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DEVELOPMENT OF REGIONAL REINDEER BREEDING BRANCH IN AGRARIAN AND INDUSTRIAL COMPLEX

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Summary. The existing approaches are added with tools of scenario planning and standard modeling that will allow to solve systemically problems of regional development taking into account their prevention mechanisms of management of regional agrarian sector on the example of Altai Republic and

Altai Krai Are offered. The algorithm of the scenario of development of a maralovodstvo, a complex of indicators are developed for creation of the corresponding standard model. Prospects of branch in the region and its value for Altai are shown.

Key words: *Agrarian and industrial complex, maralovodstvo, agriculture, development strategy, scenarios, standard model, development prospects.*

Development of agro-industrial complex (AIC) gains special value in modern economic conditions. Fully it belongs to a reindeer breeding which owing to its geographical and historical features, and also economic potential it is possible to carry to number of perspective branches of regional agrarian and industrial complex. A suspense of the questions concerning the analysis of a strategic state, search of methodical approaches to strategic planning of branch development of a reindeer breeding caused relevance of research.

The author carried out own field researches based on polls of experts for an assessment of a number of parameters of strategic development of branch and indicators of standard model, forecasting of some indicators and factors of programs of development of a reindeer breeding is carried out. Theoretical approaches and the points of view of various authors to a solution of the problem of strategic development of branch, and also models and instruments of research of processes of strategic planning at the enterprises of

branch are also analysed and systematized.

Methodical approaches to planning of strategic development of branch of a reindeer breeding on the basis of identification of factors and priorities of development of branch, scenarios of change of environment, formation of target indicators and development of standard model of future condition of branch are offered. The program of development of branch with consecutive change of target indicators is also developed. The main directions are defined and offers on strategic development of a regional reindeer breeding of Altai Krai and Altai Republic are given. Approbation of the developed offers in specialized reindeer breeding farm allowed to increase efficiency of economic activity of economy. Realization of the offered stages of strategic development of branch of Altai Krai and Altai Republic will allow to create additional workplaces, to increase a livestock of marals and size of net profit that will increase competitiveness of domestic producers in the conditions of the WTO.

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