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**BUSINESS MODEL INNOVATION CANVAS
(FOR BELARUSIAN AGRICULTURE)****Е. А. КУРЗАКОВА**

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Livestock products play an important role in ensuring the country's food security. To reduce the cost of livestock products, it is necessary to reduce the cost of feed, and this is achieved by creating a solid feed base based on our own production.

During a number of scientific researches, it has been found that Belarusian forage production is quite weak and require fundamental changes in both technical and economic bases. The local farms can cover only about 60 % of the country's recognized need, when the remaining part is imported from abroad. Moreover, the root of the problem lies not in the raw material base but obsolete technologies and worn equipment. Therefore, the complex analysis of the innovative approaches was undertaken that has identified ones to be implemented in the certain enterprise of the Belarusian forage industry (OJSC Gastellovskoe).

The proposed production process of OJSC Gastellovskoe is distinguished by the use of innovative technologies for drying and disinfecting primary raw materials – ozonation and infrared radiation, which creates the following advantages:

- longer period of safe storage;
- fewer production losses;
- environmentally-friendly technology;
- higher microbiological purity;
- decreased storage costs.

As a result of the research work, a business model of production has been obtained, reflecting the development of the innovative project for the production of own feeds at OJSC Gastellovskoe.

In addition, an economic assessment of the project's effectiveness was carried out. A simple payback period of the project is equal to 0.38 years. The internal rate of return for this project is 217 %, which indicates that the project has sufficient margin of safety. The profitability index is 196,41 %, which indicates the return on investment in the project.

Thus, the obtained results have proven that this investment project is cost-effective and its implementation is expedient. The implementation of this project will open great possibilities for the development of the enterprise. The new products will be fully competitive in terms of price and quality in the domestic and foreign markets.