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CLASSIFICATION AND CHARACTERISTICS OF FEED FOR DECORATIVE AND SINGING BIRDS

Abstract

In the developed countries of the world, animal business is one of the most profitable and promising branches of production. Pet business includes the totality and interaction between enterprises engaged in the production and distribution of goods and services for pets, and consumers of these goods and services. The structure of pet business is represented by pet products, services, and animals, and pet products, in turn, by feed, medicines, care products, and accessories. The global pet food market size was valued at USD 94.76 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 4.4 % from 2022 to 2030. Increasing consumer awareness regarding natural and organic pet food products has forced the manufacturers to shift their focus from synthetic to natural products which has acted as one of the major forces impacting the global market. In Ukraine, in 2017–2021, the category «Animals – pets and feed for them» in the structure of retail turnover occupied a share of 0.3 – 0.5 %. The volume of retail turnover during this period increased 3.4 times, from UAH 1,612.5 million in 2017 to UAH 5,468.6 million in 2021. In Ukraine, goods are classified according to the classifications DC 016-2010 «State Classifier of Products and Services» and DC 021:2015 «Unified Procurement Dictionary», as well as the Ukrainian classification of goods of foreign economic activity, which is the commodity nomenclature of the Customs Tariff of Ukraine. According to the current classifiers, separate groups of goods directly related to goods for pets (dogs, cats, etc.) are provided only for feed and brushes for animal care. Yes, according to DK 016-2010, ready pet food has the code 10.92.10-00.00 and according to DK 021:2015 – 15713000-9 and does not have further details. Today, the owners of decorative and singing birds have a relatively wide range of ready-made feeds at their disposal. Analyzing the feed market for decorative and singing birds, we saw that a significant part of it is occupied by imported feeds, while the assortment of domestic feeds on the Ukrainian market is not large and does not always meet market requirements and cannot withstand competition. However, it is difficult to call the presented feeds complete, since they are mainly different types of feed mixtures, which include, depending on the price category, different types of components: starting with cereals and ending with various nuts, dried fruits, etc. Ready-made feeds in combination with a correctly selected feeding regime strengthen the health of birds, and also meet their expectations regarding taste qualities and the owner's expectations regarding the price and convenience of feeding. Careful observation of the appearance and behavior of birds allows you to establish the correct diet for your pet and determine his preferences for one or another type of feed. In order to understand the entire range of feeds offered on the market, it is necessary to study and systematize them. Based on the analysis of feeds presented on the market, we proposed a classification of feeds by types of poultry, purpose, price, form of release, physiological features and age, as well as by type of packaging. By bird species, feed is divided into three varieties: for singing birds, for decorative birds, and for parrots, which are a kind of hybrid of the first two species. For parrots, food can be distributed according to their size: for large, medium and small. According to their purpose, complete ration feeds and feed mixes, treats, and feeds fed for therapeutic purposes and for preventive purposes are distinguished. By price, fodder for decorative and singing birds is divided into three price categories: economy, business and premium classes. This is the formation of classes was developed based on the income of the population. Economy class includes consumers who can afford to buy food for their pets at a price of UAH 70 to 100 per kilogram, business class – UAH 101-250 /kg, premium class – consumers who can buy food for of their pets is higher than UAH 251 /kg. According to the form of release, there are molded fodder and loose fodder mixes. Formed – represented by a small amount of granulated and partially extruded feed. According to the physiological characteristics, feed can be divided into feed for the pre-nesting period, during the molting period, for birds, for adult birds at rest and for females during the feeding period. The type of fodder packaging is also of great importance: natural (cardboard), polymer and combined (based on cardboard and polyethylene).

Key words: *pet products, pet food market, decorative and singing birds, assortment, classification, characteristics, complete feed, feed mixtures, innovative technologies.*

Introduction

In the developed countries of the world, pet husbandry is one of the most profitable and promising branches of production. Pet business includes the aggregate and interaction between enterprises engaged in the production and distribution of goods and services for pets and consumers of these goods and services. The term «Pet business» used in Ukraine corresponds to the concept of «Pet industry». Prospects for activities that include pet business are due to the constant growth of the domestic animal population around the world. The term

«pets» usually refers to cats, dogs, decorative and song-birds, rodents, aquarium fish, reptiles and amphibians, which are united abroad by the word «pets». The structure of pet business is represented by pet products, services and animals, and pet products, in turn, are feed (mixed feed), medicines, care products and accessories [1].

The global pet food market size was valued at USD 94.76 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 4.4 % from 2022 to 2030. Increasing consumer awareness regarding



natural and organic pet food products has forced the manufacturers to shift their focus from synthetic to natural products which has acted as one of the major forces impacting the global market.

The COVID-19 pandemic had an adverse effect on supply networks. The pet food sector suffered in terms of supply and cash flow due to restrictions in the movement of raw materials. Pet food demand, on the other hand, grew steadily in many parts of the world as individuals adopted more pets in response to a growing desire for the company during the lockdown. To meet this requirement, market players turned their focus from brick-and-mortar stores to e-commerce platforms [2, 3].

In Ukraine, in 2017–2021, the category «Animals – pets and feed for them» in the structure of retail turnover occupied a share of 0.3 – 0.5 %. The volume of retail turnover during this period increased 3.4 times, from UAH 1,612.5 million in 2017 to UAH 5,468.6 million in 2021 [4].

In Ukraine, goods are classified according to the classifications DC 016-2010 «State Classifier of Products and Services» and DC 021:2015 «Unified Procurement Dictionary», as well as the Ukrainian classification of goods of foreign economic activity, which is the commodity nomenclature of the Customs Tariff of Ukraine. According to the current classifiers, separate groupings directly related to pet products are provided only for pet food and brushes for animal care. Thus, according to DK 016-2010, ready pet food has the code 10.92.10-00.00, and according to DK 021:2015, pet food is marked with code 15713000-9 [5, 6]. These groupings in accordance with DK 016-2010 and DK 021:2015 do not have further details.

According to the Ukrainian classification of goods of foreign economic activity, fodder for pets belongs to Section IV «Finished food products; alcoholic and non-alcoholic drinks and vinegar; tobacco and its substitutes», group 23 «Residues and waste of the food industry; prepared animal feed» of product heading 2309 «Products used for animal feeding», which contains 2 product subheadings: food for dogs or cats, put up for retail sale; others At the product category level, dog or cat food packaged for retail sale is classified by the content of starch, glucose or glucose syrup, maltodextrin or maltodextrin syrup, dairy products. The product subheading «others», in addition to groupings by the above-mentioned feature, also contains product categories: soluble fish products or products from marine mammals, residues from the production of starch from corn and others [7].

To group the range of products for decorative and singing birds on e-commerce platforms, for example, online stores use the following approaches (Table 1).

From the given data (Table 1), we can see that the range of feed for decorative and singing birds is diverse and requires deeper study and detailing.

Today, the owners of decorative and singing birds have a relatively wide range of ready-made feeds at their disposal. Analyzing the feed market for decorative and singing birds, we saw that a significant part of it is occupied by imported feeds, while the assortment of domestic feeds on the Ukrainian market is not large and

Table 1 – Grouping of products for decorative and singing birds

A sign of classification	Characteristic
Type of feeding	For granivores, insectivores, carnivores
Bird species	For canaries, parrots (including separately for types of parrots such as: amazon, macaw, jaco, cockatiel, lory, lovebirds, nymphs, rosella, budgie)
A group of birds	For tropical, decorative, exotic, wild birds
Size of birds	For large, medium and small parrots
Type of feed	Mixture, sticks, rings
Purpose of fodder	Everyday, therapeutic
Type of packaging	Box, package, container, blister

does not always meet market requirements and cannot withstand competition. However, it is difficult to call the presented feeds complete, since they are mainly different types of feed mixtures, which include, depending on the price category, different types of components: starting with cereals and ending with various nuts, dried fruits, etc. [8, 9].

Ready-made feeds in combination with a correctly selected feeding regime strengthen the health of birds, and also meet their expectations regarding taste qualities and the owner's expectations regarding the price and convenience of feeding. Careful observation of the appearance and behavior of birds allows you to establish the correct diet for your pet and determine his preferences for one or another type of feed. In order to understand the entire range of feeds offered on the market, it is necessary to study and systematize them.

Purpose and objectives of the analysis

The goal is to analyze the range of feed for decorative and singing birds on the market, and to develop their classification and characterization.

Results and its discussion

Taking into account the market analysis, as well as based on the study and generalization of literary and Internet sources, we propose to classify feed for decorative and singing birds by bird species, purpose, form of release, price, physiological features and age, as well as by type of packaging (Fig. 1).

All domestic birds that are kept as pets can be divided into three varieties: singing (having a melodious voice), decorative (with original coloring), and parrots, which are a kind of hybrid of the first two species [10].

Singing bird. People keep these birds because of their unique way of singing. They are not as common as parrots, but are also often found as pets.

Blackbirds are famous for their unique melodious singing, but it is not easy to keep them. Blackbirds are timid birds. They are distrustful of people and do not reach out. Birds take a long time to adapt to the conditions of captivity, but thrushes, accustomed to a cage,

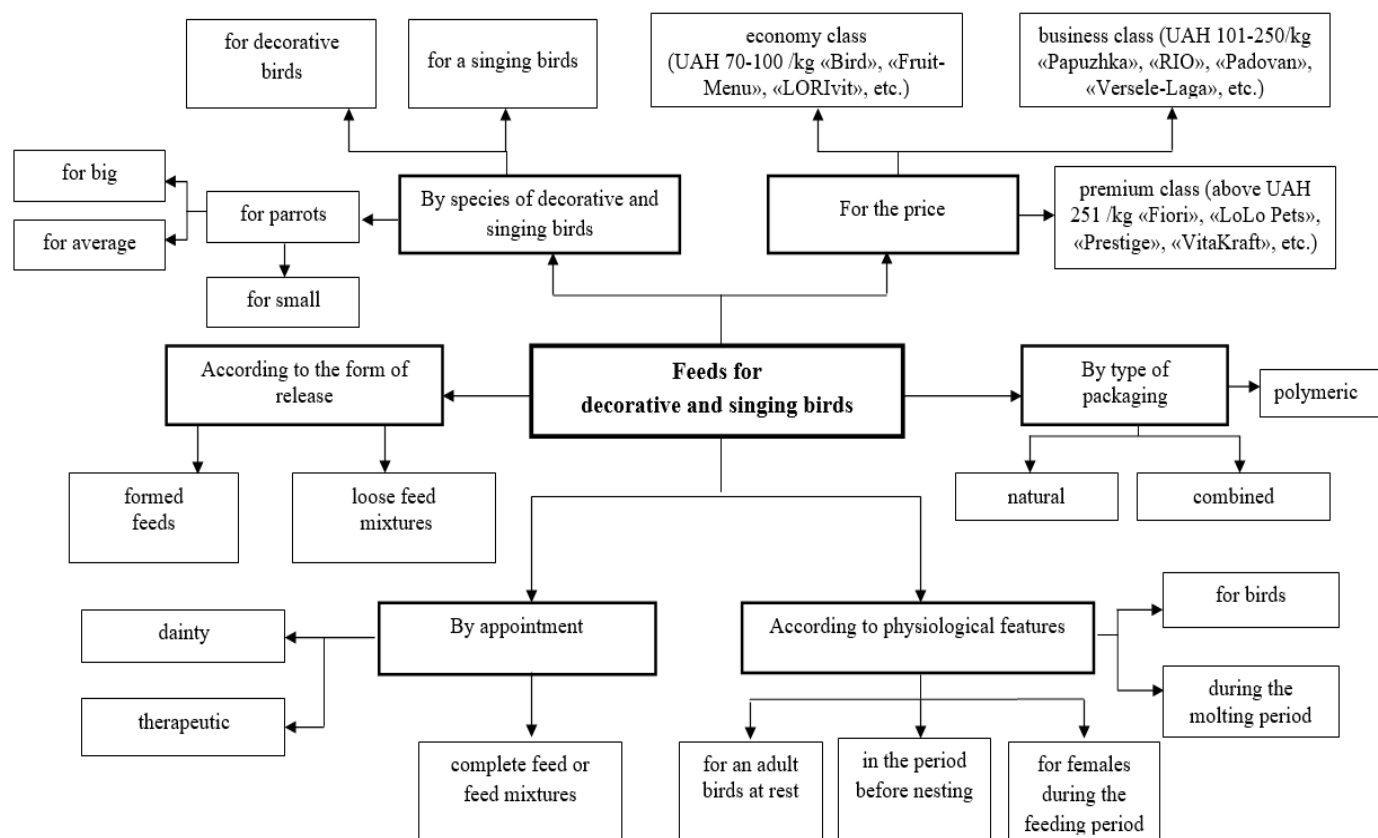


Fig. 1. Classification of fodder for decorative and singing birds

sing regularly. Blackbirds need a lot of space, so they are placed in large cages or aviaries. They also need sunlight and regular bathing, for which a bathroom is built in the cage. Despite the difficulties in keeping, blackbirds are popular decorative birds.

Finches are small, interesting birds that are often kept at home. They have a well-developed sexual dimorphism, so it is very easy to distinguish between males and females. Males have blue plumage on the head and neck (only in the warm season), bright red chest. Females have an inconspicuous color. The main color of their plumage is brown-green. Finches become tame quite easily. It is also easy to maintain them. Finches are extremely restless, curious, very fond of various tricks. Only males sing in finches.

Siskines are peaceful birds. They combine aesthetic appearance and melodious singing, thanks to which they are popular, but mainly in the areas where they live. Siskines can be kept in the same enclosure with other wading birds, but they also feel good alone. Caring for these birds is simple. They are also undemanding to feed. Siskines have a pleasant timbre and a beautiful song, and they can also imitate the songs of other species of birds.

Goldfinches attract lovers of domestic decorative birds with bright elegant plumage and a melodious voice that is not annoying. Goldfinches are energetic and active birds. They quickly become tame. They are also smart and wayward. Some individuals can be fearful, but most birds are still friendly towards other birds. Despite this, you should not keep goldfinches in the same cage with other types of birds. Female goldfinches have lower singing abilities compared to males. Males have a sonorous and beautiful song.

Emberizidae. Few people know about these singing birds – all because of their inhumanity and long habituation to a new place. In the wild, buntings are real enthusiasts who love to sing in different ways. If you still manage to get such a pet, then there should be no difficulties with its feeding or maintenance.

Jays are beautiful, bright and very interesting birds. In addition to their attractive appearance, birds are distinguished by their ability to imitate almost all the sounds they hear. Jays can copy various noises, sounds, voices of people, songs of other birds, melodies, even words. This can be funny, however, it becomes a problem in families with several pets, where such imitation reaches the level of ordinary teasing. These amazing birds are quite undemanding in keeping. They can eat any food. If the bird got into the house as a chick, then it becomes completely tame, and if it is already an adult bird, then the jay will need a lot of time to get used to people and begin to trust them.

Nightingales. This king of singing birds cannot be ignored. Despite their seemingly nondescript appearance, these birds create real works of art with their singing. They do not get used to being kept at home very quickly and must be kept in very spacious enclosures.

Starling. An unpopular, but very interesting option for the desire to have a feathered pet. These are very inquisitive, intelligent and friendly birds that get along with everyone. During their lifetime, starlings can even learn up to a few words, however, there are often problems with their retention. Starlings need a good, spacious cage or aviary with a layer of soil of at least 3-4 cm, in which these birds like to dig.



Canaries are a universal type of songbird in all respects. They are very beautiful, melodious and sociable pets that will never make the owner bored. To keep them, you do not need a particularly large cage, and canaries are not picky about the type of food. The main thing for them is that the owner loves them and gives them maximum attention. Canaries feed mainly on grains or seeds, however, they are not averse to insects in the wild.

Decorative bird. Domestic birds of the decorative type are bred for two reasons: for the sake of a unique appearance or due to certain mental abilities.

Bullfinch. These birds began to be bred due to their stunning bright plumage. This type of bird gets along well with people and quickly adapts to the conditions of the cage. Unfortunately, nature has not endowed these birds with good hearing and singing, but they can still make melodious sounds.

Crow, magpie and crow. A good choice for original owners who want to see a real companion in a bird. These birds are not only very intelligent, which they show almost always, but also talented. They understand well the owner's mood, can pronounce certain words or phrases. These birds are very picky about care – a cage will not work here, you will need a spacious and very strong enclosure, which must always be kept clean.

Owl. Probably the quietest and quietest bird of all feathered pets. These birds do not like increased attention and prefer to spend most of their time alone. The main activity of owls begins at night, which becomes a big problem for inexperienced breeders. Unfortunately, owls are very difficult to care for – they need a strictly certain and expensive diet (mice, rats, crickets), as well as a huge space.

Amadins come from tropical regions of the Earth. Their brightly colored plumage attracts many bird lovers. Thanks to him, amadins look very spectacular and exotic. In addition, they are funny and mobile. These birds easily get used to people and, with good care, begin to trust them. But the amadins sing, to put it mildly, not very well. The sounds they make are like whistling, buzzing, chirping, grunting and even hissing. However, this shortcoming is more than compensated by the exterior and friendliness of the birds, as well as their unpretentiousness in maintenance.

Common or tiny amaranth (*Lagonosticta senegala*) is a small bird. The amaranth is 13.5 cm long, including the tail. The name of the bird translated from English means «fiery finch», which characterizes the bright color of the males. The color of their feathers is mostly red, the females have a nondescript brown plumage. Common amaranths are often kept in captivity, but the period of adaptation to new conditions is long and difficult. Owners should try to create good conditions for birds, then it will pass faster and more successfully. The voice of the birds is pleasant, of medium volume. When keeping a heterosexual couple during the breeding season, you can observe the graceful dance of the male.

Domestic pigeons are very popular and ancient birds all over the world. Today, they are kept mainly for aesthetic pleasure, that is, as decorative birds. More than eight hundred breeds of pigeons are known. Each breed has not only its unique exterior, but also a number of behavioral and other features. Unlike many other orna-

mental birds, pigeons do not sing well, as they only coo. Basically, the popularity of pigeons is related to their appearance and beautiful, gregarious flight. Birds are kept mainly in groups in special pigeon houses or spacious home cages (1-2 individuals). Pigeons are not demanding on food and do not require complex care.

Parrots Parrots today are considered universal favorites when it comes to birds. They are beautiful, insightful, adore communication and most often become real members of the family. It is customary to classify parrots by size into small, medium and large.

Arating. Many inexperienced breeders confuse these amazing birds with macaws. These parrots got their unusual name due to their exceptional multi-colored coloring. The main colors in the coloring of the arat are yellow and orange, but the saturation of these shades depends on the type of parrot. The arat's home should be spacious enough for him to spread his wings there.

Budgerigars are considered the most affordable compared to other domestic species. These small birds can be found in any nursery, they do not require large cages and they get used to a new place very quickly. With great desire, a budgerigar can be taught to say up to 10 separate phrases. Another advantage of these parrots is the variety of their colors. The plumage of these birds can be yellow, green, blue or mixed.

Corella. These parrots are considered ideal for breeding in any conditions. This is a very sociable, restless and friendly bird that can be taught to pronounce up to 100 words in its lifetime. Caring for these birds does not differ in any complexity, however, in feeding cockatiels, in addition to the main feed, a wide variety is needed, including fruits, vegetables and vitamins.

Inseparable. These parrots are advised to be bought in pairs or to constantly pay maximum attention to them. The name «inseparables» appeared due to the tendency of these birds to constantly take care of their partner. Absolutely anyone can handle the feeding and care of lovebirds, however, the home of lovebirds must be spacious and clean.

Cockatoo. Among other parrots, the cockatoo is considered a real long-lived. These amazing parrots with characteristic bangs on their heads can live up to 50 years at home. Cockatoos differ from others in incredibly developed intelligence and a simply colossal need for attention. Such a parrot at home is like a small child who tries with all his might to take you out to play.

Jako parrots are a rarity in ordinary families. All because of the, at first glance, inconspicuous coloring of these parrots and the huge price even for the youngest individuals. In fact, this is an incredibly intelligent bird that perfectly imitates human speech and is able to remember more than 100 words in its lifetime. Jako is as sociable as other parrots, loves games, tricks and all kinds of toys.

Ara. Many consider macaws to be the kings among the rest of the parrots. They are distinguished by very variegated and rich coloring, extraordinary longevity, as well as an incredibly sharp mind. With insufficient attention of the owner, macaws become uncontrollable and with the help of their powerful beak they can damage the furniture in the entire apartment, spoil the cage and even terrorize other pets. If the owner takes good care of



such a pet and spends a lot of free time with it, the macaw becomes a full-fledged member of the family who loves to be the center of attention.

Amazon. This type of parrot is suitable for breeders who are not ready to keep large birds. Amazons have a sharp mind, an original appearance and quickly settle in a new place. These parrots get used to people very quickly and do not tolerate being alone for a long time. There is only one disadvantage in caring for these birds – their large and very strong beak can damage both furniture and the cage (if it is not metal, but polymer) [10-12].

According to their purpose, complete ration feeds and grain feed mixes, treats and feeds fed for medical purposes are distinguished. Complete feed contains all nutrients and biologically active substances and is intended for everyday use. Manufacturers of grain feed mixtures also position them as complete ration feed. However, this is a mixture where it is possible to selectively eat feed components, which does not give it the right to be called complete nutrition. Medicinal feed is used for various poultry diseases. This feed has appropriate labeling and is prescribed on the recommendation of a veterinarian and is sold only in veterinary pharmacies. Treats (crackers, sticks for additional feeding, etc.) should be given infrequently and only from proven manufacturers of well-known brands. The glue with which the grain and nuts are attached to the base can contain a large amount of animal protein and, as a result, provoke a surge of sexual activity, and the grain in crackers and sticks is often expired or of poor quality [13-15].

According to the form of release, loose fodder mixtures and molded fodder are presented on the market. The composition of fodder mixtures includes various types of components, starting with cereals, and ending with various nuts, dried fruits, etc. Formed, represented by a small amount of granulated feed and with a partial inclusion in the composition of the mixture of extruded additives in the form of balls, etc. The use of molded feeds causes a number of disputes among the owners of ornamental and songbirds. Some bird owners refuse them, while others, on the contrary, cannot imagine the existence of their pets without them [13-15]. In this case, it is necessary to take into account that the transition of birds, which have been used to eating mixtures of nuts and grains all their lives, to pellets and extrudates, may turn out to be an overwhelming task. Therefore, this process should be gradual and long-term, with partial addition of new feed to the main habitual diet. Today, mainly granulated fodder is used in feeding macaws, gray parrots and cockatoos [16]. It should be noted that in order to meet the feed needs of decorative and singing birds when they are kept in captivity, one of the most effective methods is the creation of complete ration compound feed through the use of innovative technologies. For example, in the form of grits or a mixture of grits obtained by extrusion. This will make it possible to diversify the diet, to ensure the satisfaction of both behavioral and feed needs of birds [8].

By price, fodder for decorative and singing birds is divided into three price categories: economy, business and premium classes. This formation of classes was developed based on the income of the population. Economy

class includes consumers who can afford to buy food for their pets at a price of UAH 70 to 100 per kilogram, business class – UAH 101-250/kg, premium class – consumers who can buy food for their pets is higher than UAH 251/kg. On the market, these classes include the following feeds: economy class – «Bird», «Fruit-Menu», «LORIVit», etc.; business class – «Papuzhka», «Vitapol KARMEO», «RIO», «Padovan», «Versele-Laga», etc.; premium class: «Fiori», «LoLo Pets», «Prestige», «VitaKraft», etc. [14, 15]. Among the domestic manufacturers, TM «Pryroda», TM «Lori», Hobby meal are widely represented on the market. Feeds of domestic producers are generally not expensive and according to their price characteristics, they belong to the economy and business classes.

Economy-class fodder is mainly domestically produced fodder. In their composition, they mainly contain various types of seeds of grain and oil crops, seeds of meadow grasses, etc. The assortment of business-class feeds includes both domestic and foreign manufacturers. It also contains various types of grain and oil seeds, as well as dried fruits, vegetables, peanuts, etc. Premium-class fodder – fodder enriched with various natural flavor additives, mainly imported. The composition may additionally contain flakes, extruded balls, mineral substances, oils and fats, honey, yeast, algae, etc. The difference between these feeds depends on their composition and nutrition.

By physiological characteristics and age, feed can be divided into feed for adult birds at rest, in the period before nesting, for females in the feeding period, for birds and in the molting period. These feeds should contain the necessary amount of nutrients and biologically active substances in accordance with the norms and needs of poultry feeding in different periods of its life [8].

For example, in the period before nesting, i.e. the period when the female «fixes» her nest and when she lays eggs, the feed should be enriched, first of all, with calcium, vitamins and other mineral substances. During the nesting (egg hatching) period, the female almost does not get up from the nest, only when necessary, and she eats everything that the male brings her, therefore, this feed should meet the minimum requirements for nutrients and biologically active substances. During the period of feeding birds and for birds, feed should be enriched with proteins, fats, vitamins, amino acids and minerals, these feeds should be in an easily digestible form. During the molting period, feed should contain an increased content of protein and amino acids [8].

Depending on the type of packaging, feed for decorative and singing birds is currently offered in natural (cardboard), soft polymer and combined (based on cardboard and polyethylene) packages [17]. When buying ready-made fodder, preference should be given to fodder in sealed polyethylene packaging. It is necessary to check the expiration date. The contents of packages, even well-known manufacturers in cardboard boxes without a polyethylene liner, may become unusable as a result of improper storage and transportation. Any food should be carefully inspected before pouring it into your pet's feeder, so that it is not dirty or moldy.



Conclusions

The market of products for pets in Ukraine is promising considering its large potential capacity, which is currently limited by the low solvency of the population. In the structure of pet business, feed for domestic animals, and in particular for decorative and singing birds, occupies a significant share.

The range of fodder for decorative and singing birds includes a relatively small number of different species, most of which are produced abroad. However, domestic manufacturers find opportunities to successfully compete and promote their products on the

market. Among the domestic manufacturers, TM «Pryroda», TM «Lori», Hobby meal and others are represented on the market. Feeds of domestic producers are generally not expensive and according to their price characteristics, they belong to the economy and business classes.

Taking into account the market analysis, as well as based on the study and generalization of literary and Internet sources, we proposed a classification of feeds for decorative and singing birds by bird species, purpose, form of release, price, physiological features and age, as well as by type of packaging.

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КЛАСИФІКАЦІЯ ТА ХАРАКТЕРИСТИКА КОРМІВ ДЛЯ ДЕКОРАТИВНОЇ ТА СПІВОЧОЇ ПТИЦІ

Анотація

У розвинених країнах світу зообізнес є однією з найбільш прибуткових та перспективних галузей виробництва. Зообізнес включає сукупність і взаємодію між підприємствами, зайнятими у сфері виробництва і розповсюдження товарів і послуг для домашніх тварин, та споживачами даних товарів і послуг. Структура зообізнесу представлена зоотоварами, послугами та тваринами, а зоотовари в свою чергу – кормами, лікарськими засобами, засобами для догляду та аксесуарями. Обсяг світового ринку кормів для домашніх тварин у



2021 році оцінювався в 94,76 мільярди доларів США, і очікується, що з 2022 до 2030 року він зростатиме на 4,4 % у середньому за рік. Підвищення обізнаності споживачів щодо натуральних і органічних кормів для домашніх тварин змусило виробників переключити свою увагу з синтетичних на натуральні продукти, що стало однією з головних сил, що впливають на світовий ринок. В Україні у 2017–2021 рр. категорія «Тварини – домашні улюбленці та корми для них» у структурі роздрібного товарообороту займала частку 0,3 – 0,5 %. Обсяг роздрібного товарообороту за цей період зріс у 3,4 рази, з 1612,5 млн грн у 2017 р. до 5468,6 млн грн у 2021 р. В Україні товари класифікуються відповідно до класифікаторів ДК 016-2010 «Державний класифікатор продукції та послуг» та ДК 021:2015 «Єдиний закупівельний словник», а також Української класифікації товарів зовнішньоекономічної діяльності, що є товарною номенклатурою Митного тарифу України. Відповідно до чинних класифікаторів окремі групи товарів, що безпосередньо відносяться до товарів для домашніх тварин (собак, котів і т.д.), передбачені лише для кормів та ціток для догляду за тваринами. Так, готові корми для домашніх тварин відповідно до ДК 016-2010 мають код 10.92.10-00.00 і відповідно до ДК 021:2015 – 15713000-9 і подальшої деталізації не мають. На сьогоднішній день власники декоративної та співочої птиці у своєму розпорядженні мають відносно широкий асортимент готових кормів. Аналізуючи ринок кормів для декоративної та співочої птиці, побачили, що суттєву його частину займають корми імпортного виробництва, в той час як асортимент вітчизняних кормів на ринку України не великий і не завжди відповідає вимогам ринку та не витримує конкуренції. Проте, представлені корми важко назвати повноцінними, так як, це в основному різні види кормових сумішей, до складу яких входять, у залежності від цінової категорії, різні види компонентів: починаючи із зернових – і закінчуючи різними горіхами, сухофруктами тощо. Готові корми у поєднанні з правильно обраним режимом годівлі зміцнюють здоров'я птахів, а також відповідають їх сподіванням відносно смакових якостей та очікуванням господаря відносно ціни і зручності годівлі. Ретельний нагляд за зовнішнім виглядом та поведінкою птахів дозволяють встановити правильний раціон для свого улюбленця і визначити його уподобання до того чи іншого виду корму. Для того, щоб розібратися у всьому спектрі кормів, які пропонують на ринку необхідно їх вивчити і систематизувати. На основі проведеного аналізу кормів, які представлені на ринку нами було запропоновано класифікацію кормів за видами птиці, призначенням, ціною, формою випуску, фізіологічними особливостями та віком, а також за видом пакування. За видами птиці корми поділяють на три різновиди: для співочої птиці, для декоративної птиці, а також для папуг, які є своєрідним гібридом двох перших видів. Для папуг корми можна розподілити у відповідності до їх розмірів: для великих, середніх та маленьких. За призначенням розрізняють повнораціонні корми та кормові суміші, ласощі, корми, які згодують у лікувальних цілях та профілактичні. За ціною корми для декоративної та співочої птиці поділяються між трьома ціновими категоріями: економ, бізнес та преміум класи. Дане формування класів розробили виходячи із доходів населення. До економ-класу належать споживачі, які можуть собі дозволити купити корм для своїх улюбленців за ціною від 70 до 100 грн за один кілограм, до бізнес-класу – 101-250 грн/кг, преміум-класу – споживачі, які можуть купити корм для своїх улюбленців вище, ніж 251 грн/кг. За формою випуску є формовані корми та розсипні кормові суміші. Формовані – представлені невеликою кількістю гранульованих та частково екструдованих кормів. За фізіологічними особливостями корми можна розділити на корми у період до гніздування, у період линьки, для пташенят, для дорослої птиці у стані спокою та для самок у період годівлі. Також велике значення має вид пакування корму: у природній (картон), полімерній та у комбінованій (на основі картону та поліетилену).

Ключові слова: зоотовари, ринок кормів для домашніх тварин, декоративна та співоча птиця, асортимент, класифікація, характеристика, повнораціонні корми, кормові суміші, інноваційні технології.

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