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FOREIGN EXPERIENCES IN THE DEVELOPMENT OF THE FRUIT AND VEGETABLE SECTOR IN SUSTAINABLE SUPPLY OF FOOD TO THE POPULATION

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Annotation

This article examines the indicators for assessing the state of sustainable food supply in the Russian Federation and the experience of food programs in the United States and other countries.

The development of clusters in the countries will develop the economy of the region along with solving many socio-economic problems. Based on the analysis of the value chain in horticulture and based on the identified problems, it is necessary to modernize the whole chain to increase the added value of products.

The final address of marketing channels and products

increase farm productivity by expanding, strengthening land reclamation and water use measures, supporting internal improvement of production technologies, searching for innovative ways to disseminate knowledge and experience, optimizing crop areas and expanding successful horticulture development programs; It is necessary to strengthen support for food quality and safety standards and support export markets for high value-added products by creating a brand for Uzbek fruit and vegetable producers. Implement these measures value chains

improve and develop products with high added value

helps to remove.

In terms of foreign experience, the Russian Federation officially uses a system of indicators to assess the state of sustainable food supply in the areas of consumption, production, management (Table 1) in accordance with the Doctrine of Sustainable Food Supply (Table 1).

Table 1 Indicators for assessing the state of sustainable food supply in the Russian Federation

Consumption area	Production area	Area of management
1. Resources available to households by population groups. 2. Provision of space for trade and catering at the rate of 1000 people. 3. Consumption of food products per capita. 4. The volume of targeted assistance to the population. 5. Calories in a person's daily diet. 6. Daily human intake of protein, fat, carbohydrates, vitamins, macro-and micronutrients. 7. Consumer price index for food products.	1. Volumes of production of agricultural and fish products, raw materials and food. 2. Import of agricultural and fish products, raw materials and food. 3. Support of agricultural and fishery producers, producers of raw materials and food at the expense of budgetary funds, at the expense of sold products, rubles. 4. Productivity of land resources used in agriculture. 5. Volumes of food products sold by trade and catering organizations.	1. Volumes of food products in the material resources of the state. 2. Stocks of agricultural and fish products, raw materials and food products.

In addition to these indicators, the criterion for assessing the state of sustainable supply of food to the population is the share of domestically produced agricultural and fishery products, raw materials and food products in total domestic resources in the domestic market (including transit stocks). This risk threshold is set out in the Doctrine above regarding the main types of food:

- in relation to grain products - not less than 95%;
- sugar (sugar) - not less than 80%;
- Vegetable oil - not less than 80%;
- Meat and meat products (including meat) - not less than 85%;
- Milk and dairy products (in terms of milk) - not less than 90%;
- Fish products - not less than 80%;
- Potatoes - not less than 95%;
- salt - not less than 85%.

In our opinion, the system of criteria and indicators for assessing the provision of sustainable food supply to the population at the international, national and regional levels, proposed by AN Anishenko, V. Uskova, R. Yu. Selimenkov, AN Chekovinsky, is noteworthy. .

Procurement information should be divided into several blocks: for all (citizens, public organizations, potential suppliers, interested government customers, etc.) only for government customers (on their own orders, purchases of other customers to the extent necessary for accurate market analysis for higher authorities (procurement of subordinate organizations) and supervisory authorities (for all procurements). All information on public procurement should also provide information on new purchases and prices that occurred in previous auctions. closed section data allows you to track the procurement process at all stages of the procurement cycle.

The creation of such an information system will be an important step in the development of a public procurement control mechanism and will serve as an effective tool for uncovering abuses that may

occur in the public procurement process. Such abuses include not only corruption (the purchasing official gives preference to a particular supplier for a fee), but also fraud (even if the supplier knows he cannot deliver on time during the sale, lowering the price). The law should prevent such abuses. They can be identified not only on the criteria of violation of the procedure in Law 94-FZ, but also on the significant difference in price from market prices (up in corruption, down in fraud). Deliberate price reductions do not mean budget savings. This can lead to the failure of the state order, serious risks in the use of goods, works and services.

These approaches significantly complicate the functions of those involved in the analysis and control of public procurement. In such cases, antitrust services will also need to be more active. For the process to be effectively regulated, higher regulators will need to focus on large-scale procurement.

The solution of the above-mentioned tasks will remain important in the medium and long term for the effective functioning of the public procurement regulation system. The rules for placing orders for technically complex, innovative and unique products and services (including scientific research and experimental design work) should also be clarified in the first place.

In short, one of the most important tools to increase the effectiveness of agro-industrial marketing is the organizational structure of its existing institutions at all levels. Marketing policy in the ASM of the Russian Federation is carried out at the macro level in accordance with the relevant structural units of the Ministry of Agriculture of the Russian Federation.

The legal and financial support of the state is needed to support the development of agricultural marketing in ASM. Marketing research at all levels of the agro-industrial complex, a rational and objective assessment of the situation in the food market agriculture, its processing industries, identifying its weaknesses, defining prospects, direct and indirect assistance to local producers and a number of related to the country's food market allows problems to be solved.

It is important to understand that without fundamental approaches to the study and solution of fundamental issues related to the history and philosophy of marketing, marketing cannot develop as a science, which in turn leads to stagnation in the economy as well as major problems facing product producers and consumers. Differences between large and small enterprises of agro-industrial products and production and technical goods, the scope of work related to marketing and the specificity of the methods of its implementation are reflected in the suitability of these methods for this or that branch of ASM. It is self-evident that there are differences between the marketing of agro-industrial products and the goods of production and technical direction, and this should be taken into account when choosing an organizational system and methods of marketing management.

One of the main goals of the gradual economic reforms in the agricultural sector of the economy is to increase the prestige and competitiveness of the national economy in the world economic system, deepen structural changes, modernize agricultural enterprises and increase production and economic efficiency. full satisfaction of the requirements of the food industry, the processing industry for quality raw materials, the formation of a system of organizational, economic and legal relations that meet the requirements of modern market relations in agriculture.

That is why the President of our country said, “It is very important for us to radically increase the efficiency and diversify agriculture, which is a strategic sector. In particular, the development of the agricultural sector, the processing of agricultural products on a cluster basis and ensuring a sustainable food supply to the population will remain our top priority. ” In this regard, it is important that the responsibility for the development of farms and dehkan farms, the need to create conditions for their comprehensive improvement, and the establishment of legislation.

It depends on the level of development of cooperation and joint activities between the entities involved in the processes of cultivation, processing, transportation and sale of finished products of agricultural products. According to the scientifically based food norms established for the population of Uzbekistan,

for normal development, each person should consume an average of 87.6 kg of fresh fruits and berries, 25.5 kg of grapes and 11.0 kg of dried fruits per year. However, in practice, there are enough opportunities to achieve this, but in fact consumption is only about 25-30% of the norm.

In this regard, the future development of agriculture, especially the fruit and vegetable sector, requires structural reforms in the country's economy, ie a coordinated approach to production in all sectors of the economy, a completely new approach and principles in establishing organizational and economic relations.

According to the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 PF-4947 "On the Strategy of further development of the Republic of Uzbekistan" and the first appendix to this decree, five priorities for the development of the Republic of Uzbekistan in 2017-2021 are identified.

At a time when the world's population is growing rapidly and their need for food and agricultural products is growing, the main sector that provides them, namely the deepening of agrarian reforms in agriculture, food security, social protection, is effective. requires the creation of a system. Therefore, farmers and dehkan farms, which supply products to the food market, also have responsibilities.

Along with the diversity and uniqueness of each country, it is possible to identify the key components present in developed countries.

It is possible to use the successful experience of foreign countries in the supply of fruits and vegetables in Uzbekistan. Today, in the context of globalization of the economy of each country, the export potential of the country's agro-industrial complex has the ability not only to produce agricultural products for domestic consumption, but also to effectively compete in foreign markets.

In the context of the development of agriculture and its impact on foreign economic activity, natural factors, resources are also important in the context of the development of certain sectors of the agro-industrial complex in certain areas.

In the organization of foreign economic activity of the agro-industrial complex forms the mechanism of fruit and vegetable export of the agricultural sector, which is not only an integral part of the export potential, but also a function of its implementation.

In addition to the existing conditions and factors, joining the modern global value chain in a competitive environment requires high labor productivity, in other words, continuous functional improvement.

Seed, cultivation, processing and packaging, export, retail trade play an important role in the production and sale of fresh vegetables and fruits.

For enterprises with high opportunities in the market, it is characterized by faster changes in technology and, accordingly, product requirements. In turn, there are some factors that affect the export of fruits and vegetables, including geographical location or climatic conditions, market access strategy, global market conditions, human resources, consumers, research and development and innovation costs, customs tariffs and non-tariff. regulation, direct subsidies from the state, development of the transport and logistics system, etc.

According to a study by the World Health Organization, 150-200 grams of fruits and vegetables are consumed in developing countries instead of the recommended 400 grams per person per day. According to the World Health Organization's guidelines for proper nutrition, each person consumes 45 kilograms of meat, 15 kilograms of fish, 250 liters of dairy products, 126 loaves of bread, 250 eggs, 36 kilograms of sugar, 12 liters of vegetable oil, 40 kilograms of potatoes per year. He should consume 180 kilograms of vegetables and 78 kilograms of grapes and fruits. To this end, special attention is paid in our country every year to improving the quality of food products and increasing the range of

agricultural products.

Total fruit production around the world is growing year by year. The largest fruit producers are China (20% of total world production), India (13%), Brazil (6%), the United States (4%) and Indonesia (3%).

According to industry experts, the best fruit yields are in the United States (average 23 tons per hectare), Indonesia (22 t / ha) and Brazil (16.5 t / ha). In the largest producer countries, India and China, the average yield is 11.6 tons per hectare, which is slightly higher than the global average (11.3 t / ha).

In the current situation, increasing vegetable production and increasing the economic efficiency of the industry is of national importance, as fruit and vegetable products are one of the most important components of the national economy for the domestic market, which is important not only in the economy but also in solving human nutrition problems.

The volume of the main types of fruit and vegetable products in the world market is about 70 million tons or about 67 billion. dollars.

Russia spends $ 2.5 million a year produces about a ton of fruit, mainly seed crops - apples, pears and others. The average yield in Russia is 10 tons per hectare, which is a good indicator given the agro-climatic conditions.

The best-selling fruit on the world market is the banana. In 2018, the volume of world imports will exceed 20 million tons or 14 billion. dollars. Almost 15% of all bananas produced in the world, ie more than the domestic market, are supplied to the world market. In terms of trade, citrus ranks only 2nd: 15 million tons grown, valued at $ 13.4 billion. U.S. dollar surplus at the same time a portion is exported, citrus is consumed in most countries, compared to bananas. The share of supply to the world market is only 8% of production.

Spain is the world's leading citrus supplier ($ 3.6 billion per year). This is due to the contribution of China and South African countries (about $ 1 billion annually). Over the past 5 years, supply growth has only contributed to the Chinese state. In terms of this money, the volume of citrus deliveries from this country is important. Chinese agriculture specializes in delivering cheap fruit and vegetable products to the domestic market and is constantly striving to increase volume and reduce the cost of supply products.

In the segment of seed crops - apples, pears, the largest supplier is also China (more than 15% of the world market, $ 1.5 billion per year). Large volumes are also supplied by the United States (13% of the market, $ 1.2 billion) and Italy (12%, $ 1.1 billion). The largest importers of apples and pears in the world are Germany, Great Britain, Belarus and Russia. It also leads the world grape trade market to Chile (16% market, $ 1.5 billion) and the United States (13% market, $ 1.25 billion). The main buyers of grapes are the most economically developed countries - the European Union, Hong Kong.

In order to ensure a sustainable food supply in the United States, there are social programs aimed at providing food to the poor, children, retirees, as well as programs on rational nutrition and healthy lifestyles. 35-40 billion annually in the country. dollars will be directed to the implementation of food assistance programs to the population.

Food aid programs have played an important role in the context of the global financial and economic crisis. In March 2009, 33.157 mln. person used. This is 600,000 more than in February. By the beginning of June, every ninth American had managed to get a product based on food stamps. On average, each food voucher program participant received $ 114 per month. The U.S. Congress spent $ 54 billion in 2009 to fund programs. $ 60 billion in 2010. dollars were allocated.

Table 2. Food programs in the United States[1]

Program	Description	Shacklanish Principlari
Supplemental Nutrition Guide	72% of the total federal food budget is $ 68.3 billion. directed	Transferring funds to debits called plastic cards for food aid. Specialized system of automatic accounting of payments
Free and discounted school breakfast and lunch program	$13.7 billion 43 million Children	Funding will be provided through direct paid subsidies for the purchase of food for school breakfasts and lunches.
Supplemental nutrition programs for pregnant women and women with children under 5 years of age	$6.7 billion 9 million Children	Funding was provided in the form of federal grants

The experience of Canada in ensuring a sustainable food supply to the population is also noteworthy. In the 2016 ranking of the world's food security, Canada ranked 7th. In 1998, the Action Plan for the Sustainable Food Supply of Canada was developed and implemented. In accordance with this plan, specific measures have been identified for the participation of government agencies and public organizations in the activities of the world community to ensure a sustainable food supply to the population.

The urgency of ensuring a sustainable food supply in Canada is explained by the fact that 10% of its population (over 3 million people) earn a low income. Also, every tenth child with a child under the age of 6 is not adequately provided with food. About 8% of the total number of families, or 800,000 families, live below the level of sustainable food supply. Two-thirds of the population has weight problems. A large proportion of the country's indigenous population lives in remote areas and does not have access to healthy and inexpensive food. Therefore, one of the priorities of Canadian public policy is to support the provision of food to the people living in the northern and arctic regions of the country. In 2007, the government adopted a five-year program called the Northern Strategy of Canada. Under this program, state subsidies are provided for food orders for people living in remote areas. This benefit is available to residents of the Yukon, North-West and Nunavit regions of the country, as well as other settlements in the northern part of the country.

In Canada, people earning less than $ 900 a month are exempt from taxes in order to provide social protection to the poor. This will allow them to be provided with food.

The main goal of the agrarian policy of the EU countries is to ensure a stable food supply to the domestic population. This policy began in the middle of the last century. In the period from the 1950s to the mid-1970s, Western European countries provided direct subsidies to agricultural producers for the purchase, construction and re-equipment of machinery in order to provide for their own food. As a result of this policy, a full supply of food has been achieved.

Since 1992, the level of support for agricultural prices in EU countries has been reduced, and the transition to direct payments to farmers has begun. The agricultural policy reform, which began in 1998, aims to reduce the share of support in budget expenditures and guarantee a minimum price level, increase compensation payments to farmers and environmental protection costs, and lift restrictions on grain production. These measures are aimed at reducing consumer prices and improving the quality of agricultural goods, which will result in the export of goods without subsidies and the rapid adaptation of markets to consumer demand.

If we look at the world experience in determining the surplus of fruits and vegetables in the domestic

[1]That source.

market, the state of Ukraine also shows the pace of development among the entire agricultural sector, and there are several reasons for this. Ukraine is not only the largest country in Europe, but also has a unique soil and the most favorable climatic conditions for growing vegetables, fruits and berries.

Thus, the share of nuts in this period was 45% of the total value of fruit and vegetable products exported abroad. The main importers of Ukrainian nuts are Turkey, Greece, France, Azerbaijan, Iraq, the Netherlands, Romania, Lebanon, Bulgaria and Germany. Ukraine is one of the world's largest exporters of walnuts, with Ukraine being one of the world's three largest exporters of walnut kernels, followed by the United States and Mexico. Many countries are now actively developing and exporting nuts for the domestic market.

Recently, the number of supporters of healthy eating and a generally healthy lifestyle is increasing, for which consumers are increasingly paying attention to fruits, vegetables and berries, increasing the share of these products in the daily diet.

It is known from the experience of developed countries that by identifying the surplus of fruit and vegetable products in the domestic market, it will be possible to form an additional reserve..

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