

ENCOURAGEMENT WAYS OF THE INTRODUCTION OF INNOVATIVE TECHNOLOGIES IN PROVIDING AGROCHEMICAL SERVICES

Introduction. Agriculture, through the production of products, plays an important role not only in ensuring the country's food security, but also in the development of the country's export potential. However, specific characteristics of agriculture hinder the development of the industry. In particular, production is inextricably linked with natural and climatic conditions, it is seasonal in nature, lack of material and financial resources, slow application of innovations, etc.

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