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Contents

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THE ROLE OF MARKETING STRATEGIES IN THE USE OF ORGANIC FERTILIZERS IN FARMING ENTERPRISES OF UKRAINE

Viktoriia Lazebnyk. "The role of marketing strategies in the use of organic fertilizers in farming enterprises of Ukraine". *The article investigates the role of marketing strategies in the process of introducing and utilizing organic fertilizers within farming enterprises in Ukraine. The relevance of this issue is driven by the growing global and domestic demand for environmentally friendly and safe agricultural products, which in turn necessitates the development of new, more adaptive approaches to sales management, consumer engagement, and brand positioning in the agricultural sector. The transition to organic production not only requires technological and agronomic readiness but also a rethinking of communication tools and marketing infrastructure. The study highlights the importance of tailoring marketing instruments to the structural and operational characteristics of agricultural enterprises, taking into account farm size (small, medium, large), level of digital maturity, market orientation (local or export), and consumer expectations regarding ecological sustainability and transparency.*

The research methodology is based on a combination of scientific literature review, statistical data analysis, and empirical case studies. The article presents the experiences of five Ukrainian farming enterprises from different regions that have successfully implemented organic fertilizers alongside various marketing strategies. Special attention is given to the application of digital marketing tools, including social media campaigns (Instagram, TikTok), video marketing on platforms like YouTube, email newsletters, CRM systems, loyalty programs, participation in international trade fairs, and organic certification (e.g., Organic Standard, GlobalG.A.P.). The effectiveness of these instruments is evaluated using ROI (return on investment) calculations, which demonstrate that the economic success of marketing activities is primarily determined by the strategic relevance of the selected tools rather than the size of the marketing budget.

The findings reveal that medium-sized farming enterprises (20–100 hectares) are the most active and successful segment in adopting organic fertilizers and modern marketing strategies. These enterprises combine a sufficient level of financial independence, openness to innovation, and a strong desire to integrate into national and international markets. They show high efficiency in using digital tools to enhance product visibility, attract target audiences, and expand distribution channels. Based on the analysis, the article proposes an original author's classification of marketing support approaches, structured according to farm size and digital integration level. This framework offers practical value for policymakers, consultants, and agricultural producers aiming to enhance competitiveness in the organic segment.

The study concludes that the implementation of strategically sound marketing strategies significantly increases the effectiveness of promoting organic fertilizers, improves brand reputation, stimulates consumer demand, and contributes to the sustainable development of Ukraine's agricultural sector. The presented results can serve as a basis for forming evidence-based support programs, targeted consulting services, and further research into the marketing mechanisms for organic agriculture.

***Keywords**:* organic fertilizers, farming enterprises, marketing, marketing strategies, sales, ROI, agricultural sector, ecological products

Вікторія Лазебник. «Роль маркетингових стратегій у використанні органічних добрив фермерськими господарствами України».. *У статті досліджено роль маркетингових стратегій у процесі впровадження та використання органічних добрив у фермерських господарствах України. Актуальність теми зумовлена зростаючим попитом на екологічно безпечну сільськогосподарську продукцію, що, у свою чергу, вимагає нових підходів до управління збутом, комунікації з цільовими споживачами, формування довіри до бренду та підвищення обізнаності про переваги органічного землеробства. Підвищення ефективності просування органічних добрив стає можливим лише за умови адаптації маркетингових інструментів до специфіки аграрного ринку, зокрема з урахуванням масштабів господарської діяльності (дрібні, середні, великі фермерські підприємства), ступеня цифрової інтегрованості та орієнтації на локальні чи експортні ринки.*

У ході дослідження систематизовано наукові підходи до агромаркетингу, здійснено сегментацію фермерських господарств за площею земельного банку та рівнем використання цифрових технологій. Особливу увагу приділено цифровим інструментам просування: соціальним мережам (Instagram, TikTok), відеомаркетингу, email-розсилкам, CRM-системам, платформам електронної комерції, а також участі у виставках і сертифікації продукції. На основі розрахунків рентабельності маркетингових витрат (ROI) показано, що стратегічна доцільність використаних інструментів має вирішальне значення для економічної ефективності господарств. Найвищі результати показали фермери, які поєднують помірні витрати з широким охопленням цільової аудиторії через сучасні канали комунікації.

Доведено, що найактивніше органічні добрива впроваджуються саме в середніх фермерських господарствах, які мають достатній рівень ресурсного потенціалу, прагнуть до виходу на експортні ринки та відкриті до впровадження інноваційних маркетингових рішень. У статті запропоновано авторську класифікацію маркетингових підходів залежно від розміру господарства та рівня його цифрової інтегрованості, що може слугувати основою для розробки цільових стратегій просування органічної продукції на аграрному ринку України.

Ключові слова: органічні добрива, фермерські господарства, маркетинг, маркетингові стратегії, збут, ROI, аграрний сектор, екологічна продукція.

Intraduction. Modern farming enterprises in Ukraine are increasingly oriented towards the principles of sustainable development, environmental responsibility, and healthy nutrition. In this context, the use of organic fertilizers plays a significant role, as it contributes to preserving soil fertility and producing safe agricultural products. However, without proper marketing support, the promotion of organic fertilizers remains limited. It is marketing strategies that enable effective communication between producers, suppliers, and end consumers.

Analysis of recent research and publications. The issue of marketing support in Ukraine's agro-industrial complex, particularly regarding the promotion of organic fertilizers, has been the subject of growing academic attention, reflecting the

relevance of this topic amid the transformation of the agricultural market.

In her work, N. V. Bielikova [1] emphasizes the need to implement innovative directions in agricultural marketing, highlighting the transition from traditional sales models to comprehensive systems based on market integration, consumer expectations, and modern communication technologies. The author argues that marketing efficiency in the agricultural sector improves when strategic management tools focused on sustainable development and ecological responsibility are applied. D. K. Semenda and O. V. Semenda [2] focus on the introduction of digital marketing in agro-industrial enterprises, pointing to enhanced communication with target audiences, cost optimization, and increased competitiveness through the use of social media, digital analytics, and mobile applications. O. Petrenko [3] explores the organizational and economic approach to integrating digital technologies into the marketing strategies of agricultural enterprises. The author proves that digital transformation enables not only the automation of promotional processes but also deep consumer segmentation, leading to more precise communication and better market adaptation.

The research conducted by S. V. Kovalchuk and Ye. M. Zaburmekha [4] provides valuable insights into consumer behavior in the organic product market and the effectiveness of digital technologies in marketing research. The authors highlight the importance of building brand trust for organic goods through personalized communication channels, video marketing, and e-commerce platforms.

Among foreign researchers, P. Kotler is worth mentioning. In his work Marketing 5.0 [5], he outlines the concept of technology-driven marketing, based on values, data, and artificial intelligence, which is directly relevant to the promotion of organic products through innovative platforms. J. H. Hanf [6] explores vertical coordination in agribusiness and the potential for integrating marketing strategies at all levels of the agri-food value chain.

Despite growing interest in the topic, most scientific works still pay insufficient attention to the marketing support of organic fertilizers as a distinct category of agricultural products. Practical recommendations for a differentiated approach to fertilizer promotion – depending on the size of the farm, its level of digital integration, and the specificity of the target audience – remain underdeveloped. Moreover, there is a noticeable lack of research assessing the effectiveness of marketing strategies in the agricultural sector based on ROI indicators.

The formulation of the goals of the article. In the context of the transformation of Ukraine's agricultural sector – driven by global challenges, shifting consumer preferences, and increasing demands for ecological safety of products – the development of organic farming is gaining particular importance. A key component of this process is the effective use of organic fertilizers, which contribute to sustainable soil resource management and improved product quality.

Despite the agronomic benefits of organic fertilizers, their implementation in the practices of farming enterprises remains limited. This is primarily due to the low level of awareness regarding the advantages of organic production, as well as the lack of clearly formulated and effectively implemented marketing strategies. At the same time, the available opportunities related to digitalization, the expansion of export potential, and support from government programs create favorable conditions for activating the organic fertilizer market through the use of innovative marketing tools.

Therefore, there is a need for in-depth scientific research into the role of marketing strategies in the promotion of organic fertilizers in farming enterprises. The purpose of this study is to identify the most effective marketing approaches for stimulating demand for organic fertilizers in Ukraine,

which will enhance the economic resilience of farming enterprises and contribute to the overall development of the organic market.

Presentation of the main results. The analysis of the effectiveness of marketing strategy implementation in the process of introducing organic fertilizers requires a comprehensive approach that considers the structural characteristics of farming enterprises, their market potential, level of innovation capacity, and access to modern communication channels. Given the heterogeneity of Ukraine's agricultural sector in terms of production scale, it is appropriate to examine the influence of marketing tools through the lens of farm size, digital maturity, and market positioning strategy [7].

Analytical framework and farm segmentation. In this context, empirical analysis of specific farms practicing organic agriculture, applying marketing approaches, and demonstrating varying levels of economic efficiency becomes particularly relevant. Such an analytical basis makes it possible to identify patterns between the choice of marketing strategy and its performance, as well as to assess the justification of marketing investments from the perspective of return on investment (ROI). The following study focuses on the classification of farms according to key parameters, analysis of the promotional tools used, and quantitative evaluation of their impact on the sales of organic products.

Farming enterprises in Ukraine can be conditionally divided into three main segments depending on the cultivated area: small farms (up to 20 hectares), medium-sized farms (from 20 to 100 hectares), and large agricultural enterprises (more than 100 hectares). This classification allows for a better understanding of the operational specifics of each category and helps identify the most effective approaches to implementing innovative technologies, particularly organic farming [8; 9].

Characteristics of marketing behavior by farm type. Small farms are generally limited in financial and technical resources, which reduces their ability to scale the use of organic fertilizers. However, they often show high flexibility, a willingness to experiment, and the ability to maintain direct contact with the end consumer, which creates potential for the development of localized organic production. Nonetheless, their marketing potential is significantly constrained by a lack of knowledge, limited access to modern communication channels, and underdeveloped market infrastructure.

Medium-sized farms (20–100 hectares) have proven to be the most active in adopting organic fertilizers. This segment combines sufficient financial independence with institutional flexibility and a desire for integration into national and international markets. These farms are most often certified according to organic production standards (e.g., Organic Standard, GlobalG.A.P.), participate in cooperative sales, agricultural exhibitions, educational programs, and actively apply marketing strategies to promote their products. Many of them are export-oriented, which encourages higher product quality and transparency of business processes, including marketing [8].

Large enterprises (>100 hectares), despite their significant production capacity, are less likely to transition to organic farming due to the complexity of transforming traditional agricultural models, the need for significant infrastructure modernization, the risk of income loss during the transition period, and the complexity of their management structures. Their marketing campaigns are typically formalized, focused on the B2B segment and wholesale buyers, which limits flexible interaction with end consumers [8-9].

Thus, medium-sized farming enterprises represent the most promising segment for the development of the organic fertilizer market in Ukraine, as they combine sufficient economic stability, institutional adaptability, and readiness to implement modern marketing approaches.

Case analysis of marketing strategy implementation. Table 1 presents examples

of the successful implementation of marketing strategies in farming enterprises from various regions of Ukraine that specialize in organic farming. Each farm demonstrates a unique approach to promoting its products – from traditional SEO and participation in trade fairs to cutting-edge communication channels such as TikTok and video content [10-11].

Table 1 –Examples of the application of marketing strategies in farming enterprises of Ukraine

Farm Name	Region	Marketing Strategy	Implementation Outcome
"Organic Land" Farm	Kyiv region	SEO promotion, participation in international exhibitions (Biofach)	Increased HoReCa orders and export growth by 25%
"Zelenyi Klyn" Farm	Cherkasy region	Direct marketing via email campaigns, collaboration with bloggers	Improved brand recognition, sales growth by 30%
"Dobrodiy" Farm	Zhytomyr region	Own online store, customer loyalty program	Increase in repeat purchases, reduced customer acquisition costs
"BioGreenFarm" Farm	Ternopil region	Product certification (Organic Standard), agro-excursions	Built brand trust, increased demand among family-oriented customers
"Rosa" Farm	Sumy region	Video marketing on YouTube, advertising on Instagram and TikTok	Influx of younger target audience, online sales growth by 35%

Source: compiled by the author based on data from the State Statistics Service of Ukraine, Form 50-agriculture, and own empirical research.

A general trend is the active digitalization of communication and a focus on building long-term relationships with consumers. The strategic use of such tools as certification, loyalty programs, and branded content contributes not only to the increase in sales volumes but also to the improvement of farm profitability. This confirms the significant role of marketing strategies in shaping sustainable demand for organic fertilizers in Ukraine.

Figure 1 illustrates the percentage increase in efficiency across five farming enterprises in Ukraine following the implementation of various marketing strategies. The highest growth is observed in the "Rosa" farm (35%), which actively utilizes video marketing and social media to attract a younger audience. It is followed by "Zelenyi Klyn" (30%), where a strategy based on direct mailings and collaboration with bloggers proved to be effective.

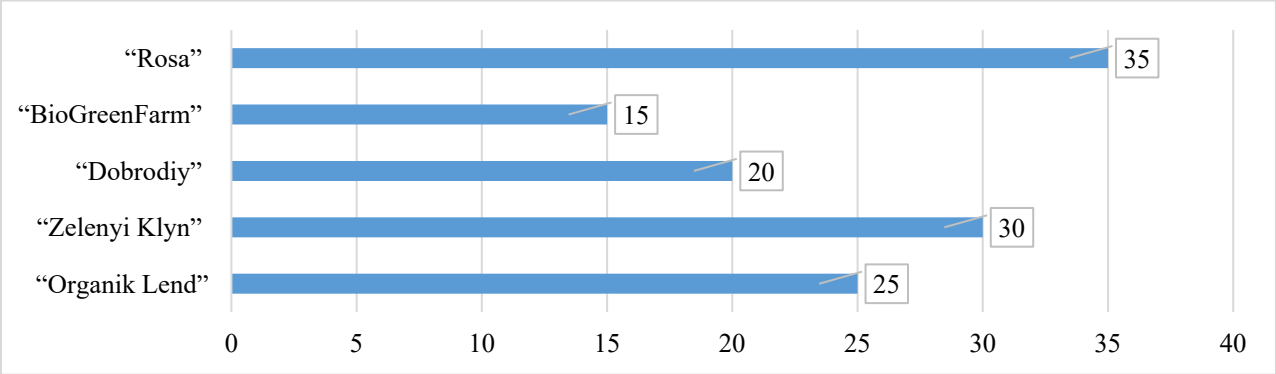

Figure 1 – Efficiency Growth of Farming Enterprises After the Implementation of Marketing Strategies, %.

Source: compiled by the author based on data from the State Statistics Service of Ukraine and own empirical research.

The lowest growth (15%) is shown by "BioGreenFarm", although the enterprise focuses on certification and agrotourism – indicating the long-term effect of such strategies. Overall, the figure confirms the importance of a marketing-oriented approach in improving economic outcomes in the field of organic farming.

Figure 2 presents a comparison between efficiency growth (%) and marketing expenditures (thousand UAH) across five Ukrainian farming enterprises using organic fertilizers. For example, "Rosa" farm demonstrates the highest efficiency increase (35%) with relatively moderate expenses (45,000 UAH), indicating the effectiveness of digital communication channels. Meanwhile, "Zelenyi Klyn" achieved a 30% increase with 40,000 UAH in expenses – a good example of the optimal use of partnership and influencer-based strategies. "Organik Lend" invested the most (50,000 UAH) and recorded a 25% increase, which may suggest the long-term nature of effects from participation in international events. "BioGreenFarm", despite having the lowest expenses (25,000 UAH), also shows the smallest result (15%), demonstrating a slow but steady impact from agrotourism and product certification.

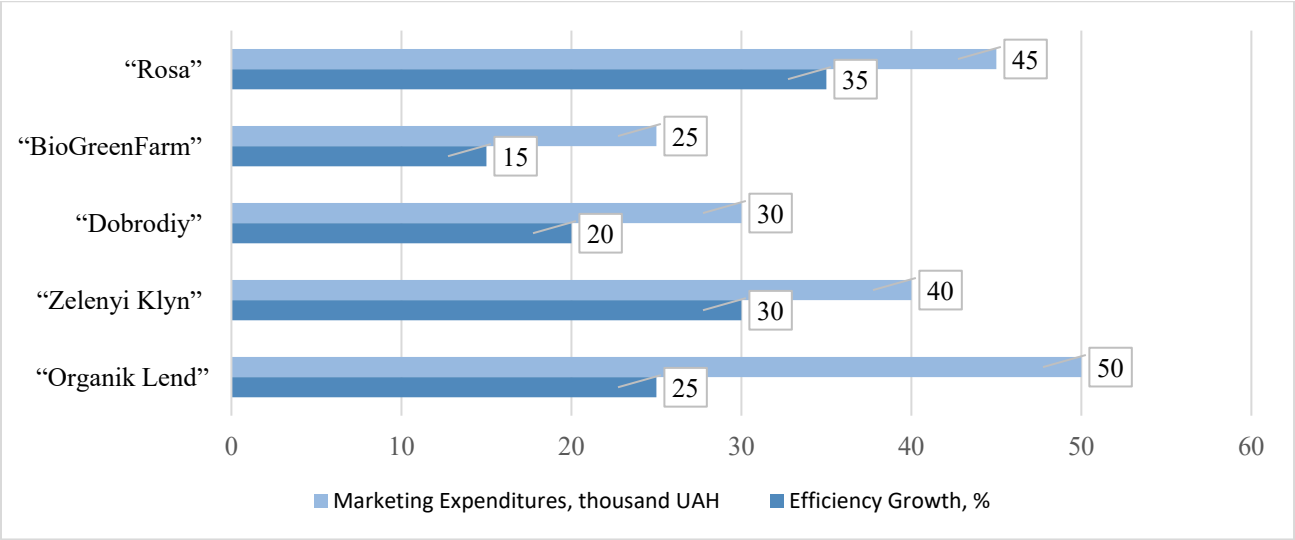

Figure 2. Comparison of Efficiency Growth and Marketing Expenditures in Farming Enterprises, %.
Source: compiled by the author based on data from the State Statistics Service of Ukraine and own empirical research.

The presented data indicate that higher expenditures do not always guarantee a proportionally greater effect – what matters most is the selection of strategically appropriate marketing tools.

Figure 3 illustrates how effectively each farming enterprise utilizes its marketing investments. "Rosa" farm demonstrates the highest return on investment (ROI) at 77.8%, confirming the efficiency of social media and video marketing when applied with moderate costs.

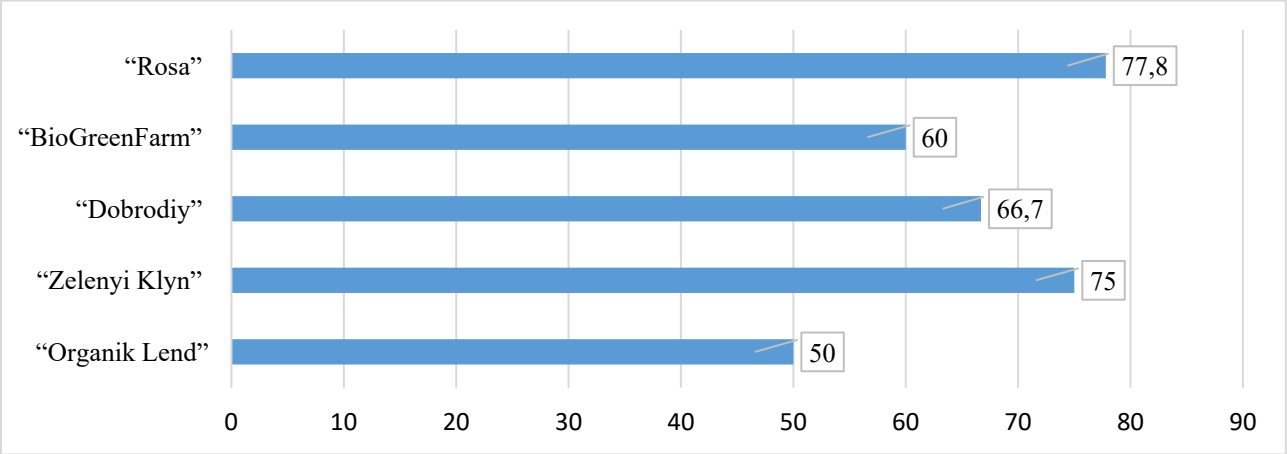

Figure 3. Return on Investment (ROI) of Marketing Expenditures in Farming Enterprises, %.
Source: compiled by the author based on data from the State Statistics Service of Ukraine and own empirical research.

"Dobrodiy" also achieved a high ROI of 66.7% thanks to its own online store and loyalty program. "Zelenyi Klyn" achieved a 75% ROI by effectively using email campaigns and collaboration with bloggers. The lowest ROI was recorded by "Organik Lend" at 50%, indicating the need to optimize spending on participation in trade exhibitions. Despite the lowest overall growth, "BioGreenFarm" shows a 60% ROI, which is a positive sign for long-term, sustainable strategies. Thus, based on the presented data, we can conclude that properly selected marketing tools can ensure high economic efficiency even with limited budgets.

The study of the role of marketing strategies in the use of organic fertilizers by farming enterprises in Ukraine has revealed a number of important patterns. The analysis of the practical experience of five farms from different regions of Ukraine demonstrated that the targeted use of marketing tools – particularly digital technologies, direct communication, and loyalty programs – positively affects the overall performance of these enterprises. The greatest results were observed in farms that focus on modern distribution channels (online stores, social media, crowdfunding platforms) and actively work on increasing brand recognition [12].

The calculation of return on marketing investment (ROI) showed that the level of economic efficiency is determined not by the amount of money invested, but by the strategic relevance of the selected tools. The highest ROI was recorded in farms that combined low marketing expenditures with wide audience reach – for example, through video marketing or email campaigns.

Classification of marketing approaches according to farm size and level of digital integration. The table 2 presents the author's classification of marketing approaches for promoting organic fertilizers, based on two key criteria: farm size (small, medium, large) and level of digital integration (low, medium, high). Depending on the combination of these parameters, the table outlines the most relevant and effective marketing tools and strategies for each category of agricultural enterprise.

Small farms with low digital integration typically rely on traditional communication methods such as local fairs, word-of-mouth, and print media. Those with higher digital capacity implement online stores, social media, and video marketing to reach broader audiences.

55-64
v.31 (2025)
https://smart-scm.org

Table 2 –Classification of marketing approaches based on farm size and level of digital integration

Farm Type	Level of Digital Integration	Typical Marketing Approaches	Implementation Features
Small farms (up to 20 ha)	**Low**	Traditional marketing: fairs, word-of-mouth, local newspapers	Minimal budget, focus on local buyers
	Medium	SMM via Facebook, cooperation with local bloggers, Viber groups, Google Business	Simple digital tools, outreach to nearby communities
	High	Own online store, video marketing, crowdfunding campaigns	Targeting younger audiences, market expansion beyond local area
Medium farms (20–100 ha)	**Low**	Direct marketing via email, printed brochures, participation in local events	Entry-level digital transition, limited reach
	Medium	Comprehensive SMM strategy, online consulting, CRM systems, product certification	Brand development, customer base building, analytics
	High	E-commerce platforms, targeted advertising, consumer behavior analytics, content marketing	Export orientation, automated marketing systems
Large farms (over 100 ha)	**Low**	B2B communication, participation in industry exhibitions, print advertising	Focus on wholesalers and corporate partners
	Medium	E-commerce platforms, SEO optimization, email marketing	Partial automation, efficiency optimization
	High	ERP and CRM integration, big data analytics, multimedia branding, e-commerce	Full marketing automation, expansion into international markets

Source: compiled by the author

Medium-sized farms, especially with medium to high digital integration, demonstrate the most flexibility and effectiveness in applying modern tools like CRM systems, e-commerce platforms, targeted campaigns, and certification to build trust and expand market reach.

Large enterprises tend to focus on B2B marketing and standardized campaigns, with those at higher digital levels utilizing advanced systems such as ERP, big data analytics, and multimedia branding to operate at scale, often targeting international markets.

This classification provides a strategic framework for adapting marketing approaches to the specific operational and technological characteristics of farms, thereby enhancing the effectiveness of promotional efforts for organic fertilizers and supporting the sustainable development of the agricultural sector.

Conclusions. The conducted study confirms that marketing strategies play a decisive role in stimulating demand for organic fertilizers among Ukrainian farming enterprises. In the context of the agricultural sector's transition towards sustainable and environmentally responsible practices, effective marketing ensures not only product visibility but also long-term economic resilience for producers.

The analysis of five Ukrainian farms revealed that the targeted use of modern marketing tools – such as digital platforms, social media, online stores, influencer collaborations, and loyalty programs – significantly improves market performance.

The study found that the effectiveness of marketing strategies is primarily determined by the strategic relevance of tools used rather than the size of the marketing budget. Farms that implemented relatively low-cost but targeted approaches (e.g., email campaigns, video marketing) achieved high ROI and increased sales.

The developed classification of marketing approaches based on farm size and level of digital integration offers a practical framework for selecting optimal marketing tools depending on the characteristics of each enterprise. It was shown that medium-sized farms with medium to high digital maturity are the most effective in adopting innovative marketing strategies, particularly those focused on brand building, export potential, and direct consumer engagement.

Overall, the findings support the conclusion that well-planned, digitally oriented marketing strategies are critical for enhancing the competitiveness of the organic fertilizer sector in Ukraine. These strategies not only facilitate market expansion but also contribute to the broader goals of environmental sustainability, food safety, and alignment with global organic farming trends.

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