



USE OF THE MARKETING SYSTEM TO INCREASE THE VOLUME OF EXPORTS OF FRUITS AND VEGETABLES IN NAMANGAN REGION.

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ANNOTATION

This article reflects the problems of fruit and vegetable exports in Namangan region, their solutions and prospects.

Keywords: *fruit and vegetable products, processing system, supply, quality standardization, agrocluster, important aspects of cluster, export, competition, competitiveness, foreign market, buyer, logistics, marketing.*

INTRODUCTION

Consistent development of production through radical reforms and structural changes in the country, provision of the population with food products, expansion of production of environmentally friendly products, significant increase in the export potential of the agricultural sector are among the important tasks to be implemented in the future.

The "Strategy of actions on five priority areas of development of the Republic of Uzbekistan for 2017-2021", approved by the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No PF-4947, sets specific tasks for modernization and accelerated development of agriculture.

First of all, in the period from 2016 to 2020, due to the reduction of the area under cotton to 170.5 thousand hectares and irrigated grain to 50.0 thousand hectares, the area under potatoes will be 36.0 thousand, vegetables 91.0 thousand, intensive orchards 18.0 thousand, fodder crops 50. Further optimization of arable lands will be carried out in connection with the expansion of oilseeds to 14.0 thousand hectares and vineyards to 11.2 thousand hectares.

As a result of work on optimizing the composition of arable land and increasing productivity, the volume of agricultural production in our country will increase significantly.

Today, the vast opportunities created for farmers and entrepreneurs in our country, the radical reforms in agriculture, special attention paid to the development of horticulture and fruit and vegetable growing are yielding great results.

As noted by the President of the Republic of Uzbekistan Shavkat Mirziyoyev in a video conference on February 6 on "Increasing exports in sectors and regions of the economy," the main factor in increasing export-economic stability. The only way to increase foreign exchange reserves is to increase exports.

MAIN PART

As a result of measures taken to facilitate and support export activities in the country, last year the volume of exports amounted to 14 billion 258 million dollars, an increase of 13.6%. Over the past two years, the

geography of exports has expanded to 50 countries and reached 140. 120 new types of products were exported. The share of finished products in exports amounted to 56%, and regional industrial exports increased by almost 1.7 times. However, the export potential of our country is still not fully used,"he said.

The peculiarities of the market of fruits and vegetables and grapes, in particular, the large number of producers and consumers, the seasonal nature of production, especially horticulture and viticulture are inextricably linked to natural and climatic conditions, rapid perishability, difficulty of storage and transportation. produces. These features have an impact on the organization of the economy of the fruit and vegetable and viticulture complex.

Domestic stocks are sufficient for sale in foreign markets, especially in markets not occupied by CIS countries. It can take the lead in these markets with minimal marketing principles.

However, there are also specific problems in the system of cultivation and processing of agricultural products. Most farms have a small amount of fruit and vegetables, they are not fully connected to the supply chain, the demand for quality standards does not have a single system across the industry. At the same time, due to the lack of modern refrigerators, storage facilities, defects in packaging, the bulk of the products grown are exported to the domestic market. At the same time, high supply relative to demand lowers the price of the product, resulting in the loss of much of it.

A new solution to this problem can be found in the application of agroclusters to the industry. An important aspect of the cluster is that it integrates the processes from production to export: producer, buyer, processor, transport, marketing and monitoring, export.

In some districts, fruit and vegetable yields are high, but efficiency is low due to poor organization. For example, due to poor harvesting, poor quality storage, lack of cooperation with processing enterprises, lack of modern refrigerators, 25-33% of the harvest is lost during transportation and harvesting. In addition, along with our opportunities and advantages in the field of fruit and vegetable exports, the lack of quality standards, technical, sanitary, hygienic, phytosanitary, environmental and other requirements for fruit and vegetable products in world markets in our country within ISO and Global GAP standards, infrastructure in export corridors Inadequate development of facilities, service and transport logistics systems, technical equipment of customs posts, low capacity of cargo handling, storage and service, low level of mechanization of fruit and vegetable growing, relatively low productivity of fruits and vegetables, long-term storage of fruits and vegetables varieties with high carrying capacity, lack of seeds, unsatisfactory work on sorting fruits and vegetables, beautiful packaging and design improvement, special refrigerated storage capacity that keeps products at the same temperature there are insufficient, long-distance transportation of fruits and vegetables, specially equipped vehicles, consulting and service services to promote the export of fruits and vegetables, underdeveloped infrastructure and other similar shortcomings.

The fruit and vegetable market consists of various participants in economic relations. They can be divided into the following links and groups, depending on the nature of their participation in the overall chain of reproduction processes from production to final consumption:

- a) growers of agricultural products in the form of raw materials;

- b) enterprises for the preparation, acceptance and storage of fruit, grape and vegetable products;
- c) fruit and vegetable processing and packaging enterprises;
- g) sales network for the sale of products, etc.

As mentioned above, the composition of participants in economic relations of the fruit and vegetable market is large and diverse in nature.

For centuries, Uzbekistan has exported dried fruits to neighboring countries. At present, the industry has a great opportunity to further expand its export potential and find real consumers in the world market.

Given Uzbekistan's climatic conditions and geographical location, the fact that we have a major market to meet the demand for these products from our neighbors and our main partner, the Russian Federation, can increase our prestige in foreign economic activity.

In our opinion, the establishment of clusters is one of the important factors in order to strengthen cooperation and increase the role of various economic entities involved in the cultivation, processing and sale of food products.

The purpose of the agro-cluster is to create competitive production of enterprises based on the organization of innovative production in the regions, specializing in the production of the same product, processing enterprises and a single chain of education, science, engineering, consulting, standardization, certification and other services. and exporting them.

It is expedient to organize agro-clusters taking into account the regional specialization. This, firstly, saves transportation costs, and secondly, prevents deterioration and loss of product quality as a result of long-distance transportation.

In Namangan region, we consider it expedient to take into account the natural and climatic conditions of the regions, the cultivation of fruits and vegetables, the rich experience and skills of the local population.

In Namangan region alone, 654,575,000 tons of vegetables, 224,137,000 tons of fruits, 70,678,000 tons of melons and 115,236,000 tons of grapes were grown last year. Compared to the same period last year, vegetables increased by 105.1%, fruits by 110.1%, melons by 103.7% and grapes by 100.9%.

The work on the development of fruit and vegetable processing is bearing fruit. Currently, the share of processed, dried and frozen products in the composition of fruits and vegetables exported abroad is growing.

Today, economic reforms aimed at increasing food production consist of a number of necessary areas and independent systems that are interrelated in their content and purpose. Most importantly, the establishment of production from small and private enterprises based on non-state forms of ownership is a necessary requirement of a market economy, because the economic basis of production in any society is property and its ownership.

Analyses show that in developed countries, more than 50 percent of fruits and vegetables grown in countries such as the United States, France, Germany, the Netherlands are processed and consumed.

In our opinion, one of the main reasons for the low capacity of fruit and vegetable processing enterprises in Namangan region is the inefficient organization of production activities. Therefore, the organization of agro-clusters is one of the most pressing issues for the effective organization of processing enterprises.

CONCLUSION

In short, firstly, to develop the legal, organizational and economic framework of the agrocluster, secondly, there is a lack of marketers who study the export markets based on marketing principles, thirdly, to provide financial support to exporting enterprises, especially those in the newly established agrocluster system; fourthly, in order to eliminate this shortcoming, it is necessary to organize training in the field of management, marketing in the region.

As a result of these measures, the level of processing of fruits and vegetables will increase, the development of industry in rural areas and the creation of new jobs, the development of fruits and vegetables, the increase in value added tax, the expansion of the range of finished products and quality. leads to an increase in the competitiveness of processed industrial products in sales in domestic and foreign markets.

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