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CONVERGENCE OF RURAL DEVELOPMENT POLICY IN THE EUROPEAN UNION

Problem setting Formation of common principles of rural development policy in the European Union, where more than 56% of the population live in rural areas, started in 70 of the last century, when the priority of EU Common Agricultural Policy (Common Agricultural Policy) - abbreviated CAP EU - was determined increasing the volume of food production. Gradually agricultural policy was reoriented to increase of the efficiency of farming activities.

Recent research and publications analysis Fundamentals and history of the formation of rural development policy in Europe are revealed in the works of F. Mantyno, V.Ploieha. The issue of rural development in the system of European integration priorities of Ukraine is revealed in works of V. Borshchevskyi, Kh. Prytula, V. Krupin, I. Kulish, Yu. .Zlydnyk. Transformation processes of the Common Agricultural Policy of the EU and the European experience in implementing the rural development policy are revealed by such scholars as O. Borodin, Yu. Hubeni, T. Hohol, T. Hrom'iak, O. Pavlov, I. Prokopa, V. Yurchyshyn. However, most scholars focus on the sectoral approach to rural development policy, while in Europe Territorial Approach oriented to rural residents prevail.

Unsolved parts of the general problem Despite the importance of the issue, Ukraine is at the initial stage of forming an adequate state rural development policy that would recognize the priority to create conditions for personal development in rural areas. Therefore, based on the European experience it should be made in Ukraine drastic changes of Nation mechanisms and approaches to the development and implementation of rural people-centered development policy.

The main objectives are to study the basic stages of formation and implementation of European rural development policy; rationale for the transformation of the Common Agricultural Policy and the shift towards rural development; to define strategic prospects of rural development policy implementation and use of the opportunities of European experience for the development of Ukrainian village.

Paper main body Global science has not developed the conventional approach to the definition and interpretation of the term "rural development". The rural development is seen as based process of successive economic, social, political, cultural and environmental changes aimed at improving the quality of life, which is to meet the needs of all (not just agricultural) population and not to endanger future generations. The vast majority of researchers argue that rural development is a policy of the state in rural areas. The term "rural area" (the area) is interpreted in Europe as

an area located far from the centers of business activity and is experiencing some difficulty for people in getting the necessary set of relevant economic and social benefits. This applies particularly to the areas development of which depends on the results of agricultural activity, usually dominated by small farms, and accordingly, the performance of such management is negligible. In these areas future job losses in agriculture can't be compensated by the development of new jobs.

Conclusions and prospects for further research Summing up, it can be concluded that the historical context of rural development policy of the EU was flexible enough in respect to instruments of influence and its contents and target orientation. The nature of the interaction between the state of rural residents, partly involved in agricultural production changed depending on the technical equipment of the enterprises of agrarian sphere, development of market competition and infrastructure, the environment and living conditions in rural areas, demographic trends and so on.