo podem ser úteis para as empresas comerciais na organização e planeamento da sua estratégia de comunicação para o marketing na Internet.

Palavras-chave: Estratégia de Comunicação, Canais de Comunicação, Marketing Digital, Marketing na Internet, Estratégia Empresarial, Empresa Comercial.

MODELOS DE APOYO A LA AGROINDUSTRIA FRENTE A LAS AMENAZAS A LA SEGURIDAD ALIMENTARIA

RESUMEN

Objetivo: El artículo pretende analizar las peculiaridades de las estrategias de comunicación de marketing en Internet, las principales herramientas para su aplicación y las perspectivas de desarrollo en el dinámico entorno digital actual.

Marco teórico: La estrategia de comunicación de marketing en Internet de una empresa comercial desempeña un papel clave en la mejora de la estrategia empresarial, la garantía de un funcionamiento estable en el entorno económico actual y la formación de la competitividad de la empresa. Las peculiaridades del uso de las herramientas de marketing en Internet para las empresas comerciales son la aplicación de una amplia gama de herramientas para mejorar el posicionamiento de la marca de la empresa y aumentar su penetración en el mercado de bienes.

Diseño/metodología/enfoque: Se utilizó el método de inducción y deducción para identificar las principales perspectivas de desarrollo de estrategias de comunicación para el marketing en Internet para empresas comerciales.

Conclusiones: Una importante dirección de investigación es el análisis del proceso de formación y organización de la estrategia de comunicación del marketing en Internet a partir de la práctica del uso de decisiones de gestión. Los resultados del estudio revelan los logros de las empresas comerciales en la implementación de una campaña publicitaria, la mejora de la calidad de la estrategia de comunicación y los principales elementos estructurales necesarios para su implementación efectiva.

Implicaciones para la investigación, la práctica y la sociedad: Se presta la debida atención al proceso de desarrollo de una estrategia de comunicación a través de diversos medios de marketing en Internet y su utilización en el entorno digital. El artículo examina la estrategia de comunicación y sus características en la política de ventas, las campañas publicitarias y la gestión de la marca como ámbitos clave de su manifestación. El uso de una estrategia de comunicación y su aplicación en las perspectivas modernas es de importancia estratégica para que una empresa comercial garantice su viabilidad a largo plazo.

Originalidad/valor: Los resultados obtenidos en el estudio pueden ser útiles para que las empresas comerciales organicen y planifiquen su estrategia de comunicación para el marketing en Internet.

Palabras clave: Estrategia de Comunicación, Canales de Comunicación, Marketing Digital, Marketing en Internet, Estrategia Empresarial, Empresa Comercial.

INTRODUCTION

The peculiarities of the development of agribusiness support models lie in the use of special state policy instruments aimed at stabilizing the agricultural sector and providing adequate financing. The issue of agribusiness financing is a key factor for the successful development of this industry, as it provides an opportunity to use resources to improve its functioning. To ensure food security, it is necessary to strengthen international cooperation and improve the principles of implementation of such a policy, taking into account current geopolitical aspects. In connection with the armed conflict in Ukraine and its negative consequences for the global world, there is a growing need to strengthen regulation and control over the quality of resource allocation and possible use of resources in the context of socio-economic instability. In general, the theoretical concept of agribusiness support models implies the use of practical experience of developed countries to overcome crisis phenomena and ensure their corporate sector. In such circumstances, the development of agribusiness is crucial, as proper financing and the use of special instruments can be a factor in stabilizing the market. The war in Ukraine has not only caused a shortage of key raw materials but also resulted in the inability to supply them due to the blocking of transit routes by the Russian Federation. Therefore, it remains extremely important for the international community to address the problem of Russian aggression and provide proper support to the Ukrainian agricultural sector. In particular, the involvement of a powerful diplomatic mechanism can contribute to positive changes in food security. It is also important to analyze modern models, means, and tools for supporting agribusiness, as this is a key factor in the successful development of the agricultural sector, which can be a factor in stabilizing the market. Thus, this topic requires increased attention among scientists and researchers.

The article aims to analyze current models and features of their implementation in the field of agribusiness support and possible further development in the context of ensuring global food security. Given the current peculiarities and consequences of the war in Ukraine, an important area for research is the means and tools for conflict resolution to ensure the stable functioning of agro-industrial markets. The article focuses on the practical principles of agribusiness support in developed countries and the possibility of implementing the existing experience in other countries. The issue of food security is becoming the most urgent among

the international community, as it requires the implementation of decisive measures both for the development of its agro-industrial complex and for overcoming the negative consequences of the war. The results of the study reveal the modern means and features of ensuring food security through variable models of agribusiness support.

LITERATURE REVIEW

The issue of models for supporting agribusiness by providing sufficient funding and finding government incentives for the development of the agro-industrial sector has been studied by scholars in the context of food security. Kurman (2019) believes that food security is formed based on the creation and formation of food reserves, as well as the possibility of their circulation between countries where there is a shortage of agricultural products. According to Astrov (2022), food security is formed based on the international community's participation and cooperation in the supply and circulation of agricultural products. This indicates a widespread view of the importance of the international community in ensuring a competitive agricultural market. According to Kornienko (2022), the current practice of supporting agribusiness is to find alternative sources of financing and the ability to provide the market with the most appropriate and efficient means. According to Versinskas (2022), the most effective model of agribusiness support is the use of a powerful insurance market, which operates on the example of the United States. This practice allows for supporting private farms and providing the necessary financing and equipment in crises. According to Chiles (2020), the practice of improving the quality of agribusiness should focus on the introduction of special digital technologies in production, as the use of such technologies will help improve the commercial result of doing business and, as a result, ensure its long-term functioning. Sadiki (2020) believes that food security in the modern world depends entirely on the transit of the largest agricultural producers. Luhmann (2017) argues that it is strategically important for any country to strengthen its agricultural sector. This is possible only through the development of a special infrastructure and its use to strengthen the stability of the domestic situation. Taking into account the experience of developed countries, Teremec'kij (2020) claims that it is necessary to improve current models of agribusiness support. The emergence of new financial instruments and digital technologies stimulates the market to develop and improve methods for the development of this sector. Harchenko (2020) believes that despite the global food security crisis, the EU has a sufficient level of development of the agricultural sector, but African countries remain problematic regions. Samsonova (2020) argues that to overcome the global

food crisis, a necessary means is to spread the practice of using alternative energy. An equally important task is to change the approach to resource use and to strengthen the development and expansion of agribusiness. The war in Ukraine has caused the deformation of most commodity food markets, which has led to a global food crisis and emphasized the need to regulate this aspect both diplomatically and financially. According to Grieveson (2022), the conflict in Ukraine can only be resolved through diplomatic efforts and increased humanitarian aid. Food security, as Catchmark (2020) points out, is formed based on international cooperation, improved control and monitoring, and measures aimed at stabilizing the overall situation. Thus, current research emphasizes the need to transform and strengthen agribusiness support models.

MATERIALS AND METHODOLOGY

In writing this article, we used research methods, as well as materials from periodicals and think tank reports, which allowed us to characterize the basic principles of building and shaping food security in the world. The war in Ukraine has had devastating consequences for the global food market, which requires strengthening the role of the international community in addressing this issue. The article analyzes the basic principles of food security, elements of its formation, and prospects for further development using the search method. The use of this method made it possible to analyze the current experience of developed countries regarding the possibility of using specialized models aimed at improving food security. The implementation of the synthesis method was carried out to highlight the key features and aspects of ensuring food security and stimulating the development of agribusiness in a crisis. This approach provides an opportunity to improve the quality of the agro-industrial sector and create preconditions for its further development. The research methodology is based on a theoretical analysis of food security and its current state in the world. In addition, the study analyzes current practices aimed at supporting agribusiness at the domestic level. The analysis helps to identify the main provisions of the state and management policy of the agro-industrial sector and to formulate the main features that can be applied internationally to overcome the food crisis. Using the methods of induction and deduction, the author outlines further prospects for the development of food security and the role of international organizations in addressing this issue. In particular, attention is paid to the issue of resolving the war in Ukraine as a prerequisite for ensuring food security and the formation of an effective market for agricultural products. The proposed research methodology makes it possible to summarize the results of the study.

RESULTS AND DISCUSSION

The development of modern agribusiness is extremely important due to the trends observed in the world, such as the decline in agriculture and threats to global food security caused by the war in Ukraine. In such circumstances, it becomes important to conduct analytical research on the possibilities for further development of agribusiness support systems in developed countries and the key tools needed to improve the quality of support for the development of household farms. The introduction of such mechanisms could become a factor contributing to the development of the commodity market and strengthening the country's international position. Moreover, it will help to effectively overcome the consequences of the economic and food crisis that arose as a result of Russia's barbaric policy.

Furthermore, the war in Ukraine has exacerbated key issues such as food security. The problem is that Ukraine is the largest exporter of agricultural products, and the threat of hostilities creates obstacles to the transportation of raw materials to the countries that need them most. In particular, African countries and parts of the EU are at risk of a possible food crisis. In such circumstances, overcoming military conflict is of strategic importance. It can be accomplished by strengthening the role of diplomacy and conducting a negotiation process to reach quality agreements on the formation of a quality mechanism for the transportation of raw materials and possible further settlement of the conflict. Moreover, using this approach will help to overcome the dependence on Russia for raw materials. However, an equally important tool for establishing and maintaining its agribusiness is the use of financing and lending, as well as strengthening the role of financial instruments as the main tool for stimulating the development of food security. The formation of its powerful financial market and the ability to support agribusiness will be a factor in improving the quality of food security not only in Africa but also in Europe and the world.

The issue of supporting agribusiness plays an important role, as it provides an opportunity not only to improve the quality of the domestic climate in the country but also to contribute to the overall development of macroeconomic stability. The problem of the war and the increasing role of foreign models, which are partially implemented in the corporate sector, should aim not only to improve the quality of financing but also to develop the overall agricultural sector in the country. Under such conditions, the problem of using the peculiarities and tools of influence on the diplomatic environment arises, as it will serve as a factor in the development of the key principles of the agro-industrial sector. Moreover, the use of such instruments as lending and investment projects for the agricultural sector will serve as an actor

to improve its functioning and strengthen its role in the market. Due to the war in Ukraine, the issue of using the agro-industrial complex as the main tool for negotiations and deterrence of Russian aggression can be resolved through the use of appropriate EU rhetoric, transportation, and benefits for the country.

A popular practice for developing and building a strong agricultural sector is to use the insurance payment mechanism. A strong insurance market improves the quality of small and medium-sized business development and ensures further development in the long run. This principle is valid in the United States, as the use of a strong insurance sector provides guarantees to farmers about the possibility of their further activities and provides payments that can improve the quality of activities and generally promote economic development. The use of the insurance market is aimed at making insurance payments in the event of certain unsuccessful harvests or external factors, such as, for example, an increase in duties on certain technical or raw materials imported from China. Thus, the agricultural sector in the United States operates on the principle of massive insurance for agricultural businesses. This ensures its long-term functioning and is a powerful tool for developing its environment and strengthening the insurance market.

A striking example of a modern model of strengthening the role of agribusiness is the experience of Germany, which uses subsidy programs aimed at improving the quality of agribusiness functioning and operation. The EU countries have regulatory and legal assets that prohibit the use of unlimited financing of agribusiness. Such actions should promote the development of natural competition and strengthen the role of private enterprise. However, Germany has created special programs that provide subsidies, and ensure operation through depreciation and other financing mechanisms, such as public investment projects, specialized grants, and others. This system makes it possible to strengthen the role of agribusiness and ensure its effective growth in the short term and stability in the long term. An essential factor in using the German model is also to strengthen the role of public authorities in agribusiness development and to introduce electronic declaration of the current state of the market. Such principles can improve basic measures aimed at enhancing the quality of the agro-industrial market.

Various instruments are used to stimulate the development of agribusiness, including investment and lending. A flexible system of credit allocation and the creation of special programs is an important factors in the successful development of the agro-industrial complex. However, to ensure the effective functioning of agribusiness, it is necessary to solve the

problems of land ownership and lease, which is the most important factor. Ukraine is facing land reform problems related to the irrational use of land plots, unclear property rights mechanism, and uncertainty of legislation on land leases and sales. Therefore, to improve the quality of agribusiness, it is necessary to develop effective land market instruments.

The current features of the development of agribusiness support models are based on the formation of financing, improvement of the quality of state support, and development of digital infrastructure. The use of digital technologies and automation are key tools for improving the productivity of the agricultural sector. According to the World Bank, the use of digital technologies can almost double the level of production. Moreover, the introduction of automation helps to overcome the shortage of jobs and create favorable conditions for agribusiness. The current state of technology development raises the issue of using innovative tools that can improve not only the basic principles of implementing such technologies but also the ability to increase the commercial result of a farm. To support the development of digital infrastructure and the creation of high-quality technologies, it is necessary to stimulate public policy and create a development strategy. This strategy will include investment projects and funds aimed at developing and using such technologies.

The above features and practices of using agribusiness support tools allow us to outline current popular models of agribusiness support in developed countries. However, it should be borne in mind that the food crisis caused by Russia's aggression should be addressed through collective efforts aimed at overcoming both the source and gradually stimulating the production of the domestic agricultural sector. Under these conditions, the practice of expanding support for the agricultural sector is a factor in stabilizing the macroeconomic climate and countering the threat of a food crisis. The characteristics of agribusiness support models are summarized in Table 1.

Table 1. Characteristics of agribusiness support models

| Model | Characteristics |
|---|--|
| Ensuring effective insurance | The practice of using insurance payments and a strong insurance market in the agricultural sector is available in the United States, as evidenced by the quality support of agribusiness |
| Energy saving and alternative energy | The use of innovative technologies in agribusiness is a model aimed at increasing the productivity of sown areas |
| The private agricultural sector and state support | This practice involves expanding the use of private enterprise and providing support from the state through financing and investment |
| Flexible taxation system | This model is used in Australia, which ensures the country's leading position in the wheat market |
| Industry 4.0 in agribusiness | The use of AI and special technologies is the principle of modern agribusiness |

| | |
|---|--|
| A model for supporting agribusiness through subsidies | Operates in Germany, enabling the legal framework to ensure the quality growth of agribusiness |
| Trade cooperation model | Transport and transportation issues are key to food security |

Source: compiled by the author

Based on the models presented in Table 1, it can be argued that the policies of developed countries should concentrate their resources and stimulate the development of their agribusiness sector and improve the quality of financing for private farms, as they are the main means for developing a strong agribusiness sector. The issue of the legal and regulatory framework also plays an important role, as the certainty of relations among businesses should provide legitimate means of functioning in the market and promote natural competition. An important factor is the absence of monopolization in the agro-industrial complex, as this issue affects not only a specific region or economic situation in the country but also constitutes international food security for the world. The improvement of the legal mechanism is caused primarily by the blockade of Ukrainian ports, which makes a food crisis more likely in the worst-case scenario. Despite Turkey's measures, the issue of exports and security is a key factor in resolving the food crisis. The aggressor country's speculation around the issue of food security leads to a crisis, as well as a shortage of vital goods in African countries.

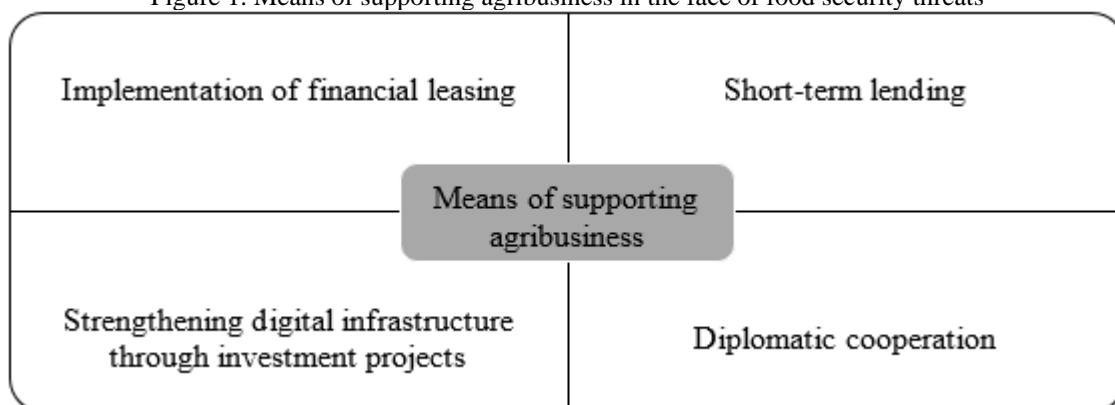
One of the problems of the current food crisis is also the lack of oil products and energy resources. In the European Union countries, the practice of introducing alternative energy used in agriculture is used. Due to the lack of fuel and special resources, implementing such a policy is a complex process. Therefore, most countries need additional funding and search for suppliers of petroleum products and specialized energy sources. Russia's withdrawal from European commodity markets makes this a difficult task. It is critical to promote the development of green energy and support the majority of private farms in times of crisis, as they form the basis for the further development of the agricultural sector. Moreover, the possibility of partial integration of agribusinesses into other markets through restructuring or complete diversification of corporate strategy is a common practice. According to the European Commission, about 15% of private farms have changed their industry due to high prices for raw materials and energy services, which makes agribusiness difficult to run. In such circumstances, developed countries should respond accordingly and strengthen the state's presence in this sector to stabilize the overall food situation both globally and in a particular region.

An important factor in ensuring food security is the UN's involvement in overcoming the food crisis, which is based on diplomatic efforts and financial support for the largest

exporters. The UN practice shows the involvement of specialists both at the technological level to improve the agribusiness infrastructure and at the diplomatic level to influence Russia to unblock ports and transport Ukrainian agricultural products. However, even taking into account the positive developments in this area, Ukraine cannot fully utilize its agro-industrial potential to meet the needs of the global market. Given these circumstances, the key to overcoming the crisis is to bring Ukraine closer to victory and develop its agribusiness sector. Strengthening agribusiness should be based on the development of the insurance market model that successfully operates in the United States, as a strong insurance market allows private farmers to survive difficult times of crisis and create the preconditions for further development of the agro-industrial complex. Thus, management decisions are key to improving agricultural sector models.

Some current models of supporting agribusiness in the face of the food crisis are ineffective. This necessitates the use of alternative sources of financing and overcoming the negative effects of the war in Ukraine. The issue of financing and lending to small and medium-sized businesses is faced by all countries of the world, as the food market is transforming and the role of its development is increasing in the long term. Therefore, Figure 1 shows the main means for developing agribusiness support models.

Figure 1. Means of supporting agribusiness in the face of food security threats



Source: compiled by the author

Based on the proposed tools in Figure 1, it can be argued that the development of digital infrastructure and the use of innovative technologies in agriculture will be a factor in the success of agribusiness and its further development. The importance of using such technologies is due to the improvement of the quality of productivity of yields, automation of crop care, use of modern equipment for processing and handling of raw materials, and further production of products. Given these features, the issue of strengthening the role of digital technologies is of

strategic importance for most countries and requires increased attention from technical research and think tanks that use their developments in agribusiness. In addition, it is worth considering the possibility of introducing financial leasing on preferential terms, which provides wider access to agricultural machinery and specialized tools for agribusiness. These models will serve as a factor in improving the quality of development of the global agricultural sector and can partially ensure food security.

Thus, it can be concluded that modern food security is under threat due to the war in Ukraine and Russia's aggressive policy, which could lead to an aggravation of the food crisis in the world. To overcome such negative consequences, it is necessary to use financial models of agribusiness support based on concessional lending, special investment projects and means to stimulate production, in particular through the existence of a strong insurance market. Furthermore, the development of digital technologies and automation tools will help to improve the overall state of the agricultural sector at the global level.

The study shows that the current global agribusiness market needs to be improved qualitatively, as the war in Ukraine has caused a food crisis. Moreover, the blockade of ports by Russia impairs Ukraine's ability to transport agricultural products, which is a factor in the global crisis. In such circumstances, there is a need to conduct analytical research on how countries can improve the development of their agricultural sector, as well as to find effective mechanisms to stimulate economic activity in unfavorable economic circumstances. In today's environment, an important issue is the use of insurance market models that successfully operate in the United States. The introduction of such experience in other developed countries may serve as a factor in the partial stabilization of the overall situation. However, the search for innovative means and ways to improve the situation in the agri-food market requires further research.

The use of digital technologies and special automation tools remains an important area of analysis, as their implementation in private farms can improve the quality of business operations. The current practice of using Smart farms, as well as the automation of most processes in agribusiness, is a factor that stimulates its development and the possibility of stabilizing the global food situation. The analysis of the use and development of such technologies will be of strategic importance for any country, as the use of such practices provides competitive advantages. Firstly, the use of digital technologies makes it possible to improve the efficiency of technological work. Secondly, the introduction of innovative technologies is a more affordable option for running an agricultural business and can improve

its functioning. In addition, the use of digital technologies will be of strategic importance for the development of the information sector in countries that need to develop other corporate markets. The use of digital technologies remains an open question, as they are constantly being updated and modernized to meet the needs of modern markets. Therefore, an analysis of the specifics of their use remains appropriate and relevant.

Conducting a study on public administration and finding tools to stimulate agribusiness development should be a priority for scientists. In a crisis in the food market, it becomes important to implement effective public policy and engage in diplomatic efforts to solve this problem. Modern international organizations are taking measures to mitigate the consequences of Russia's military aggression and to find tools to influence the solution of food security problems in the world. In such circumstances, it is important to use the available means to develop our agricultural sector. In addition, an analysis of the possibility of stimulating and technologically equipping the domestic agricultural sector will be of strategic importance, given the transformation of modern commodity markets and the need to improve the quality of their use. In general, models of agribusiness support remain an open question, as resolving the food crisis and creating an effective mechanism to protect the most vulnerable countries is a long-term task that requires research.

CONCLUSION

In accordance with the set goal of the research, it can be argued that the development of modern models of agribusiness support has a qualitative effect on the change of the microeconomic space. In addition, the basic principles of stimulating the agro-industrial sector and methods of its development are described. Thus, it can be concluded that the current state of food security is under threat, primarily due to the war in Ukraine. The problems of supply and transformation of global food markets have led to higher prices for products, increased the role of oil products and energy resources in agribusiness, and created difficult conditions for further activities. In such circumstances, it is important to improve the quality of domestic support for agribusiness and to find tools to stimulate its development. Financing agribusiness and securing additional lending will be a priority, as the lack of critical infrastructure is a key problem in the modern world. An effective way to overcome the food crisis is to use the experience of the United States through the formation of a sustainable agribusiness through the availability of variable insurance payments and a strong insurance market. This model is the most effective, although it puts a burden on the financial sector. However, institutional investors

should use all the necessary resources to stabilize the agricultural sector, as this will be of strategic importance for maintaining both food and global security in the world. Russia's speculation on food security is barbaric. Therefore, the use of diplomatic efforts may help to overcome the conflict in Ukraine, but this scenario is unlikely. Given these circumstances, it is most appropriate to introduce measures to stimulate domestic production and development for the further functioning of the agro-industrial business. The use of special digital technologies will be a priority, as they can improve business efficiency and increase the level and volume of production. Moreover, innovative technologies in private farming can be the key to its competitiveness and ensure production efficiency. The issue of their development will be of strategic importance, as strengthening the Smart Farm model can serve as a means to improve the quality of agribusiness development. An alternative means to improve agribusiness will be to use specialized resources and financing for the agro-industrial sector. In addition, financial leasing as a tool for stabilizing agribusiness is envisaged for such financing. The development of effective management policies by local governments and the involvement of international organizations in the stabilization of agribusiness will also play an important role in ensuring food security.

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