Ways to enter the international farm market, considering the possibilities of state support

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Abstract

The state's foreign economic policy can be divided into two levels. The first level is the foreign economic policy of the regional level (in this case, general principles of foreign economic policy are adjusted and supplemented taking into account the specific legal and economic conditions of the country's interaction with regional political and economic integration groups or economic unions of countries. The second level is the country's foreign economic policy (taking into account the specifics of the entire complex of relations with a particular country). This paper discusses ways to export, taking into account the strategic opportunities of state support for enterprises of the Krasnoyarsk region on the example of a specific, recently created farm enterprise for beekeeping in the Krasnoyarsk region.
• Look at ways to export for the strategic opportunities of state support for enterprises in the Krasnoyarsk region, using the example of a specific, recently created beekeeping enterprise from a farmer in the Krasnoyarsk region. Export access is planned to be realized by obtaining state subsidies and selling goods on the Chinese market with the help of the company "Gifts of Siberia"
The volume of production

The volume of production in the first year of the company's organization was: 32 bee colonies, which produces:
• 864 kg of honey;
• 30 kg of wax;
• 5 kg of propolis;
• 25 kg of pollen.

The estimated minimum net profit for the season is 43262 rubles, when selling goods on the market of the Pirovsky district in the Krasnoyarsk region. When selling 100 expected products on the Chinese market, the minimum expected net profit will be 76,928 rubles.

The total cost of the project is 208,295 rubles, including:
• subsidy (state financial assistance) – 124,000 rubles;
• personal funds – 84295 rubles.
Thus, despite the emerging difficulties in the development of production and export of agricultural products, the implementation of state support measures at the federal and regional levels allows us to increase the production volume of competitive products.

The conducted marketing research proved the necessity of the proposed production. This production is one of the priority areas for the development of small businesses in the Krasnoyarsk region and the development of exports to China.

The two main methods of exporting are indirect exporting and direct exporting. This paper considers indirect export through the sale of products through JSC "Gifts of Siberia". This method requires less marketing investment.

JSC "Gifts of Siberia" is a real chance to enter the foreign market with a product of its own production. This is advantageous because all the steps to enter the foreign market, both from the economic side and at the legislative level, are implemented by JSC "Gifts of Siberia", so the farmer can only deal with the quality of his product and increase the volume.