

In article describes the concept of innovative activity at an enterprise and its impact on the enterprise's ability to effectively implement its innovative capacity. Substantiates the modern state of innovation activity and priority directions of its implementation at the industrial enterprises, which allow to increase production efficiency and improve competitiveness of meat products on the market.

**Keywords:** innovations, innovative activity, innovation, enterprise, meat industry, development.

657

• • , „ • , „ « -  
 », , -  
 -  
 - , -  
 : - , ,  
 .  
 - • -  
 - .  
 , , , ,  
 , • -  
 :  
 • , , ;  
 • , ;  
 • , ,  
 .  
 , ,  
 - -  
 ; ; ; ; ;

» . « 1870 . 80 ,

«

» [4].

— , , ( ) [6].

— : « » [3] ( « » [2]);

— « » [1] — , , ( );

— ( . .);

— ( . .);

— ( ) , - , ;

— - . , , , .

,  
 , :  
 - , , ;  
 , , ;  
 - , ;  
 , « » .  
 , , .  
 , - .  
 , .  
 , .  
 , . . .  
 , - [5].  
 , , .  
 , . . . , « , » [5].  
 , .  
 1997 , , , , , , , , , , , .

.

, ,

,

.

,

,

, .

, ,

, ,

, ,

, .

, ,

, .

,

.

.

,

,

,

,

,

, .

-

,

,

,

,

,

-

,

-

-

:

:

-

;

-

,

,

.

: 1. 21 1994 . N 68- " "

3. ). 2. 19 1998 . N 113- " » 7- " ( 10.01.2002 .

: , 2012. 4. : : - -

5. : : : 08.00.12 ' / , 2004. 6.

... : : - // «

: » . – 2009. – 32. 20.10.2013

657

/ . . // « » . : : -

. 192–197. – : 6 . « » . – 2013. – 53(1026). –

– ' -

: - , ,

This paper analyzes the basic accounting principles enshrined in law with the possibility of their use in the organization of ecological- oriented accounting and analytical systems in different branches of activity in the performance of abatement activities

**Keywords:** accounting and analytical system , the environmental activities of the company principles .