

COGNITIVE MODEL OF THE WORLD MARKET OF AGRICULTURAL PRODUCTS

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The modern world economic system embodies the interaction of certain specific systems, in particular, the world agricultural system with which the world market of agricultural products is connected. In turn, the world market for agricultural products covers all countries without exception and ensures global food security, which is a prerequisite for social, political and economic stability in the world.

The world market for agricultural products is a very important component of global food security, which provides an international exchange of relevant resources and a balance of supply and demand worldwide and, accordingly, is constantly under the close supervision of international specialized organizations, scientists and practitioners. Market research requires the identification of agricultural market components, their relationships, relationships with other markets and systems, and market factors. That presents an improved cognitive market model.

The article analyzes the structure of the world market of agricultural products and presents its generalized structure. The interrelation of the components of the world market of agricultural products is investigated.

The main trends of the world market of agricultural products are generalized and the main directions of end use of agricultural products are presented.

Based on the results of the analysis of the components of the world market of agricultural products, a cognitive market model is proposed.

The difference of the presented model is the quantitative and qualitative composition of the components of the model. Along with the classic market components, such as markets by type of production, level of product differentiation, degree and types of processing of agricultural products, the cognitive model includes such components as functional areas and main elements of the global agricultural system, trends in the global agricultural market, food opportunities of countries, threats to food security. The presented model allows to estimate the sequence and interrelation of the components of the world market of agricultural products, its connection with other markets and systems.

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