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Yatsenko ., Vlasenko ., Zaharn . h capitalization of the beekeeping industry: identification and implementation directions. The article presents a modern interpretation of the definition of "capitalization" of different scientific schools. The main attention is paid to the problem of capitalization in agriculture as the main conditions of the strategy of economic and social development of Ukraine. The authors reasoned imperative condition for the capitalization of the beekeeping industry based on creating an enabling domestic institutional environment. The directions of the capitalization in the context of the European model of agricultural have been suggested.