
REFORMS IN THE MELON GROWING SECTOR: RESULTS AND TRENDS

Introduction. The sustainable development of melon growing is directly explained by the specific characteristics of the industry, including the process of seasonal production of melon growing products, harvesting, storage, processing and delivery to consumers. Addressing the existing problems and shortcomings in the process of sustainable development of the industry through economic or organizational measures can serve to increase the efficiency of melon growing products production and expand opportunities to grow competitive products in the world market.

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