ABSTRACT
The article offers a scientific view on the effectiveness of domestic food brand distribution within the conditions of fierce sanctions against Russia on the part of the United States and other states. Economic measures of influence as indirect ways of influence on countries have a long history, but in recent years this tool of coercion is used more frequently. Therefore, government management decisions for their counteraction must have a comprehensive character in all sectors of the national economy, and not only for the production of food. Although the deficit of food can stop the development of the entire country economy. The country ratings of global food security index outline the 43rd place for Russia, which concedes to other states by more than 45 positions, which requires new organizational and legal efforts to overcome the existing backlog concerning food quality and safety. The tasks of this overcoming include an intensive development of domestic food brands, which are considered as reputational assets in the economy. This allows to use domestic and foreign experience. In foreign companies, reputational assets are subject to special economic accounting, since they contain a brand that has value - as the function of future revenue amount from it. Reputational assets are closely related to the notion of "goodwill" and are taken into account by International Financial Reporting Standards. The import substitution of food should become one of the components of the country long-term strategy with the inclusion of all sectors and industries in this process. The increase of special food brands in this process, which perform the function of surplus value, is one of the ways to improve quality, efficiency and profitability of domestic agricultural and food companies.

Keywords: sanctions, import substitution of food, food safety indices, trademark (brand), reputation assets, domestic food brands, business reputation, economic efficiency, competitiveness.

INTRODUCTION
The purpose of this study is the analysis of economic sanction application against Russia and the solution of import substitution problem for agricultural products, raw materials and foodstuffs within the country and the emergence of the Russian agricultural-industrial complex on the world agricultural-food market. Research methods - economic, historical, logical (analysis, synthesis, generalization) and other general scientific methods.

ISSUE HISTORY
It can be argued that the sanctions confrontation imposed by the United States for the next 20-30 years will acquire new forms, the meaning of which is to create increasingly difficult obstacles to the social and economic development of Russia. The heart of modern sanctions policy is represented by the aspirations to inflict maximum damage to the state in respect of economic, social, political, spiritual interests, since it has already been in history since the first half of the 16th century. Even then, Western countries began to pursue the policy of comprehensive development deterrence with respect to Russia.

Since then, the algorithm for such a policy has not changed almost: the determination of the most vulnerable segments of life; the promotion of contrived claims and demands, most often of a political
nature; a hidden one-sided interest of domination; the development of fake legality and legal necessity; the formation of a sanction coalition with the aim of capturing competitive spaces and resources; methodical work in many areas to create crisis situations and country damage.

Mic measures of influence as indirect methods of influence originate from the first days of mankind emergence. Strong took food from the weak ones, influencing their mind, the first leaders and priests changed the plans of their relatives, subordinating them to their will. Later, in 433, for the concealment of runaway slaves and the plowing of "sacred" lands dedicated to the Greek goddess Demetre, a psephathism was proclaimed in Athens - the prohibition for the merchants from the city of Megar to enter the harbors of Athenian naval union on trade ships. After the collapse of the Megara trade, there was the cessation of grain imports and the threat of famine.

The history of ancient Rome had the ideas of economic and organizational weakening for strong opponents. During the Third Macedonian War, the attempts were made to mediate and threaten an alleged unification with Macedonia, and the Senate of Rome imposed sanctions on the independent island of Rhodes, and then its possessions were seized on the Balkan Peninsula. After the economic weakening of Rhodes, the change of trade routes, the island authorities were forced to sign an unequal treaty with Rome.

This example shows the desire of an economically stronger state to subordinate the territory of another country under its control, to use its resources in the future to strengthen its positions in the world. As well as several millennia ago, the mechanism of sanctions predetermines the expansion of the same USA, which, being mindful of anti-British actions in the American colonies at the outset of the eighteenth century and anti-American sanctions, avenge Russia skillfully, which, by the way, through its anti-sanction policy of armed neutrality, helped then the emergence of a new state formation - North American United States.

There is a lot of examples of sanction influence, which indicates the impossibility of a conflict-free world order introduction. Back in 1945, after the creation of the UN, the participating countries came to the understanding about the need to maintain the mechanism of compelling to the compliance with international legal norms, called sanctions.

The article 41 of the UN Charter refers their introduction to the prerogatives of the Security Council, but does not limit the right of individual states to apply this instrument of influence in interstate relations independently.

Since 1949, numerous American technological and other sanctions against the USSR have become permanent ones, indicating "a permanent economic war" [1]. Since 1990-ies, US policy has the formulations on the right of this country not only to interfere in the internal affairs of states, but also to change their political regimes through various technologies of "velvet revolutions" and sanction restrictions. History returned to the great-power ideas of ancient Rome. Only now political decisions began to be supported through the mechanism of rogue state "asset freezing" [2], and then their subsequent use through American banking structures.

**STUDY RESULTS**

When they refer to specialized literature, one can find several definitions of "sanction" concept (from the Latin "sanctio" - the strictest regulation).

Sanction is a legal norm element that provides unfavorable consequences for a person who violated the rules contained in such a rule norm.

International legal sanctions are collective or unilateral coercive measures taken by states or international organizations for a state. In fact, sanctions represent intermediate force forms of influence on a country-
opponent, remaining a warning about a possible transition of a conflict from a restrictive to a military form.

Considering that all types of sanctions are divided into diplomatic, communication, financial, economic, scientific and technical, sports, cultural, procedural and military ones, all of them concerned Russia, and the response was diverse.

Once, US President Woodrow Wilson saw various sanctions as "a comprehensive boycott of an aggressor".

What can Russia oppose to this economic war imposed for many years with aggressive political overtone?

Unfortunately, the country remains vulnerable without an intensive development of its own production potential. This requires a new industrialization based on the introduction of modern, competitive technologies.

One can not achieve full autonomy in any of the economy sectors, so it will be necessary to bring modern ideas together with their carriers through the creation of extremely favorable living conditions for the latter and the introduction of innovations into practice.

The creation of new machines and mechanisms predominantly on the territory of Russia will never eliminate the problem of the domestic technological backwardness. One of the ways out of this crisis can be the creation of joint substitute industries on the territories of the countries belonging to EURASEC and CIS countries, as well as in other technologically and economically interesting states through the mechanism of integration into international specialization [25].

Any conceived industrialization can not be carried out without a sufficient food provision. Russia refusal from a significant part of imported foodstuffs demanded the expansion of their production on its territory, as well as the search for new partners who did not join the sanctions against Russian state. This is a difficult task for decades.

The statement of Russian Federation President V. Putin at the Forum of Interregional Cooperation of Russia and Kazakhstan on the readiness of the import substitution program implementation in agriculture together with the countries of the Eurasian Economic Union is very important here [3].

There are the grounds for the implementation of subsequent specific activities. After the beginning of embargo, Russia replaced imported goods with domestic ones at the amount of 4 billion US dollars by early 2017, and the total decrease in food imports exceeds the amount of $ 40 billion (in 2014 this amount was $ 60 billion) [4].

After the signing of sanction law against Russia, Iran and North Korea by the US President, a lot of positions on the import of goods and technologies for virtually all sectors of the economy became even more vulnerable in the country. Here, economically and socially justified decisions are required to create a fundamentally different resource base than before, to revise the principles of natural rent obtaining and to attract investments on the principles of public-private partnership.

It is necessary to admit honestly that the nature of the new package of sanctions is the most dangerous one, which directly affects the implementation of strategic development programs of the country. It is important to identify quickly the strengths and the weaknesses in economy and governance, the threats and the opportunities of the state in order to increase its potential even in such an aggressive economic and technological environment. The most important sectors of the economy that can become the locomotives of development will require a special attention from the government, and the funds by reducing the same supervisory agencies in the country.
After the introduction of various sanctions, economic and technological constraints remain the most sensitive ones, which requires the protection of the domestic commodity producer through the mechanism of imported goods replacement by domestic producers. The erroneous strategy of fund obtaining from the raw material economy was broken down by political barriers at the international division of labor. The advantages of foreign goods and technologies through their acquisition through the currency from the incomes of natural rent have become increasingly inaccessible for Russia. An excessive complacency that a dialogue with Western countries and the US develops in a positive manner has led to an exclusive dominance of imports towards the country economy.

In machine tool industry it is estimated at 90% approximately, in heavy engineering - around 70%, in oil and gas equipment - 60%, in power engineering - about 50%, in civil aircraft construction - more than 80% [5].

The advantage was taken by the representatives of the US financial and political elite, having reinforced the positions on these and other sectors of the economy, clearing the access to markets and the development of all kinds of influence advantages in the world for themselves.

The introduction of certain special economic measures starting from August 6, 2015 to the prohibition of certain agricultural products imports to Russia is one of the authority reactions to economic sanctions on the part of a number of countries which joined the decision of the US President. And the first reflection of domestic production and agricultural structures was obvious: on the wave of patriotism, the idea of food import substitution was supported. Two years have shown that the volume of own production increase, and the replacement of former suppliers from Europe gave good results. But, it seems, these achievements are temporary ones.

The Federal Customs Service website notes that in the first quarter of 2017 the imports of the same meat increased almost twofold, cereals - by a third, milk - by almost 10%, and the imports of vegetable oil, sugar, vegetables and fruits also increased [6].

It can be concluded that the idea of import substitution, although supported and somewhat backed by financial assistance from the state, but has not acquired yet a systemic implementation mechanism. Modern situation requires a project-based program approach. An estimation of investment possibilities in agricultural production and the food industry is necessary for the next 20-30 years on the principles of intensive reproduction and new technological solutions. At that the solution of tasks on import substitution of agricultural products is just one of the segments of new national program for food security provision.

"Economist Intelligence Unit" company, with the financial support of "Du Pont" company, published the country global food security index for 2016, which has been compiled since 2012 [7]. The index rating is the scale from 0 to 100, where 100 is a complete food security.

The USA has the index of 89.0, Germany - 83.9, China - 64.2 and Russia - 63.8. The study takes into account three main groups of indicators of food security for countries: the level of food availability and consumption; the availability and the required level of food; the level of food quality and safety. These categories include 28 different indicators, the values of which are measured over a three-year period.

Russia in the world ranking of countries occupies the 43rd place, yielding 35 positions to Germany, where the main focus of the problem of food security is aimed on consumer right protection, the provision of the ecological safety of food and the preservation of the natural environment. In this regard Russia is focused mainly on volumes, without the payment of due attention to a deep processing of agricultural products and consumer protection from deception. Since 2002, the Federal Institute on Food Risk Assessment (BFR) for human health and environment has been operating in Germany.
Let's give only one example: from 1995 to 2014 the number of eco-enterprises in this country increased from 6.6 to 23 thousands, and the reserves of acreage increased from 310 thousand to 1 million hectares.

Russia needs political will only, to subordinate all necessary legal norms and organizational efforts to such goals.

The approval of the basic principles of food safety provision is equally important, which would ensure its competitiveness: the interaction between all levels of food production through the whole technological chain; the responsibility of an entrepreneur for the safety of his products in accordance with the provisions of the food law; the traceability and the documentary origin of applied raw materials; an independent scientific assessment of the risk to human health and environment; the division of authority between the areas of risk assessment and risk management; the warning about the real extent of a threat; a transparent communication of risk both at the level of the scientific environment, and in the spheres of economy, politics, mass media with the participation of consumer protection organizations.

Moreover, the production of food in the modern world is carried out not only by the agrarian sector of the economy, but also in scientific laboratories that offer their own designs for implementation in order to diversify the types of food and to increase the production of food by receiving other properties [9].

The experience of Canada is equally interesting, where the Action Plan for Food Security has been operating for many years. According to official statistics about 10% of the population in this country (more than 3 million people) have a low level of income. Each 10 Canadian family with the children under the age of 6 does not receive a sufficient amount of food. 800 thousand Canadian families (about 8% of the total) live below the level of food security. About two-thirds of the population has weight problems, most indigenous people live in remote areas and do not have access to healthy and cheap food products [10].

At present, Russia produces a sufficient number of basic food products (bread, potatoes, meat, milk, eggs) for domestic food market, so domestic farmers began to master the world market gradually and to switch to export-oriented development [11].

The psychological attitude of consumers to food in the world is such that they buy them, most often, without practical considerations. Often, emotions, bright packaging, the information about a well-known manufacturer influences the decision to purchase.

A new sanction situation requires a creative return to the development of own trademarks in the country and their promotion abroad. The word "brand" penetrated the minds of the domestic consumer a few decades ago. This word is translated as "verbal trademark". It always was the most powerful and memorable "identifier" of a particular product or a firm.

History shows many entrepreneurs of the Russian Empire who created great companies with their own brands. The merchant of the first guild, Alexander Chichkin, changed the dairy market of that time. By 1914 he had 91 stores, 2 dairies and a cream cheese branch, 40 oil processing stations. The plant processed 100-150 tons of milk per day, and 300 people guaranteed the quality of the domestic product produced by the company "A.V. Chichkin".

At the age of 64 years the businessman Stepan Abrikosov got free and soon opened an artery family production in Moscow. He supplied the pasta and jam from apricots throughout Russia. In subsequent years, his sons and grandchildren also cooked jam, made sweets and baked gingerbread. By the beginning of the 20th century, the company "Abrikosov" became one of the leaders of the confectionery market in the country.

Pyotr Smirnov was born from a serf family and inherited wine production skills from his parents. More than two decades have passed and the firm "Smirnov" produced more than 400 names of wine, liqueurs,
tinctures and vodka from grain alcohol. Later his son Peter developed a new brand for his vodka - "Smirnoff".

Grigory Eliseev, having inherited a private merchant fleet from his father, continued the development of the trading company "Trade Association "Eliseev brothers", where they sold gastronomic luxury: wine, fruit, sweets, colonial groceries. Now only foreign investors work under this brand in Russia.

In order to promote successfully the quality products of own trade marks on the market, it is necessary to solve a number of interrelated tasks: to ensure a single promotion with clearly formulated proposals and long availability of a certain category of goods with the participation of the state; to establish their good distribution in comparison with competing goods, to determine a flexible pricing policy in comparison with already known trademarks; to attract to commercial networks, which are the part of the oligopoly, to the implementation of domestic brands on favorable terms for them and buyers; to formulate the principles of umbrella distribution of own brands of products, on the basis of which the assortment will expand; to create an association of manufacturers of own trade marks in the country, etc. [27].

An example of this is the Russian retailer own brands "Magnit", "X5 Retail", "Auchan", "Metro", "Lenta", "Okay", etc. And if you consider that Russia has many consumers sensitive to product price, then their own brands with a flexible pricing policy can win the trust of buyers with purchase price decrease. Communication, product quality assurance, promotion, advertising and sales information are also important here.

Nowadays domestic food brands are not known outside of Russia. In Western countries we are familiar with our resource brands, which provokes a response to the country of origin. Meanwhile, nowadays the leading places in the markets are occupied by the companies investing in their trademark, which allows them to gain an economic effect, grab a significant share on the markets, and sell their product successfully.

An increased attention to own brands during the sale of food products affects the problem of so-called "unexplained value", which allows you to offer goods with a flexible pricing policy, as well as at prices that are many times higher than their cost price. In this regard, they developed the list of intangible assets capable of influencing the economic efficiency of an organization [12], brand promotion technologies were introduced everywhere.

Such assets are: technological (own technologies in the form of patents); special (know-how, copyrights, trade secrets); strategic (licenses, the position of natural monopoly and other preferential rights restricting competition); human resources (qualifications, skills and abilities); organization and culture (values and social norms); reputational: a company name, its own trademarks (the reputation of its products, honest relations with consumers, suppliers, a state and society).

The last lists - reputational assets contain the same brand that has value. In economics, its importance and value are considered as a function of its future income magnitude: if a brand (an own trademark) is able to bring more income to its owner, the higher its value and vice versa. Financial analysis is most important here to identify income during a brand use (an own brand).

The revenues related to the product labeled by the trademark are determined in the process of analytical work, the share of revenues is revealed provided directly by him - the additional value brought by the brand.

According to the most reliable method of the British company "Interbrand", world ratings of the value and the profitability of brands are formed at the present time [13].
World ratings are of a dual nature: on the one hand, they characterize the results of a firm performance, assessing its reputation in the light of public opinion, and on the other - if the position in the ranking is quite high, they strengthen its position in a competitive environment. In this case reputation involves the confirmation of company merits and demerits. As a rule, management quality, the quality of represented products, financial stability, the return on assets, investment attractiveness, etc. are taken into account as reputation parameters.

With systematic work on the promotion to the markets of full-fledged domestic food brands, there is an opportunity to apply not only this, but also other methods. This will allow domestic agricultural producers to stand out among competitors, having changed the consciousness of consumers in favor of domestic food product purchase, and to get good profits from reputational assets.

Unfortunately, Russia does not yet have a universally recognized institution for an objective assessment of company reputation, but with the development of its own trademark system, this process is likely to get a powerful development.

On the whole, recognizing the scientific results of various authors, it should be noted that the modern toolkit for analysis and economic efficiency evaluation concerning the use of own trademarks is wide enough and includes a large number of various indicators and criteria. This indicates the shift in economic priorities towards an increasing use of intangible asset possibilities.

A good source of support here is the research of foreign scientists who formulated scientific, theoretical and management approaches to the understanding and the use of reputational assets as an independent management object. Scientific-theoretical approaches were successfully formulated in papers by Ding Y., J. Richard, H. Stolowy [14], Raub W., J. Weesie [15], K. Weigelt, C. Cawerer [16] and R. Sanchez [17] who argued that there are reputational factors in practice used to generate additional revenue; reputation is used in competition consciously and this advantage must be used: having a "soft" character, such assets are inseparable from an organization, are extremely useful for economic efficiency, and can not exist outside an organization independently.

The supporters of the management approach Dalton J., S. Croft [18], L. Edvinsson and M. Malone [19] considered image factors as the options of return maximizing in the short term, their investment attractiveness, the excess of the market value of business over the book value of assets through commercialization of business reputation part.

It turns out that the legitimacy of attention to reputational assets finds confirmation in its fundamental properties inherent to all assets in general, and they are uniquely able to bring to the owners an additional income through their own product brands, which was called an "unexplained value" in our analysis.

In order to feel the importance of agricultural products for domestic producers, an own brand and reputation assets, or business reputation, there is an opportunity to address to foreign experience once again. It is not so bad and it is strategically justified in many ways.

The term and the category "business reputation" is used in domestic legislation of Russia as an analogue of the English economic term "goodwill" with a valuation mainly for the designation of an inalienable intangible good. The concept of a legal entity business reputation in RF Civil Code is far from the meaning, carried by the term "goodwill".

The literal translation of this word from English is "good will" or "good name". During more than a century of reference to this intangible asset Western scientists, economists and management experts have calculated that 'goodwill' is invisibly present in every product offered by the markets, adding a certain added value to it, primarily for quality and through consumer valuation. There is a case when the French
The Turkish Online Journal of Design, Art and Communication TOJDAC December 2017 Special Edition

private producer of "Lactalis" dairy offered € 1.3 billion at the end of the 20th century for one of the most famous yogurt brands "Yoplait", and then he strengthened his financial position significantly [20].

Under the conditions of the declared "trade war" against Russia, there is an urgent need for major changes related to the improvement of domestic food product quality in accordance with world standards and the access to world markets. It will be necessary to make prompt changes in domestic legislation, since the very term "business reputation" is reserved now only for credit organizations and banking groups in Bank of Russia Letter No. 92-T "On the organization of legal risk management and the risk of business reputation loss in credit organizations and banking groups" issued on June 28, 2005.

Since 2012 in accordance with the Federal Law No. 208-FL "On Consolidated Financial Statements" [21] issued on 27.07.2010, International Accounting and Financial Reporting Standards (IFRS) are being implemented in Russia. First of all, they are necessary to attract financing, including foreign investments. Secondly, foreign partners are always interested to observe the financial position and the legality of Russian organization work. Thirdly, these standards are used for internal organization purposes, since they reflect the economic essence of operations better and are more suitable for management reporting.

The close relationship between IFRS and domestic organizations, which seek to obtain additional competitive advantages from their own food brands, makes it possible to change the attitude towards "goodwill".

For example, "goodwill" under IFRS №3 "Business merger" is the difference between an enterprise price and fair value of all its assets.

But in accordance with the Russian regulation No. 14/2000 "Accounting for tangible assets", this is the difference between the price of an enterprise and the value of all its assets and liabilities on a balance sheet. And this difference can be both positive and negative one. A positive difference is seen as a surcharge to the price paid by a buyer for the anticipation of future economic benefits, and a negative one (badwill) is seen as a discount, when a company is sold below the market price. This is a negative business reputation, which should be recognized immediately in an income statement [22].

It should be noted that the IFRS-3 standard, unlike the Russian provision, excludes the concept of negative difference (badwill) as such. In this case, a reassessment of the identified assets is recommended. If "goodwill" retains a negative value, its value is written off at the expense of profits and losses as a profit.

Today, reputational assets are not included directly in the list of intangible assets listed in Chapter 25 of EF Tax Code [23]. But it remains open, therefore, it can include other types, including reputational assets. To do this, they must meet the requirements of "intangible asset" category and the conditions under which they are taken into account when income tax is added.

The change in policy with an emphasis on an intensive expansion of domestic food brands, i.e. an increase of reputational asset share in a firm fixed capital, can indicate its innovative strategy indirectly and a constant increase of competitive advantages.

CONCLUSIONS
There is no doubt that sanctions require significant efforts and attract many additional resources to overcome them. It is important not to allow their further escalation, since the required efforts become prohibitive ones, which will inevitably influence the quality of life in the country. The role of diplomacy, as well as legislative and executive authorities is extremely important here: an autarkic, closed way of development is much more evil than complex sanctions to counteract the development of a country economy.
In this situation, the Development Strategy until 2020 is subject to immediate review. The exhaustible resources of oil and gas will be decreased for future generations. And only modern economy branches can provide the state with the advantages for further development. If this does not happen, all the accumulated means in the funds and foreign assets will have to be used intensively to provide population with food.

Russia still has a chance to make a very painful pressure on the US corporate sector in response to the tightening of sanctions - the boycott of American "fast food" and food products offered by McDonald's, KFC, Burger King. The imported products of these companies can be under certain special economic measures, and then other restrictions on purchases can be performed for trade networks. This will raise those domestic food enterprises that can enter the markets with their own brands.

American corporations own the following food brands: "Mars", "Kraft foods", "Pepsico", "Coca-Cola". Buying the products from these companies, we sponsor the US economy actively: the same "Pepsico" has long acquired the rights to produce soft drinks in Russia, "Aqua Minerale", "Russian Dar", "Essentuki", "Springs of Russia", and juices "I", "J7", "Fruit Garden", "Frugurt", "100% Cold". Such dairy products as "House in the Village", "Agusha", "Imunele", "Cheerful Milkman", "Kuban Burenka" are also produced at its enterprises.

The modern social-economic reality in the country is such that the producer of agricultural products belonging to the category of small business is discriminated by large food enterprises and trade networks [26]. According to Rosstat, by the beginning of 2016, the total amount of authorized capital of large food enterprises was equal to 279.93 billion rubles. At the same time, foreign investors received an amount equal to 161.30 billion rubles. Thus, the share of foreign capital in this branch of Russian economy was 57.7%. Taking into account the fact that in a number of enterprises of the industry foreigners do not have 100% of the authorized capital, but somewhat less, although they control the activity through the participation in management, it can be assumed that at least 2/3 of Russian food industry is controlled by foreign capital [24].

In any case one must not call for a review of the earlier proposed "rules of the game" in the production and sale of agricultural products and food products, but it is necessary to take this into account in strategic development programs.

There is no doubt that the seizure of retail trade is carried out everywhere, and therefore, small business has no prospects to be present with its food products in this area of product sales. Additional organizational and legal solutions are required that would allow to change this situation.

The peasant way of life in Russia is a unique phenomenon. It incorporates the daily economic functions of family members, a continuous process of life support, the division and the cooperation of family work, the transfer of life experience and inheritance, the motivation for a family creation to live in rural areas and much more.

Today, RF Government should understand that the secret of the social and economic efficiency of agricultural production is not only in the amount of financial investments to this sphere, but primarily in the creation of household, social and cultural conditions of the villager life, in the support of collective labor psychological motives on the land, in birth rate increase and in economic independence of a rural worker.

If we take into account that peasant farms in other countries have been developed over many generations and through the institution of private property, then it is possible to estimate how many years it will take to create the conditions mentioned above. But the reality is that the existing legislation on the development of agriculture needs to be changed radically: the preservation and the enrichment of life and lifestyle, the creation of strong technologically-equipped farms will stop the process of impoverishment and the
reduction of rural settlements. Otherwise, the ideas of import substitution will be realized only fragmentarily, and the country will still have to import food from overseas territories.

By the way, there is an example of such an integrated approach during the preparation of the targeted program "Ural Village" in Sverdlovsk Region.

Special trade food brands perform the function of added value increase, affect the level of profitability, sales volume growth, increase the wages of employees, etc., which indicates the effectiveness of reputational assets.

The widespread development of domestic food brands promotes the capitalization increase of an organization assets, especially joint-stock companies, which increase the likelihood of the exchange value of shares and the accumulation of their own sources of investment.

The main instrument of an organization reputational asset development with its own food brands is a close contact with media, the performance of PR campaigns, the establishment of links with non-profit and public organizations, and the development of sponsorship and charity programs.

The import substitution of food becomes the part of the country long-term strategy, which requires the inclusion of all industries, the creation of appropriate institutional and infrastructural conditions, the strengthening of property right protection and the overcoming of "instability" in the adoption of rules for the further behavior of all market participants, and an additional stimulation of agricultural production participants.

CONFLICT OF INTERESTS
The authors confirm that the presented data do not contain a conflict of interest.

ACKNOWLEDGMENTS
The work was prepared with the support of the FSBEI HE of the Ural State Agrarian University.

REFERENCES
"Exile countries" is an inaccurate translation of the term "rouge states" used by the United States to describe the political regimes of the countries that they consider to be a threat to peace.
Samofalova O. Productive import substitution proved to be extremely profitable [Electronic resource] URL: https://www.vz.ru/economy/2017/2/7/856775.html
The guarantor. RU: [Electronic resource] https://www.garant.ru/article/630000/#ixzz4N3Thh269
Usov A. "The triumph of import substitution in 2017, the import of goods to Russia increased by a quarter" https://newdaynews.ru/economy/596735.html
Voronin B.A. The development of Russian agriculture under the conditions of sanctions // Agrarian education and science. №2, 2016. p. 17.
Katasonov V. RF food security is being destroyed by foreign capital [Electronic resource] https://svpressa.ru/economy/article/177180/