

ucab

ukrainian agribusiness club



Report on  
the activity

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# Membership of UCAB

**UCAB embodies more than 120 leading companies on the agrarian market of Ukraine aimed at developing civilized business environment.**

**132** companies

**27** companies joined in 2020



# Protection of business interests

## UCAB Committees

### Advocacy



Land Committee



Committee on Plant Protection



Agricultural Machinery Committee



Seeds Committee



Tax Committee



Committee of Fertilizer Market Operators

### Communication



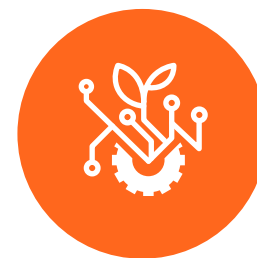
Commercial Committee



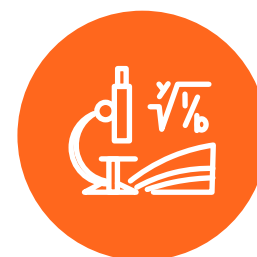
Logistics Committee



CPP distributors committee



Agricultural Technologies Committee



Committee on Precision Farming



Agronomic Committee



Engineers Committee

# Key initiatives and business protection achievements

## Land Committee

Termination of the land leasehold in case of change of its designation purpose by the owner

### Response of UCAB

Amendments to the draft Law No.2280 on change of a land plot designation purpose only with the notarial consent of the tenant.

### Achievement

**Amendments were taken into consideration in the Law of Ukraine No. 711-IX dated 17.06.2020.**

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There is no clear procedure to exercise pre-emptive right of tenants to purchase the leased land plots.

### Response of UCAB

Elaboration of provisions on the procedure for exercising pre-emptive right of tenants to purchase land plots.

### Achievement

**Amendments were incorporated in the draft law No. 2194 in the 2nd reading.**

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Inefficient use of agricultural land as a result of overlapping and 'checkerboard' land plots.

### Response of UCAB

Provisions on consolidation of land leasehold were elaborated.

### Achievement

**The proposals regarding land consolidation were incorporated in the draft law.**

Procedure for design and construction of irrigation systems is regulated.

## Response of UCAB

Proposals for deregulation of design and construction of irrigation systems were elaborated.

## Achievement

**Proposals regarding organization of water user and stimulation of land reclamation were incorporated in the bill.**

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Near term risks of loss of right to use the land plots under gardens

## Response of UCAB

Provisions for 25-year lease of land plots under gardens were elaborated.

## Achievement

**Amendments to the draft law No.2064 were submitted.**

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Unstable tax burden on agribusiness in case of change of normative monetary evaluation of the land.

## Response of UCAB

Proposals for obtaining 'package' extracts on normative monetary evaluation of lands and invariability of normative monetary evaluation of agricultural lands were elaborated.

## Achievement

**Proposals are incorporated in the draft new Methodology of normative monetary evaluation of lands.**



Registration of bills violating the rights of land tenants in the Verkhovna Rada.

## Response of UCAB

Request to the Verkhovna Rada to withdraw the draft law No.3208, which stipulates unilateral termination of land lease agreements by landlords.

## Achievement

**The draft law No.3208 was withdrawn from consideration.**

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Limited technical capabilities of the State Register of Property Rights to Immovable Property (SRPRIP) concerning registration of lease rights to land plot.

## Response of UCAB

Submission of proposals to the Ministry of Justice to improve operation of the SRPRIP.

## Achievement

**Proposals were taken into consideration and introduced.**

---

Emergence of impediments to agribusiness in cooperation with public authorities regarding land relations.

## Response of UCAB

Individual requests to public authorities for the benefit of UCAB members.

## Achievement

**Individual requests of UCAB members were resolved and UCAB members are involved in public control of the activities of the State Geocadastre.**



## Seeds Committee

Carrying out deregulation in protection of rights of plant varieties and registration of new seed varieties, to facilitate business processes.

### Response of UCAB

Jointly with the seed business were development provisions for bills that facilitate and demonopolize registration of new seed varieties. The provisions are adapted to the regulations of the UPOV international conventions.

### Achievement

**With the support of UCAB and seed business, the draft law No.3680 was registered, and 3680-d is being elaborated in order to boost adoption of the draft law and agree upon all controversial provisions among the participants involved in the process.**

---

Due to the adoption of amendments to the legislation on the necessity to obtain quarantine certificates to transport seeds throughout Ukraine, producers and distributors began to incur losses of at least UAH 30 to 50 million, i.e. only direct costs to transport the seeds.

### Response of UCAB

Meetings and discussions were held with the authorities in order to resolve this issue, as well as reporting and traceability tools were introduced instead of obtaining the quarantine certificate for each freight.

### Achievement

**Draft amendments to the Law 'On Plant Quarantine' were developed, which propose to introduce a mechanism for reporting by producers, which will allow regulatory authorities to monitor movement of the seeds in Ukraine without additional administrative procedures. The proposals were taken into consideration in the draft law No.4219, and draft amendments to the Resolution of the Cabinet of Ministers of Ukraine No. 1177 were submitted for further practical implementation of the proposed amendments to the law.**



ucab





Due to difficult weather conditions, drought and other aspects, the issue of revising the legislation regarding GMO regulation, in particular use of GM seeds, especially soybeans and corn, struggling against shadow market of GMO and bringing it into the legal level has arisen.

## Response of UCAB

Relevant requests and materials were submitted to the central executive authorities, the experience of other countries and the economic impact of this decision are being studied.

## Achievement

**UCAB experts are members of the working group at the Ministry of Economy on regulating circulation of GMO in Ukraine. The second version of the framework draft law on regulating use of GMOs was developed.**

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In connection with preparation for the global reform in phytosanitary, the draft law 'On Plant Protection' is being elaborated raising the issues of seed circulation in Ukraine, inspections of imported seeds, introduction of plant passports to transport seeds across Ukraine, establishment of quarantine zones and other phytosanitary aspects.

## Response of UCAB

Together with the profile committees of UCAB this bill was worked out, proposals thereto were drawn up and submitted to the Ministry of Economy for consideration. Meetings, both public and with individual associations, were held to discuss the proposals and the procedure for their further implementation.

## Achievement

**A number of UCAB proposals concerning application of a risk-based approach to inspections of cargoes with seeds, which are already accompanied by all necessary phytosanitary documents were taken into account. UCAB experts and member companies are actively involved in the process of developing standards to introduce plant passports and study the EU experience in this issue.**



## Agricultural Machinery Committee

While carrying out field works and moving actively agricultural machinery, farmers had to obtain permits to transport large machinery at least 3 days in advance indicating the exact route.

### Response of UCAB

Jointly with other agrarian associations, the draft amendments to the Road Traffic Rules were elaborated stipulating an exception for agricultural machinery and increased standards for overall dimensions of the machinery to be operated without obtaining permits.

### Achievement

**The corresponding amendments to the Road Traffic Rules were adopted.**

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When certifying agricultural tractors in Ukraine, the issues regarding necessity to approve forms of documents, regulate production inspections and establish environmental standards for engines were frequently raised. Since 2017 in Ukraine there have been no environmental requirements for emissions of harmful substances produced by agricultural machinery. In addition, due to update of the EU legislation related to the tractor certification, which Ukraine has committed to harmonize, the current provisions, structure as well as certification process in Ukraine require fundamental amendments in order to conform with the world standards and high safety standards.

### Response of UCAB

At the initiative of UCAB, amendments to Resolution No.1367 were developed, operation of the working group under the Ministry of Economy was resumed, with the support of UCAB experts the draft new technical regulations were elaborated and the work on other regulatory instruments continues.

### Achievement

**Amendments to the Resolution of the Cabinet of Ministers of Ukraine No.1367 came into force abolishing the validity of certificates, establishing a schedule for introduction and improvement of environmental standards for engines, lifting the conduct of production inspections every 2 years.**



Deputies of the Verkhovna Rada developed the draft law No.3742 and 3743 envisaging significant amendments to the movement of vehicles, grain carriers, etc. In particular, permissible percentage of overload was significantly reduced (from 5% to 2%). Some substantial amendments were made in terms of filling in and circulation of consignment notes complicating removal of crops from the field.

## Response of UCAB

UCAB experts studied data on the draft law and drew up amendments and proposals to them.

## Achievement

**Amendments to the second reading of the draft law No.3743 developed by UCAB were registered and submitted by the deputies of the Verkhovna Rada awaiting consideration in the profile committee of the Verkhovna Rada.**

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A group of deputies of the Verkhovna Rada Transport Committee registered the draft law No.3544 dated 27.05.2020 'On Amendments to Certain Legislative Acts of Ukraine Concerning Introduction of Fares for Use of Public Roads'. The bill stipulates toll collection for lorries on public roads of up to 3 UAH/km for all lorries from 12 tons. According to UCAB's calculations, the annual expenses of farmers for only grain transportation would amount to at least UAH 260 million, whereas the special equipment of all lorries used by Ukrainian business to write off funds would amount to about UAH 900 million.

## Response of UCAB

Relevant letters to deputies and central executive bodies were drawn up requesting to postpone the consideration and adoption of this draft law. The media have published relevant materials with calculations and impact of this deputies' initiative on the agricultural sector.

## Achievement

**Consideration of this draft law was suspended.**



At the initiative of private structures and CEBs, it was proposed to install special equipment for harvesting machinery (harvesters) to control the reaping and de-shadow grain market. However, this initiative envisaged monopolization of maintenance of this equipment, introduction of fare for its operation - USD 1 per hectare harvested as well as a number of other factors adversely affecting the market.

## Response of UCAB

During discussions, the UCAB experts pointed out that this initiative has a negative impact on the sector, establishes a monopoly on maintenance, has many technical inconsistencies and does not take into consideration many aspects leading to even greater shadowing of the agricultural sector.

## Achievement

**This initiative was not supported by any business association and was rejected.**

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Since departmental registration for agricultural machinery was introduced, this register was closed, and it has not been possible for businesses to get access to this information. However, even depersonalized data from this register would allow businesses to plan their production and marketing policies more carefully as they would have the opportunity to analyze the current situation in the equipment market.

## Response of UCAB

Draft amendments to the Order of the Ministry of Agrarian Policy No.29 were elaborated. The Order defined a list of data to be published and does not contain personal data, amendments to the Resolution of the Cabinet of Ministers No.835 on redistribution of data placed by CEB in the form of open data. Communications with the Ministry of Economy and SSUFSCP were held in order to resolve the issue of business access to the data on machinery market as soon as possible.

## Achievement

**Since May, the State Tax Service has updated the data on departmental registration of agricultural machinery on a monthly basis.**



## Fertilizers

At the initiative of monopoly structures of fertilizer producers in Ukraine, a complaint regarding initiation of investigation on fertilizers imported to Ukraine as well as imposing of restrictive measures in the form of quotas, additional charges or even a total ban was filed to the Interdepartmental Commission on International Trade. This decision would lead to a complete monopolization by one producer of the entire fertilizer market in Ukraine resulting in annual additional expenses incurred by farmers from USD 300 to 500 million.

### Response of UCAB

An active media campaign was launched with the involvement of press, public and other business associations. There was an active communication with the Ministry of Economy and the Interdepartmental Commission on International Trade. Requests were submitted to the Verkhovna Rada, the Cabinet of Ministers and the President of Ukraine.

### Achievement

**The Interdepartmental Commission on International Trade did not initiate an investigation on fertilizers and did not impose restrictive measures.**

## Fuel

At the initiative of PJSC 'Ukrtatnafta', a complaint regarding initiation of investigation on the import of diesel fuel and LPG to Ukraine was filed to the Interdepartmental Commission on International Trade. Additional charges of 8.46% were suggested for consideration with the prospect of their growth to 23% by 2023.

### Response of UCAB

An active media campaign was launched with the involvement of press, public and other business associations. There was an active communication with the Ministry of Economy and the Interdepartmental Commission on International Trade. Requests were submitted to the Verkhovna Rada, the Cabinet of Ministers and the President of Ukraine.

### Achievement

**The Interdepartmental Commission on International Trade did not initiate an investigation on fuel and did not impose restrictive measures through the institution of additional charges.**



## Taxes

Amendments to the TCU adopted on the 'budget night' at the end of 2018 introduced a licensing mechanism for fuel storage. This regulation obliged business entities to obtain licenses for storage of fuel for their own consumption at the level of those entities that sell fuel, install special equipment to control the movement of fuel as well as establish fines of UAH 500 thousand for each violation revealed.

### Response of UCAB

Since the adoption of these proposals, an active work has initiated with the SFS and committees of the Verkhovna Rada, amendments to the TCU were developed and a working group at the SFS was set up to resolve this issue.

### Achievement

**At the initiative of UCAB, almost immediately upon entry into force of these amendments the regulation on the necessity to submit land title documents indicating designation purpose was abolished, and later the working group elaborated draft amendments to the TCU, which actually replace the licensing of fuel storage for own needs with declaration solely through filing in an application.**

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At the end of 2017, when modifying TCU the so-called 'soybean amendments' all farmers struggled with were adopted. This decision led to the fall in soybean price in the domestic market by almost 25% (in the world the price decreased by 12-14%) and the annual reduction in sown areas.

### Response of UCAB

An active media campaign was launched with the involvement of press, public and other business associations. There was an active communication with the Ministry of Economy and the Interdepartmental Commission on International Trade. Requests were submitted to the Verkhovna Rada, the Cabinet of Ministers and the President of Ukraine as well.

### Achievement.

**The Verkhovna Rada of Ukraine adopted relevant amendments that lifted the 'soybean amendments' to the provisions of TCU.**

In recent years, there has been increase in sales of agricultural products 'off the book'», tax evasion, 'shadow' land cultivation, etc. This situation has a negative impact on local budgets, competition, complicates operation of the legal business. At the same time, farmers working in the legal field pay significant taxes per hectare at the level of UAH 2,000 per hectare filling the budgets of communities and the state.

## Response of UCAB

Jointly with the Ministry of Economy, deputies and other agrarian associations, a bill was elaborated suggesting to establish a minimum tax burden per hectare to be generated by summing up payment of all other land taxes.

## Achievement

**The draft No.3131 was registered proposing to settle the issue of 'shadow' land cultivation by establishing a minimum tax burden at the level of about UAH 1,200–1,400 per hectare.**

## Committee on Plant Protection

The import of samples of innovative plant protection products for state testing and research was blocked.

## Response of UCAB

There were active support for the bill No.2289 and communication with the Ministry of Economy, the Ministry of Environment and deputies of the Verkhovna Rada. Letters to parliamentary factions and groups, committees of the Verkhovna Rada were sent.

## Achievement

**The Verkhovna Rada Committee on Anti-Corruption Policy supported the bill No.2289. The bill is anticipated to be adopted in the nearest future.**



Draft law No.2548, which was supposed to improve state regulation in the field of pesticides and agrochemicals as well as unblock access to innovative PPP for farmers, was withdrawn from consideration.

## Response of UCAB

Joint development of an updated draft law with relevant associations, the Ministry of Environment and the Ministry of Economy.

### Achievement

**The draft law is anticipated to be registered in late November.**

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The Order No.914 of MEDT on Labelling Basic SI Units stipulated an ambiguous interpretation of definition of the language to indicate the units of measurement on product labels as well as sequence of their indication.

## Response of UCAB

Proposals with amendments to Order No.914 were elaborated, letters were furnished and the issue was actively negotiated with the Ministry of Economy.

### Achievement

**Relevant amendments were adopted to the order No.914.**

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Inability to conduct state registration of disinfectants.

## Response of UCAB

Proposals to paragraph 4 of the Procedure for state registration (re-registration) of disinfectants were submitted, letters were furnished and the issue was actively negotiated with the Ministry of Health and the Ministry of Economy.

### Achievement

**The Resolution on amending the Procedure for state registration of disinfectants was approved.**





Lack of proper legislative regulation of the issue regarding application of PPP by unmanned aerial vehicles (UAVs).

## Response of UCAB

Submission of proposals to the draft law 'On Plant Protection', which is to be developed by the Ministry of Economy in terms of settling the issue on application of PPP by UAV.

## Achievement

**UCAB's proposals to the draft law were incorporated, the provisions regarding application of PPP by UAV are being amended.**

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Registration of pesticides and agrochemicals as well as issuance of permitting documents of the Ministry of Environment due to reorganizations were blocked.

## Response of UCAB

There was communication with the Ministry of Environment and the Ministry of Economy in order to accelerate completion of reorganization procedures, requests were submitted to the Ministry of Environment.

## Achievement

**Registration of pesticides, agrochemicals and all permitting procedures were unblocked.**

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Initiation of prohibition to apply drugs based on chlorpyrifos and chlorpyrifos-methyl as active ingredients.

## Response of UCAB

There was communication with the Ministry of Economy about the possibility for farmers to apply drugs of these types.

## Achievement

**The application of chlorpyrifos and chlorpyrifos-methyl as active ingredients is not prohibited - pesticide producers are able to provide farmers with drugs based on the active substance that is effective in pest control.**



# UCAB Events

● **10 September 2020**

## XI International Conference **'Large Farm Management'**



There was a discussion on the consolidation of land, what amendments to expect in the evaluation of land, prospects of abolishing the right of permanent use of state-owned land.

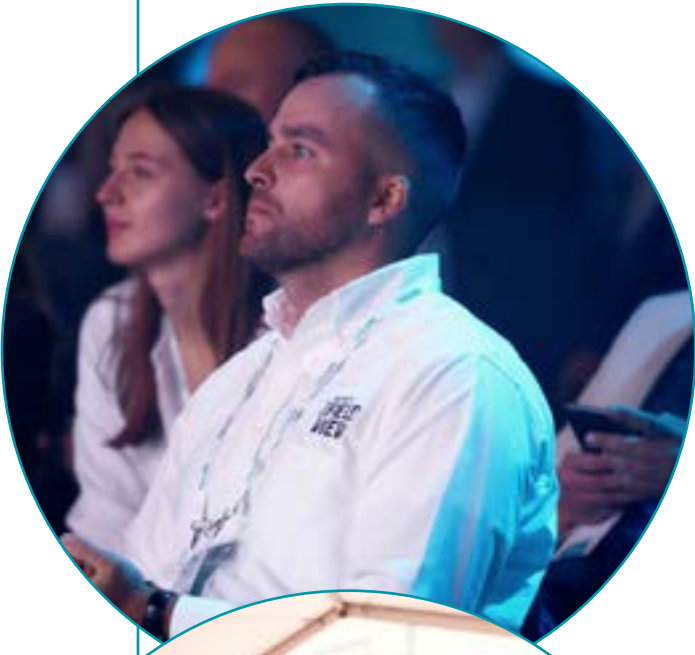
### **Key issues:**

- COVID - 19: influence on consumer behavior trends;
- World economy: is there a willingness to restart?
- Crisis triggered by coronavirus: economic consequences;
- Land market: consequences for the Ukrainian economy;
- Online management: fantasy or reality?



## Partners

- **FieldView by Bayer** — Exclusive innovative partner;
- **New Holland Agriculture** — Exclusive technical partner;
- **Credit Agricole Bank** — Exclusive financial partner;
- **Vasilch Kisil & Partners Law Firm** — General Legal Partner;
- **Horsch** — Silver Partner;
- **Terminal Z** — Organizational partner;
- **AgroPortal** — Exclusive Internet partner.



Number of participants: 350 persons



[Post-release](#)



[Photo report](#)

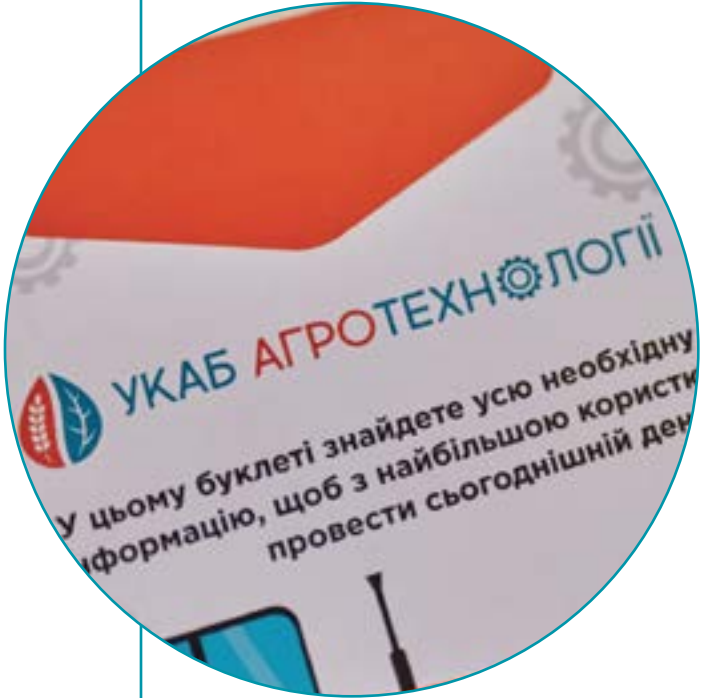


[Video report](#)



● 29 July 2020

# UCAB Agro Technologies 2020



One-day national field event in the format of demonstration of machinery and agricultural technologies on site.

## About event

- Demonstration land plots to be sown with corn crops;
- Large exhibition area of static expositions, machinery, resources, precision farming systems;
- Thematic workshops, seminars and test drives;
- 8+ hours of communication in a professional environment;
- Demonstration of machinery: grain harvesters, grain loaders, grain carrier for harvesting spring barley, units for surface tillage, seeders for sowing winter crops, self-propelled and trailed sprayers.





## Partners

- **Bayer** — Exclusive agrochemical partner;
- **Climate Field View** — Innovative partner;
- **HarvEast** — Organizational partner;
- **Soufflet Agro Ukraine** — Seed partner;
- **Zhivot Catering** — Exclusive catering partner;
- **NIKO** — Autopartner;
- **AgroPortal** — Exclusive Internet partner.

Number of guests and participants:  
more than 2,000 persons



[Post-release](#)



[Photo report](#)



[Video report](#)

● **7 July 2020**

## Business conference **QUO VADIS, AGRO**



The crosscutting theme of the event was future development of Ukrainian agricultural producers in the context of crisis triggered by coronavirus as well as ways to diversify business in the new economic realities.

### Key issues

- Traditional agribusiness — the end of era of high margins;
- International comparative analysis of agricultural holdings activity;
- Vegetable meat. Reverse side of livestock production;
- 2020 — a beginning of the end or a new era of agricultural holdings?



**Number of guests and participants: 170 persons**



[Post-release](#)



[Photo report](#)



[Video report](#)

● 18 February 2020

## Seed Forum



Participants discussed trends and prospects for development of the seed industry with the Ministry of Economy of Ukraine, the State Food and Consumer Service and other relevant institutions.

● **31 March 2020**

Online seminar:  
**'Operational measures to counter COVID - 19 for agribusiness'**



Participants discussed trends and prospects for development of the seed industry with the Ministry of Economy of Ukraine, the State Food and Consumer Service and other relevant institutions.

**Issues under consideration:**

- What it represents and what is the course of COVID-19;
- Incubation period of COVID-19;
- Monitoring and tracking;
- Routes of infection in the conditions of quarantine, restrictive measures during quarantine, COVID-19 — operational risks for the organizations;
- Algorithm for ensuring continuous operation of the organization in conditions of strict quarantine;
- Example of the organization of operation during quarantine at the agricultural enterprise.



● 18 April 2020

## Online seminar on **The Impact of Crisis on the Economy**



**Oleg Ustenko**, Advisor of the President of Ukraine, Member of the Supervisory Board of the International Blazer Foundation spoke about:

- IMF and related funds of the international institutions / partners. Is a pillow of safety sufficient?
- Experience of crisis management in other countries and anti-crisis laws in Ukraine;
- Agricultural sector: an island of stability or impact lag;
- Land market in Ukraine: what are additional prerequisites and how will the agrarian economy change?

● **25 April 2020**

## **In Contact With the Government**



Closed online meeting for members of the Association with the Head of State Geocadastre **Denys Bashlyk.**

Methods of normative monetary evaluation as well as further steps in working with geospatial data and personnel policy were discussed.

● **14 May 2020**

Online meeting:

**'Anticipated Innovations of State Agricultural Policy'**



● 24 June 2020

Online meeting with  
**Roman Leshchenko**, Head of  
the State Service for Geodesy,  
Cartography and Cadastre.



There was a discussion concerning consolidation of lands, what amendments to expect in the evaluation of land, prospects of abolishing the right of permanent use of state-owned land.

# Researches

Researches are carried out by the expert group of UCAB that provides a full range of multi-client and individual surveys and periodic reviews of agribusiness markets for the major players in agriculture and related industries.

## **The expert group conducts quantitative and qualitative marketing researches including:**

- telephone and face-to-face surveys,
- expert interviews,
- analysis of statistical information applying various methods.

In addition to the researches on consumer sentiment, AgriSurvey experts also elaborate analytical assessment of dynamics and development prospects for the agricultural market, farm resources and related services.



Starting from weekly reviews of current developments in the agrarian sector and ending with detailed market research, the UCAB expert group provides information and data necessary to increase the efficiency of doing business and is experienced in conducting researches in the following fields:

- Crop production (grain crops, oilseeds, sugar beet, fruit, vegetables);
- Livestock (milk, beef, pork, poultry meat);
- Seeds and agrochemicals;
- Agricultural engineering;
- Financial and insurance instruments;
- Processing products.

Users of the services provided by expert group in 2020 included domestic and international organizations and companies, from whom we received positive feedback on the quality of the research conducted.

Surveys carried out by the UCAB experts are available in Ukrainian and English and, if necessary, can be translated into Russian and German. All surveys are available to UCAB members on a free-of-charge basis, with the exception of individual research on request.

## **Multi-Client Research**

### **Ukrainian Agribusiness Index (UBI)**

It is an indicator reflecting producers' judgmental estimate of the current situation in agricultural sector as well as their expectations about business conditions for the following year. This project was implemented by the joint efforts of the German-Ukrainian Agricultural Policy Dialogue (APD) and the Association 'Ukrainian Agribusiness Club' (UCAB) on the basis of the German business index 'Business Climate Index' (BCI) developed and implemented in 1972 by Leibniz- Institute of Economic Researches of Munich University.

## **RUBIZMO+**

A new European initiative aimed at identifying important components for entrepreneurship development and successful business models in rural areas.

## **Individual research**

In the first 10 months of 2020, the UCAB expert group has carried out 2 individual researches.

In 2016 UCAB joined the international up\_Running project.

Ukrainian Agribusiness Club and Scientific Engineering Center 'Biomass' along with the partners from Spain, Greece, Italy, France, Croatia and Portugal will pursue the actions aimed at overcoming existing barriers and boosting development of new, sustainable and financially viable projects regarding horticulture waste management for the production of energy.

**Engaged farmers will be provided with advisory and technical support when building their own waste collection and utilisation chain.**

With the support of the project based on their establishment the demonstration projects were implemented during 2017. In order to distribute the results of uP\_running project, the experience of implementing demonstration projects has been properly introduced at the regional, national as well as European levels.

## Analytics

The UCAB Expert Group on a periodic basis monitors the main markets of agricultural products including an overview of grain and oilseeds markets, meat and milk market as well as foreign trade of agricultural products.

Section of [Analytical](#) information on the [UCAB website](#) provides users with information under the following directions:

- Crop market review;
- Milk and meat market review;
- Crop production statistics;
- Livestock statistics;
- General statistics.



# Communication activity

**The communication activity of the Association 'Ukrainian Agribusiness Club' includes two essential components:**



External  
communications

Internal  
communications

## **External communications**

Stipulate informing of the public, professional and balanced conveying message of agribusiness, interaction with agribusiness participants outside the association.

The Association's information policy is based on the UCAB experts' professional analysis of the agro-industrial complex functioning as a whole and its individual branches, as well as regular and close communication with sector companies and media that allows to set trends in the information field and clearly identify problematic issues.

At the same time, the information policy is aimed at addressing certain issues of the agricultural sector and the economy as a whole. Owing to well-considered, efficient and coordinated interaction of UCAB's advocacy and analysts with the Communications Department, the public can also learn about effectiveness of the association's activities, since success of UCAB is a success of the entire sector of economy.

## **UCAB implements external communications in close cooperation with the central and specialized media.**

Publishing companies where columns of our experts as well as materials with comments from UCAB specialists have been regularly released during the year include:

- Novoe Vremia
- Anthology
- Ukrainska Pravda
- Agroporal etc.
- Ekonomichna Pravda
- Arhumenty i Fakty
- Komentari
- Liha
- Tsn.ua

## The association's website and social networks are reliable and effective channels of communication with the public.

During 2020, the press service and SMM specialists of UCAB actively filled the website on our pages in social networks with interesting and useful content. In particular, since the beginning of the year, more than 200 publications have been published on the UCAB website: news and press releases.

Number of subscribers to the UCAB page in FB

7900

persons

Since the beginning of the year, nearly

90

author's columns of UCAB experts have appeared in the media

Department of  
Communications  
received more

150

requests for  
text and video  
comments from  
analysts and  
lobbyists of the  
association.

Our experts  
gave video  
interviews or  
comments  
on central TV  
channels nearly

20

times

We were  
mentioned  
and quoted  
in the  
media

120

+

times  
throughout  
the year

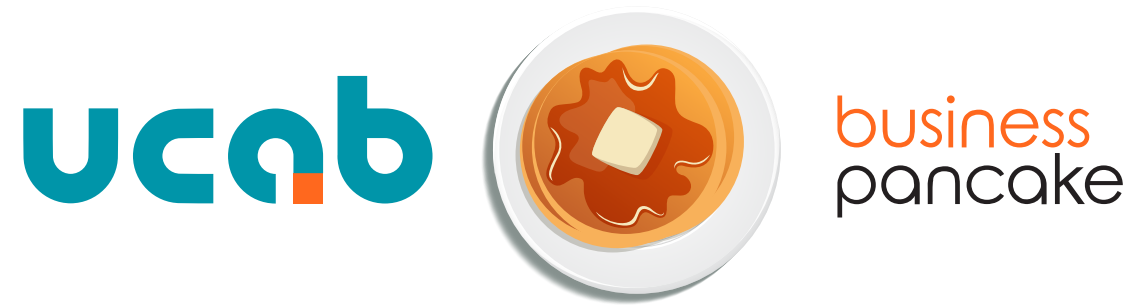
Association 'Ukrainian Agribusiness Club' actively maintains its [page](#) in Facebook since today it is one of the most efficient SMM-platforms, allowing involvement of a wide audience of users and supporters.

1600

total  
number  
of likes for  
2020



In order to expand the network of contacts with farmers for further cooperation in the fall of 2020, UCAB initiated holding regular regional business breakfasts UCAB Business Pancakes.



**UCAB business Pancake** is a series of private morning meetings with leaders of agricultural companies in the regions.

For two hours, about 30-40 guests invited to the restaurant in the company of UCAB experts and partners of the event combine breakfast with a discussion of current market problems and ways of their solutions.

## **Internal communications**

This is an integral part of effective functioning of the club. Organization of fruitful and regular communication between UCAB members, prompt information sharing, receiving feedback from members of the association on the quality of club functioning- all of this lie at the root of daily work of the UCAB communication department.

## **UCAB Digest is one of the main tools to inform the club members.**

Weekly digest with the updated design and content that is received via e-mail every Tuesday by all members of the association contains the breaking news of agricultural sector for a week.

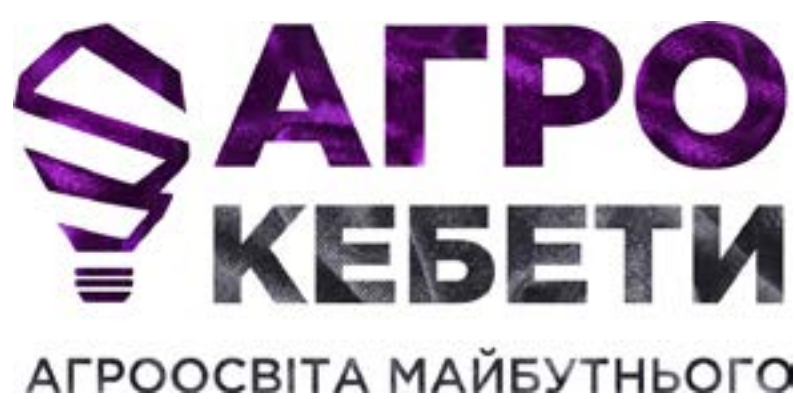
The digest also includes fresh analytics, columns and articles developed by the club's experts, which were published in the top media during the week.

## **Interviews with club members.**

Based on their journalistic and editorial experience, UCAB's communications specialists conduct professional interviews with owners and managers of club member companies that are published in renowned publications. In addition to service of quality and effective PR provided in this way to club members, such communication allows you to develop club activity and strengthen contact with members of the association. Since the beginning of the year, more than 20 interviews have been conducted with the heads of leading agricultural and resource companies forming a part of UCAB.

# Educational Projects

## **Educational UCAB project “Agrokebety”**



[agrokebety.com](http://agrokebety.com)

January 2019, the Association «Ukrainian Club of Agrarian Business» (UCAB), based on the Faculty of Agrarian Management of NULES of Ukraine, started the program «Agrokebety» to train specialists in accordance with the modern challenges of the labour market and the requirements of employers of the agrarian sector.

The aim of the program is to train specialists in a new format for agribusiness, the so-called «farm managers» or «field commanders» who have universal knowledge at the same time in the field of agronomy, animal husbandry, agrarian engineering and business management.

One of the benefits of participating in the program is mentoring — a top manager of an agribusiness company who accompanies students throughout the project.



The teachers of the program are representatives of agribusiness, project mentors, star foreign speakers, practitioners of universities of Ukraine. The governing body of the program is a Supervisory Board, which consists of a number of public figures and project mentors.

At the beginning of 2020, UCAB held a competition among agricultural higher educational institutions to implement the Agrokebety program on their basis.

**Following results of the competition, Agrokebety program is being currently implemented in the following 6 universities:**

- National University of Life and Environmental Sciences of Ukraine (Kyiv);
- Sumy National Agrarian University (Sumy)
- Vinnytsia National Agrarian University (Vinnytsia);
- Tavria State Agrotechnological University (Melitopol);
- Kherson State Agrarian University (Kherson);
- Luhansk National Agrarian University (Starobilsk).

45 students of the first admission started studying under the program 'Agrokebety' on 2 September 2019. During this time, students obtained theoretical and practical knowledge from agribusiness professionals, Ukrainian and foreign lecturers, mentors of the program, successfully completed a 6-month work experience internship at the facilities of agricultural companies — partners of the project 'Agrokebety'.

**The first graduation of students of the program 'Agrokebety' will take place in December 2020.**

After graduation, new specialists will be employed in agricultural companies that are project partners and members of UCAB.

In October 2020, more than 120 students of the second admission started studying under the program 'Agrokebety' in all 6 universities where the program 'Agrokebety' is implemented. Therefore, UCAB multiplies and contributes developed curriculum of the program 'Agrokebety' to all progressive educational institutions in the agricultural sector of Ukraine.

In the upcoming 2021, it is planned to continue extending the program to other educational institutions of Ukraine.

In addition, in 2020 UCAB launched a new direction of the program 'Agrokebety Online' with practical online courses on current topics. For example, online course 'Land Management'.

Within the framework of the project 'Agrokebety Online', in June-September 2020 UCAB held the First All-Ukrainian Competition 'Perspective Agrarian Politician of Ukraine 2020' and launched online course of lectures 'New Agrarian Policy of Ukraine' with leading experts in agricultural policy.

**The project 'Agrokebety' is being implemented owing to the advanced agricultural companies: Corteva Agriscience™**

- MHP
- New Holland
- Agroprosperis
- IMC
- Cygnet
- Bayer
- Hals Agro
- Kernel
- LNZ Group
- Agrain
- Limagrain Ukraine
- HORSCH
- HArvEast
- August Ukraine
- Euralis
- Syngenta
- grofusion
- AgroHub
- SmartFarming

and a number of other companies.

**ucab**

ukrainian agribusiness club

UCAB has been  
defending interests  
of the Ukrainian  
agribusiness  
since 2007.

We create  
the future of  
agribusiness  
together!

2020

A large-scale agricultural field at sunset with several combine harvesters working in rows. The sun is low on the horizon, casting a warm glow over the scene. The harvesters are moving from right to left across the field, leaving behind neat rows of harvested crops. The sky is a mix of orange, yellow, and blue.