

**THE POSITION AND PERSPECTIVES OF SUSTAINABLE
AGRICULTURE IN THE PROCESSES OF EUROPEAN INTEGRATION**

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ABSTRACT

In this elaboration, we examine the position and perspectives of sustainable agriculture in Serbia and Montenegro in the processes of European integration (globalization). We analyze integration processes and the appearance of inner market in European Union, observing the concept of farming agriculture: in the EU countries. We also observe the orientation of strengthening of its position in the European market, especially on the EU market.

In this elaboration, we particularly observe the possibilities of systematic adaptation of agricultural politics in the function of supporting the development, of sustainable agriculture in the function of directing and strengthening agricultural, subjects for joining the EU markets on the basis of competitive profitable grounds.

Key words: sustainable agriculture, integration processes in EU, agricultural politics, and production orientation

1. INTRODUCTION

On the basis of its structure and size, European Union is a unique form of institutionalized globalization, which by its functions in high degree harmonizes the economic life, agricultural relations, market conditions and wider social-economic relations in Europe. Therefore, its effects on the world market are very strong. In terms of institutionalized meaning, it represents the greatest integration of directed agricultural life and agricultural relations in accordance with the market demands and logical applications of the politics of sustainable development. Gradually developing, it nowadays requires key relations in the economy, agriculture and society. In the period preceding the 1990's, the integration processes of the EU member countries have reevaluated a mainly unique politics in particular economic areas (custom politics, common market, etc.). So far, EU member countries have in high degree integrated and harmonized market relations, monetary and financial capital flows, information systems, which do not provide an ever widening application of technological and scientific.

2. DEVELOPING COMMON AGRICULTURAL POLITICS AND ACHIEVING THE SUPPORT OF FARMING AGRICULTURE IN EU

In the period of EU functioning from 1967 to 1991, its member countries have on a scale raised the level of cooperation in the function of developing economic politics, has placed the development of agriculture onto a meaningful position. In the function of developing common economic politics, common market of agricultural products was achieved first, and then the common trade politics in EU was attained. In this period, EU members had as their goal the protection from the competition with the countries outside EU, especially in the area of agro industrial sector. In this period, our country (former Yugoslavia) had attained the exchange of goods with the EU countries in accordance with the changing conditions of their free market.

To eliminate non-loyal competition with the countries outside EU, the goal was to stabilize the inner market and raise the degree of competition of the agricultural producers. In this phase, with the help of common agricultural politics, safe financing of farming agricultural production was accomplished.

It is well known that in this phase, it was essential to provide the direct financial support to the producers (farmers) from the European Agricultural Guidance Fund. In this manner, positive effects of achieving common agricultural politics were attained, was reflected through achieved market stability (supply and demand) of agricultural products. There were also certain surpluses of agricultural goods, which were competitive for launch into the countries that were not EU members.

Coherent common agricultural politics in EU was based through measures and regulations in 1995. In that year, European Commission has passed "Agricultural strategy" per ASP. Particularly highlighted was the importance of raising the competitiveness of agricultural and food products both on the EU markets and other world markets.

With the constant changes within the EU markets, economic position of European countries that are not EU members will necessarily change. This moment becomes urgent for our country (Serbia and Montenegro) since it requires adapting the developing concept of agriculture and agro industry.

Accepting the appearance of the new market relations within EU, we need to change our concepts of agricultural politics in Serbia and Montenegro, based on the strengthening support in the method application of sustainable development of agriculture and agro industry. Depending on the degree of adaptation of developing programs and agricultural politics to the EU requirements, it will be necessary to consider the possibilities of strengthening the inner market for agricultural goods in our country.

3. ORIENTATION TO THE SUSTAINABLE AGRICULTURE - AS A PERMANENT BASE AND THE PERSPECTIVE OF STRENGTHENING THE POSITION OF OUR COUNTRY ON THE EU MARKET

A more predictable future of agricultural goods of our country on the European market can in a real sense be achieved depending on the way and degree of its adaptability to the common agricultural politics of the EU countries. In that goal, it is necessary to constantly make new system and development conditions going towards a more complete flow into the EU integration programs. To accomplish a more basic direction of agriculture in this process, it is essential to entirely elaborate the strategy of agricultural development of our country, based on the concept of sustainable development and new programs of agricultural production, especially in rural areas. This requires a more detailed examination of technical-technological possibilities, and observing the new ways of financing agricultural programs depending on the available comparative natural resources in particular specific eco-regions in the production function of agricultural products for export to the potential markets of EU countries.

The possibilities in the function of constant adapting to the requirements of the European Union, it is necessary to direct and use sustainable development of agriculture, together with providing efficient protection of the environment and sustainable quality of agricultural resources (ground, water, air, biodiversity, flora and fauna). In accordance with that, it is essential to provide the harmony between ecological and economic politics on permanent basis.

Sustainable development enables efficient and optimal synchronization of development of agricultural groups, sectors, branches, and different kinds of material production, as well as production of goods and services. This way, the appearance of polluting processing agricultural sectors, using the polluting raw materials produced in primary agricultural sectors.

Orientation to the application of the agricultural sustainable development method requires application of ecologically clean and safe technology, in the role of permanent base of environment improvement. In the function of sustainable economic development, it is necessary to consider the strategy of science and technology development, develop informational systems, and make decent organizational conditions for efficient transferring and use of contemporary ecologically clean technologies, while founding and attaining particular development programs of production of material goods and services, and in accordance with comparative natural advantages and established market and living social essentials of a particular country or world as a whole.

In the process of relating ecological and economic principles and goals, while founding sustainable development in agriculture, it is particularly important to apply new technological approaches in the production process. Scientific knowledge about the method of production needs to be based analogically by the exchanging processes of matter in the environment of eco-system.

In reviving agricultural production on sustainable basis, the goal is, at the same time, achieve the production of more qualitative and biologically safe food for the needs of - Hon of domestic population, whereas export and increase of agricultural production be based on selective technology application and overall environment protection. While providing the conditions for sustainable development of agriculture and for ening and advancing the production of organically qualitative agricultural food s, it is essential to make concrete programs of production of agricultural products tonally in accordance with their ecological specifications.

According to these possibilities, the key question refers to the protection and rational use of natural resources. At the same time, we are achieving the availability of widej prerequisites for advancing the flora and fauna in the function of ecosystem protection and renewal in sustainable basis.

Related to the mentioned, besides the new market requirements in their stricter fofmj results the problem of increasing the offer and consuming levels of organically! qualitative food. In the most developed countries, in the structural demand for foody there is a deficit of ecologically qualitative agricultural goods. In these countries, on one; side, there is an increased production and the surplus of strategic product offer (wheat, sugar, meat, oil, etc.), which at the same time decreases the export possibilities of our country, while on the other side, in the structure of production and offer of agricultural] products, there is a deficit of healthy and safe goods on the EU market. This is highlighted by the new knowledge based on the importance of the nutrition quality in the function of sustainable health and providing the qualitative standards of the society.

Applying the sustainable development method, there is permanent basis for rational? use of natural resources and energy, as well as for advancing the living environmentj globally. The sustainable development method of agriculture on this basis is reflected as one of the most important components of both agricultural and overall social-economic; and society development of every country.

With proper application of the sustainable economic development, we get the basis! and prejudice for increased consumer influence, as they are users of services andf material goods. Including the consumers into the system of managing space, environment, and the processes of sustainable development of suburbs, results in| permanent possibilities for their effect on the production quality in accordance with: international standards. Providing the conditions for increased consumer activity in managing the quality of production and technology, results in their preventive influence on the environment protection and better quality life in suburbs.

In the process of relating ecology and economic principles and goals, while founding sustainable development, it is particularly important to apply new technological approaches in the production process. Scientific knowledge about the sustainable j economic development method tell us that development and founding the material J production needs to be based on analogical processes of matter exchange in the J: osystem nature.

4. CONCLUSION

Regarding the achieved and expected European integration processes, it is evident Competition among the agro industrial products within the EU markets will be on a higher:.level. Therefore, it is necessary to strengthen the broadening orientation of fltaintable agriculture and agro industry and, in this manner, make a more relying fiffinective for including Serbia and Montenegro into the EU market. Achieving a decent economic and development position of the agro industrial goods market requires faster structural adaptation of the concept and strategy of [cultural sustainable development in Serbia

and Montenegro. This can be achieved on the basis of creating a supportive agricultural system. It is also essential to direct organizing of economic subjects in agriculture so that they can apply selective and logically safe technology in the function of creating sustainable development of agriculture as well as increase in production of agricultural products for the countries of Serbia requires the concepts of new developing programs, especially in rural areas. This, we need to import international standards in accordance with the requirements of the European and world markets. Therefore, in the goal of better and more ; agricultural adaptation of our country to the EU requirements, we need to make a strategy of agricultural and rural development.

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