

CREATING LINKS BETWEEN SCIENCE AND INDUSTRY IN MARKET ECONOMY IN RUSSIA

LISITSYN A., TCHERNOUKHA I., LUGAR O.
The All-Russian Meat Research Institute
109316 Russia, Moscow, Talalikhin str. 26

Keywords: meat processing industry, scientific researches, marketing, technology transfer, promotion.

In times of planned economy Russian scientific and research institutions such as The All-Union Meat Research Institute (VNIIMP) had full government support. Absence of competition made their existence very easy. There was no need either in detailed evaluation of demand, no in evaluation of competitiveness of this or that technology or equipment, saying nothing of carrying out lists of benefits for consumers.

Collapse of the USSR and formation of the 15 independent states, with Russia among them, had a negative effect on the methods of application of scientific researches to meat industry. Insufficient government support made the scientific institutions to find new ways of investing in scientific researches and technology transfer.

That task is complicated by the following problems:

- the economic links between different enterprises were broken up;
- different states appeared instead of the USSR with different tax and customs policies;
- the lack of commercial knowledge among the scientists;
- the appearance in the Russian market many previously unknown domestic and foreign companies that produce meat products, equipment, spices, casings, etc.
- the necessity for the development of meat processing equipment and technologies for enterprises with capacities 500-3000 tonnes of meat per shift;
- the lack of special knowledge and skills among new generation of meat processors.

All that led to the necessity of looking for new approaches to technique and technology transfer in Russia.

The All-Russian Meat Research Institute (VNIIMP)

VNIIMP was founded in 1933 and is the main scientific and research center in meat industry. VNIIMP incorporates the North-Caucasus subsidiary in Rostov, pilot meat plant in Uglitch, pilot meat processing and pilot sausage manufacturing plants in Moscow and pilot mechanical shop in Moscow. Highly skilled technicians, designers, biochemists are in the staff.

VNIIMP supports with its ideas the meat processing enterprises not only in Russia but also in the states of the former USSR.

Meat processing in Russia

Meat processing industry of Russia includes about 600 enterprises with the capacity up to 120 tonnes of meat per shift scattered all over the vast territory of Russia. Almost 85% of all the enterprises - are meat-, meat and poultry processing plants and sausage manufacturing plants, 10% are meat processing shops at food factories, and 5% are cooperatives. Only 20% of all enterprises have abattoirs.

The majority of the enterprises (68,8%) are enterprises with the capacities not

exceeding 30 tonnes per shift. Data analysis shows that there are regions in Russia where the total capacity of meat enterprises is much more than the amount of cattle and pigs. That means that in the regions like Central, Povolgdje, West Siberia the enterprises have to purchase raw material either from the other regions of Russia, or from abroad. Also it is worth mentioning that most of the big meat processing plants in Russia are either fully or partly state enterprises while almost all small meat factories are private.

Both meat processors who have been dealing with meat for many years and those who have just started face many problems. Among them are the following:

- how to find a technology that could be applied to that very plant in the best way;
- how to find equipment that might be relied on;
- where to get the reliable information, advise, help.

To solve all these problems at VNIIPMP marketing department was organized.

Ways of making links between science and industry

The main task is to carry out a strategy of the VNIIMP marketing activities pursuing the following goals:

1. To reconstruct the old and create new economic links between the institute and industry. Institute intends to create data base of all meat processing enterprises in Russia, their needs and subjects of interest.
2. To look for new approaches for investments in scientific researches. Institute has been carrying out a programme for russian meat processor to participate in research activity and for researcher to get shares in meat industry.
3. To carry out marketing researches for domestic and foreign companies. The questionnaires which have been held recently revealed that russian meat processor is suffering from the lack of information that could be relied on. For sixty years of scientific activity VNIIMP gained reputation of a well known institution with a staff of highly skilled professionals.
4. Technology transfer. Institute (alone or together with russian or foreign company) arranges seminars and trainings with the aim of introducing new developments to russian meat processors, promoting new products, informing about latest results in scientific researches.

Conclusions

In market economy most of the traditional ways of implementation of new developments appeared to become insufficient.

The lack of government support makes russian research institutions to find ways of financial investments by themselves.

Great diversification of meat processing industry denotes the ways of technology transfer.

The cooperative work should be done so that it becomes possible both for processors and researchers to take advantages of new developments.