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**DEVELOPMENT OF DIGITAL AGRICULTURE
РАЗВИТИЕ ЦИФРОВОГО СЕЛЬСКОГО ХОЗЯЙСТВА****Petrova A.***Vitebsk State Technological University, Belarus***Петрова А.В.***Витебский государственный технологический университет, Республика Беларусь*

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Ключевые слова: цифровая экономика, сельское хозяйство, цифровая трансформация, цифровизация агропромышленного сектора, инновационное развитие.

Agriculture is a priority sector of the economy of the Republic of Belarus. The problems and guidelines of digital transformation of the subjects of the agro-industrial sector for the purpose of sustainable socio-economic development of the regions are considered. The features of investing in agriculture during the period of its digitalization are analyzed. The directions of improvement of innovative activity in the agricultural sector, which include the modernization of the organizational and legal structure and the increase in investment attractiveness, are identified.

Аннотация. Сельское хозяйство является приоритетной отраслью экономики Республики Беларусь. Рассмотрены проблемы и ориентиры цифровой трансформации субъектов агропромышленного сектора с целью устойчивого социально-экономического развития регионов. Проанализированы особенности инвестирования в сельское хозяйство в период его цифровизации. Определены направления совершенствования инновационной деятельности в аграрной сфере, к которым относятся модернизация организационно-правовой структуры и увеличение инвестиционной привлекательности.

During the period of integration economic conditions, all organizations striving for effective functioning need to go through the process of digital transformation, as the new socio-economic system today is formed by such concepts as «technological society», «digital economy», «knowledge economy», which determined the relevance and choice of the research topic. The agro-industrial complex of the Republic of Belarus is a key sector of the country's economy, where the basis of the processes of integration of conglomerates and megaclusters is the transformation of the industry, contributing to the development of specialization and concentration of production, as one of the most important prerequisites for the connection of agriculture and industry.

Agriculture is increasingly acquiring the properties of a knowledge-intensive branch of the national economy. Currently, the use of the necessary information received on time and processed efficiently using the latest technologies can significantly increase labor productivity, which in turn reduces costs and makes the agro-industrial complex

an interesting object for investment. In most developed countries, investment in agriculture is encouraged and supported by the state. The main directions of investment policy in this sector of the economy are aimed at increasing production, actively using the latest technical, technological and managerial achievements. The need for digitalization of the agro-industrial complex is obvious – implementation of digital economy principles will create an institutional environment that meets modern realities and allows to generally improve production efficiency.

Agriculture is a priority industry in the Republic of Belarus. It is essential for ensuring the country's food security and for providing raw materials to other industries. Agriculture is also one of the most important activities in the republic for it employs more than 20 % of the workforce. In 2021 agricultural production amounted to 95.8 % of the level of 2020 [4]. The most important link of the new model of the national economy in the Concept of the National Strategy of Innovative Development of the Republic of Belarus for the period up to 2035 is defined as digital transformation based on high-tech business projects. Technological innovations should become the center of the Belarusian economy, and the digital integration of new generation information models into all areas of life should be the tool [3]. At the same time, emphasis is placed on the development of Industry 4.0 technologies, precision agriculture, smart farms and digital greenhouses. Thus, one of the key benchmarks of development agribusiness is a digital transformation, which includes changes and problems associated with the use of innovative technologies and their integration into all areas of the studied sector.

The Belarusian agricultural sector is now at the turning-point stage. The country managed to overcome the recession of production, to bring the number of loss-making agricultural companies to the minimum, to restore the balance at the foodstuffs market by raising the share of home-made products; to extend exports and domestic sales of foodstuffs. Due to the state support, especially due to investments in modernization and retooling, the agricultural output has increased greatly. The Belarusian agrarian business is represented by large agricultural enterprises. Most of the farms have mixed crop and livestock farming. A powerful cattle breeding has been created in Belarus to manufacture milk and meat products.

The republic is one of the main producers of flax in the world and the second producer of potatoes in Europe. The fact that potatoes are Belarusian «second bread» is known far beyond the republic. No wonder: Belarus is the second producer of potatoes in Europe. The increase in cattle breeding production and the demand for new products required a modernization of dairy and meat-processing companies. Belarus is considered to have low prices for foodstuffs among other countries in transition. Retail prices for foodstuffs in Belarus are much lower than those in Russia and other CIS countries. Belarusian agriculture does not only produce farm products to meet domestic needs. The republic is a traditional exporter of agricultural products. Among them are pork, beef, chicken, animal oil, cheese, eggs, flax, vegetables. The Belarusian agro-industrial complex has recently turned into a big exporter. Price – reasonable, quality – excellent. This is the goal of Belarusian agrarians.

Thus, we can conclude that the main activities of States related to increasing the investment attractiveness of agriculture are aimed at obtaining new scientific knowledge, introducing innovative technologies and developing the digital economy. Taking into account the need for large investments in the agro-industrial sector of the economy in developed countries, there are whole sets of measures aimed at encouraging and supporting agricultural investors.

To implement the digital economy in agriculture, the Ministry of agriculture of the Russian Federation adopted the departmental project «Digital agriculture» in 2020. According to this document, digital agriculture refers to agriculture based on innovative ways of producing agricultural products using digital technologies, including robotics, e-Commerce, analysis of large databases, the Internet of things, which contribute to increasing labor productivity and reducing costs. Agriculture includes several areas, the main of which are crop production and animal husbandry [2].

According to scientists, the introduction of e-agriculture will help agricultural enterprises successfully solve many problems: increase production by optimizing operations including proper planting, watering, pesticide treatment, and harvesting; improvement of product quality due to the implementation of product quality analysis; improvement of animal husbandry through the use of modern electronic sensors that can track the condition of animals, as well as their location [1, p. 351].

The beginning digitalization of the agro-industrial complex can level out many investment risks and make the industry more attractive to potential investors. Thus, we can state that agriculture is interesting area of investment from the point of view of studying. This industry is the most important sector of the economy for any state.

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