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Valerian Chupryna<sup>1</sup>, Nataliia Zhukova<sup>2</sup>

<sup>1</sup> PhD student NU “Zaporizhzhia Polytechnic”

<sup>2</sup> PhD (Philology), Associate Professor NU “Zaporizhzhia Polytechnic”

### **STRATEGIC MARKETING OF AGRICULTURAL ENTERPRISES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: ENVIRONMENTAL ASPECTS**

Global environmental challenges of the modern world assign a key role to the agricultural sector as a guarantor of ensuring food security and stable economic development. Social behavior and consumer sentiment are changing toward environmental preservation, which is converted into a request for a sustainable development policy. Accordingly, public demand for environmentally friendly products is growing, which stimulates agricultural enterprises to adapt their marketing strategies to the principles of sustainable development.

This primarily applies to the agricultural sector of Ukraine, which plays a considerable role in the national economy, providing a significant share of grain and oilseed exports. However, the military actions that began in 2022 have created serious challenges for agricultural enterprises: a decrease in sown areas, a shortage of resources, and the destruction of logistics. At the same time, international support and the resilience of agricultural enterprises have allowed Ukraine to maintain its position in the global market and have everything it needs to become the future part of the single European market. This poses a serious challenge for agriculture enterprises to justify and understand strategies for further development.

In these conditions, agriculture enterprises are forced to look for new ways of development, focusing on economic benefits and long-term sustainability. Addressing these challenges becomes possible by integrating the concept of sustainable development – an approach that combines economic efficiency, social responsibility, and environmental protection.

Modern agriculture enterprises must simultaneously ensure economic efficiency, social responsibility, and environmental sustainability. In this context, strategic marketing focused on sustainable development becomes a key tool for achieving these goals [2, p. 3–5].

Sustainable development is a concept that involves meeting the needs of the current generation without threatening the opportunities of future generations. In agriculture, this means the balanced use of natural resources, preserving biodiversity, and reducing greenhouse gas emissions.

The main components of sustainable development are as follows:

1. Economic viability – ensuring profitability without depleting natural resources;
2. Environmental sustainability – preserving the environment and minimizing harmful impacts;
3. Social responsibility – improving the quality of life and protecting the interests of society [1].

Sustainable marketing strategies focus on the following aspects:

1. Ecological marketing – promoting products using the principles of environmental responsibility, such as certification according to organic production standards (EU Organic, USDA Organic);
2. Social responsibility – supporting local communities, creating fair working conditions, and involving consumers in environmental initiatives [3];
3. Innovative technologies — using precision agriculture, digitalization of business processes, and sustainable packaging of products;

Ecological marketing considers environmental aspects at all stages of production and sales. However, to achieve a real effect, strategic marketing must rely on practical tools that allow agricultural enterprises to declare their

environmental responsibility and confirm it with specific actions. Its main tasks are:

1. Production of environmentally friendly products.
2. Formation of the image of a "green" enterprise.
3. Reducing the negative impact on nature.
4. Attracting consumers focused on environmental values [5, p. 104–106].

Environmental marketing tools are as follows:

1. Eco-branding – creating a positive image of the enterprise;
2. Eco-product – production of certified organic products;
3. Sustainable packaging design – use of environmentally friendly materials;
4. Communications – emphasis on the product's environmental benefits [4, p. 144–146].

Agriculture enterprises implementing organic production and resource-saving technologies gain competitive advantages in international markets. Thus, implementing innovative approaches and environmental technologies becomes a competitive advantage and guarantees long-term development. This includes:

1. Reducing the use of chemical fertilizers and pesticides;
2. Introducing biotechnology and organic growing methods;
3. Energy conservation and reducing CO<sub>2</sub> emissions.

This approach contributes to forming a positive image of the agriculture enterprise, increasing consumer confidence and ensuring long-term profit [6, p. 89–91].

Further development of strategic marketing of agricultural enterprises is closely related to global trends in greening and digitalization. Precision farming technologies, drones for crop monitoring, automated irrigation systems, and soil analysis make it possible to optimize costs and increase yields while reducing the negative impact on the environment.

In addition, an important direction is to develop loyalty programs for consumers of ecological products, actively promote the brand through social networks, and create partnerships with international environmental organizations. This will allow agricultural enterprises to consolidate their positions in the global market and expand export opportunities.

The introduction of ecological marketing, orientation towards organic production, and social responsibility are becoming not just a trend but a necessity for Ukrainian agricultural enterprises on the path to recovery and integration into European and global markets.

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