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**IMPACT PRODUCTION COSTS ON EXPORT CAPACITY POULTRY INDUSTRY IN UKRAINE**

*The article deals with the role of poultry industry in ensuring food security. Considered dynamics, current state and prospects of development of poultry production in Ukraine. Calculated structure of production costs for the production of poultry farms in Ukraine. Grounded directions efficiency poultry production in Ukraine by optimizing the structure of production costs. Characterized prospects of entering Ukrainian producers of poultry products to the EU markets. Highlight measures to be taken to the full realization of the export potential of the livestock industry in Ukraine.*

***Keywords:*** *poultry, production costs, export potential, total cost, selling price, profitability.*