

# DEMAND FOR HIGH-QUALITY AGRO-INSURANCE SERVICES IN AGRICULTURE AND THE MAIN INDICATORS OF ITS DETERMINATION

Introduction. Like many economic relations, the development of insurance should be carried out in two directions: on the one hand, the demand for insurance products should be formed in proportion to the supply. Insurers - producers of agricultural products must have insured interests. On the other hand, it is a supply, meaning that insurance companies have to offer different options for insurance programs and services. However, in modern economic conditions, the development of insurance in this field of agricultural production is mainly quantitative, due to the expansion of the list of insurance zones and insurance objects, changes in budget funds for subsidizing insurance.

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