ESG INVESTING IN AGRICULTURE SECTOR

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Abstract: The article deals with the development of a methodological approach specialized for the agri-industrial businesses to assess investment attractiveness, the application of which will allow them to get an objective idea of their current operational situation, prospects and to make appropriate management decisions.

Keywords: agriculture, ESG factors, investment attractiveness, sustainable development strategies.

Nowadays, the policy of sustainable development of the agri-industrial sector is considered both in the context of solving global socio-economic problems (including improving the demographic situation) and in the logic of protecting state sovereignty by the country's leadership. The adoption of new federal initiatives to support the industry in the near future is facilitated by the concentration of the vector on import substitution in the agricultural sector and the expansion of agricultural exports.

However, ensuring the implementation of strategic tasks facing agribusiness organizations is impossible without attracting the required amount of investment. The situation is complicated by sanctions pressure from unfriendly countries, geopolitical risks, and uncertainty of the external environment, which may lead to a decrease in the attractiveness of agricultural companies for investors.

Therefore, in the current conditions, agri-industrial organizations need to develop a methodological approach to make the industry attractive for investors, the application of which will allow them to analyze their effectiveness, prospects and make appropriate management decisions.

The study showed that the main disadvantage of existing approaches is the accounting of retrospective data, mainly on the financial activities of business entities. In order to attract financial stakeholders, companies in the agricultural sector have to comply with sustainable development principles in order to neutralize institutional risks and risks of environmental pollution. A modern approach to assessing the investment attractiveness of an enterprise is a complex approach

combining factors of the internal environment, as well as ESG criteria and indicators of the subject's market position.

Thus, further research in the direction of improving the methodology for assessing the investment attractiveness of agri-industrial organizations is relevant and aimed at activating the investment activity of the industry.

The object of this study is the investment attractiveness of agri-industrial organizations and its determining factors. The subject of the study is the methodology for assessing the investment attractiveness of agricultural organizations.

The purpose of the study is the theoretical substantiation and development of methodological approaches and practical recommendations for assessing the investment attractiveness of agricultural organizations.

The purpose of the study is achieved by performing the following tasks:
- to summarize methodological approaches to assessing the investment attractiveness of business entities in the agro-industrial complex;
- to propose a system of indicators for assessing investment attractiveness based on the market characteristics of the organization;
- to advise a system of ESG indicators to assess the investment attractiveness of an agro-industrial complex organization;
- to develop a system of indicators and a scale for assessing the financial component of the investment attractiveness of the agro-industrial complex organization;
- to recommend a comprehensive methodology for the integrated assessment of the investment attractiveness of agri-industrial organizations, taking into account market qualitative characteristics, ESG factors and internal key financial and economic performance indicators, taking into account weighting factors of significance.

The following methods of economic research have been used such as: analysis, synthesis, generalization, abstract-logical, monographic, expert assessments, horizontal and vertical analysis, rank rating, correlation analysis, matrix diagnostic analysis, a systematic approach to the problems under consideration, deterministic factor analysis.

The information and empirical base of the study was made up of legislative norms and standards of organizations in the field of non-financial reporting, program documents for the development of the agri-industrial sector of the Russian Federation, official data of the Federal State Statistics Service, financial and non-financial reporting of PJSC Cherkizovo Group.

In the course of the study, the next results were obtained:
- approaches to assessing the investment attractiveness of organizations have been systematized;
- the stages of the methodology for assessing the investment attractiveness of agro-industrial complex organizations have been proposed;
- a system of indicators for assessing the fulfillment of the tasks of sustainable development of agri-industrial organizations and indicators for assessing the market environment has been formed;

- indicator systems and an algorithm for assessing the financial component of the investment attractiveness of agro-industrial complex organizations have been formed,

- an integral evaluation indicator of the investment attractiveness of organizations has been proposed;

- the projected methodology has been tested at PJSC Cherkizovo Group.

The results obtained can be used as a guide for assessing the investment attractiveness of agricultural companies.

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ASPEKTE DER ANPASSUNG UND DER AUFZUCHT VON GARTENERDBEEREN NACH KLONALER MIKROVERMEHRUNG

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Zusammenfassung: Der Artikel untersucht die Möglichkeiten, die Wirksamkeit der Anpassung und Erweiterung von Gartenerdbeeren nach der klonalen Mikrovermehrung zu erhöhen. Zu diesem Zweck werden die Auswirkungen der Qualität des Wurzelsystems von Gartenerdbeeren zur Anpassung an nicht sterile