

THE ROLE OF MARKETING IN IMPROVING THE SYSTEM OF AGRICULTURAL PRODUCTION

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Abstract

This article is devoted to the development of marketing services in agriculture, in particular to the production of fruits and vegetables. The features of marketing in the activities of exporters of agricultural products are shown.

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Today, comprehensive measures aimed at expanding production, storage, processing and export of fruits and vegetables are being implemented in the country. For the implementation of projects for the intensive development of fruit and vegetables, the area under crops has been significantly expanded, additional capacity for storage and processing of fruits and vegetables has been launched, financial resources, including funds from international financial institutions are being actively attracted. For example, in January-December 2019, 8% of investments worth 189924.3 billion soums were directed to the agricultural sector. As a result, the volume of agricultural production this year amounted to 215.7 trillion soums or 102.7% compared to 2018, including agricultural products - 108.3 trillion soums (103.7%), livestock products - 107.4 trillion soums. .souv (101.7%). [1] It should be borne in mind that the export of cotton fiber in agricultural production is declining and the cultivation of agricultural products is diversifying.

With the abolition of cotton monopoly, the main areas are divided into horticulture, viticulture, fruit and vegetable growing and viticulture. At the same time, new agricultural products are being imported to our country, but they are highly valued in the world market. The following table shows the dynamics of agricultural production in the Republic of Uzbekistan. (Table 1)

From the data in the table it can be concluded that the volume of agricultural production in the country is growing. We observe an increase in the physical volume of almost all types of crops. Despite the fact that the year will be difficult for the nine months of 2020, the volume of production is growing.

Table 1. Information on the cultivation of agricultural products in Uzbekistan in 2018- 2020 [1]
т/п

Name of agricultural product		Production capacity, thousand tons			
		2018	2019	Growth , %	2020-year January-September
1	Cereals	6375,4	7187,4	112,7	6667,1
2	Potatoes	2750,1	2950,9	107,3	2432,1
3	Vegetables	9635,1	9945,4	103,2	7630,4
4	Melons	1904,9	1922,2	100,9	1399,1
5	Fruits and berries	2589,7	2739,6	105,8	2067,7
6	Grapes	1564,5	1595,2	101,9	1275,3
TOTAL		24820	26341	106,1	21472

It should be noted that the agricultural sector plays a significant role in the implementation of the strategy to increase the export potential of the country. We can see from the table below that the share of agricultural products in the country's exports is growing. (Table 2)

Table 2. Information on the export of agricultural products in Uzbekistan [1] т/п

Name of agricultural product		Export volume, mln. USD			
		2018	2019	Growth , %	2020 year January-September
1	Fruits and berries	357,7	406,8	113,7	230,3
2	Vegetables	318,9	542,4	170,1	157,5
3	Grapes	238,5	328,3	137,6	118,4
4	Melons	6,5	13,1	201,5	32,0
5	Peanuts	22,9	14,4	62,3	82,8
6	Nuts	-	-		26,8
7	Dried fruits	-	-		49,1
TOTAL		944,5	1305	138,2	696,9

The table shows that in recent years, not only the volume of exports of agricultural products, but also the range of products has increased. Last year, the volume of exports increased by 38.5% compared to 2018 and amounted to 1305 million US dollars. In 2019, exports of fruits and berries increased by 13.7%, vegetables - by 70.1%, grapes - by 37.6%, melons - by 101.5%. At the same time, export opportunities in agriculture are not used enough. For example, in January-September 2020, out of 2067.7 thousand tons of fruits produced, 256.8 thousand tons, or only 12.4% were exported. Exports of vegetables accounted for 6.3% of the volume grown, grapes - 8.7%, melons - 7.2%.

The issue of strengthening reforms in the agro-industrial complex remains relevant for our country. PQ-4239 of the President of the Republic of Uzbekistan dated March 14, 2019 "On measures to develop agricultural cooperation in the field of fruit and vegetables" and December 11, 2019 "On additional measures to further develop the fruit and vegetable industry, create a value chain in the industry "On measures" Resolution PQ-4549 aims to encourage the creation of a value chain in the fruit and vegetable sector, to ensure the sustainability of production and export of quality fruits and vegetables, expand the financial capacity of producers, as well as increase the competitiveness of production.

At the same time, the high level of competition in foreign fruit and vegetable markets requires the rapid introduction of modern techniques of agricultural technology and management of production and supply processes.

The application of advanced technologies of crop production, the introduction of modern methods of processing and storage of products in the sustainable development of fruit and vegetable growing will help to prevent food shortages today. It is known that grown fruits and vegetables go through a series of technological processes until they reach the consumer in the form of finished products.

Not only to prevent the extinction of fruits and vegetables, but also to expand the area under cultivation and increase the gross yield, which imposes great tasks on specialists in this field. To do this, first of all, great attention should be paid to the selection of cultivars and agro-technical processing processes. As fruits and vegetables ripen, it is best to harvest them in a timely manner and deliver them to the next steps in a timely manner. Increasing the range of agricultural exports is also a promising direction. Examples of this are the export of nuts, walnuts, dried fruits and dates.

International experience shows that achieving competitiveness and access to world markets, primarily through the gradual reform of the economy, deepening structural transformation and diversification, ensuring the rapid development of new high-tech enterprises and industries, modernization of existing facilities and effective use of marketing technologies can be done.

Entering foreign markets with agricultural products requires great preparation, full implementation of marketing activities, and extensive use of export infrastructure. It is especially important to create a marketing strategy to capture foreign markets. Today we are witnessing the low level of attention paid to the marketing activities of exporting farms. For example, the bulk of exports of agricultural products fall on Kazakhstan and the Russian Federation, as it is possible to enter many attractive foreign markets.

After reviewing their concept and approaches, it can be concluded that they do not have a clearly developed strategy of interaction with manufacturers to bring their products to the end consumer.

If we look at the problems in the field of marketing, we can see the urgency of in-depth study of foreign markets, the introduction of products to the market, the careful consideration of the system of its distribution. In many cases, the organization of marketing activities is limited to the purchase, storage, transportation, but the distribution of the product, ie its sale, is not given much attention. It is known that the distribution of manufactured fruits and vegetables and the purchase of raw materials is a key factor in the development of the industry, and these factors should be at the heart of the marketing strategy of the enterprise.

The above-mentioned decrees of the President instructed to "approve the procedure for providing subsidies to exporters of fruit and vegetable products to cover 50% of the costs associated with marketing research in foreign markets of fruits and vegetables produced by members of agricultural associations." [2]

We can see the place of marketing in the export of agricultural products from the characteristics of these products. First of all, the rapid deterioration of products determines their short shelf life. In addition, the brand appearance of the product requires great attention to packaging to meet the standard of this market. If we add the consideration of sanitary requirements, we can see how important marketing is in the export of fruits and vegetables abroad. In the organization of marketing of fruit and vegetable products in countries with developed market economies, it can be seen that producers quickly and accurately study changes in consumer demand and take appropriate measures. Therefore, for the successful marketing of agricultural enterprises, the leaders of the enterprise must clearly define the tasks, make decisions based on accurate information about their current material and financial condition. In general, farmers themselves need to plan and implement marketing measures without relying on export infrastructure.

In our opinion, the current state of marketing of fruit and vegetable products should force the heads of agricultural enterprises to find answers to the following questions in order to assess their position in the domestic and foreign markets and, ultimately, to determine the strategy of organizing marketing work:

what changes are taking place in foreign markets, how competitive forces are affecting;
how the enterprise is operating, i.e. whether or not to analyze the current state of the enterprise;
why the exported agricultural products occupy the lower price segment of the selling market;
what needs to be done to improve product quality and export potential in order to increase profits;
whether a business plan is developed for each output and whether that plan is analyzed in the product delivery chain.

In most enterprises in the network, marketing tasks are assigned to certain external structures, which is absolutely wrong. External infrastructure entities should not only do marketing work, but also help farmers increase their export potential. It is necessary to develop views on the concept of marketing in agriculture as a business philosophy that requires the support of all workers and employees of the industry.

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