



THE ROLE OF AGRICULTURAL PRODUCTS IN THE FOREIGN TRADE TURNOVER OF THE REPUBLIC OF UZBEKISTAN

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Received: 20 th October 2023	In this article, the current state of the effectiveness of the production and marketing system of agricultural products, existing problems and the current state of the influence of the marketing system on the formation of prices for products and its management, the supply of consumer markets with products and the export potential are analyzed. studied.
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Foreign trade turnover. The reforms implemented by the government in the field of foreign economic activity in recent years in order to promote export, optimize import and generally ensure the balance of foreign trade will increase the foreign trade turnover of the republic to 42.2 billion by the end of 2022. It will reach USD 8.7 billion by 2021. provided an increase to USD or 26.2%. This result was recorded as the highest indicator in the history of the country. Export volume in TSA is 17.9 billion. to the US dollar (growth rate – 128.0%) and the volume of imports is 24.3 bln. reached USD (growth rate – 124.9%). 6.4 billion during the reporting period. A passive foreign trade balance was recorded in the value of US dollars.

Export. The reforms implemented in order to increase the country's export potential, support exporters, and expand the nomenclature of exportable products brought the number of exporters to 5,895, and they earned 17.9 billion. It ensured the export of goods and services worth USD (28.0% increase compared to 2018).

The share of goods in the composition of exports is 80.1%, they are mainly precious metals (28.2% with silver), energy carriers and oil products (14.1%), textiles (9.1%), food -food products (8.5%, most fruits and vegetables - 6.7%), non-ferrous metal and products made from it (5.3%) and chemical products and products (4.9%) .

The increase in the export volume of fruit and vegetable products was significantly influenced by the fact that raw and processed vegetables increased by 1.8 and 1.6 times compared to 2021, respectively, and accounted for 46.5% of the total fruit and vegetable composition.

Export of fruit and vegetable products (January-December 2022) 1.2 billion, which is the main part of food products. 1.4 mln worth close to USD. more than

tons of fruits and vegetables were exported. Compared to 2018, it increased by 1.4 times in value and 1.1 times in kind. 542.4 mln. in the export structure of fruit and vegetable products. More than 816.5 thousand tons of vegetables, equivalent to US dollars, as well as 658.1 mln. 591.2 thousand tons of fruits and berries worth US dollars were exported (in terms of value, the growth rate was 170.1% and 116.1%, respectively, compared to last year). Kyrgyzstan, Kazakhstan, Russia and Turkey are the main export markets of fruit and vegetable products.

The strategy of developing the economy of Uzbekistan is aimed at creating a diversified and competitive economy, using innovative technologies and new methods of market management to make maximum use of national resources. The final result of the reforms implemented in the foreign economic activity of the country, especially in the field of foreign trade, has a direct impact on the standard of living of the population. By the end of January-December 2023, the foreign trade turnover of the republic is 36,299.3 million. 5,451.7 million compared to 2022, amounting to US dollars. USD or decreased by 13.1%.

Export volume in foreign trade turnover is 15,127.7 mln. to US dollars (decrease by 13.4%) and import volume 21 171.5 mln. reached US dollars (decreased by 12.8%). During the reporting period - 6,043.8 mln. A passive foreign trade balance was recorded in the value of US dollars.

The main export markets of fruit and vegetable products were contributed by the Russian Federation, Kazakhstan, the Kyrgyz Republic and Pakistan. Due to the fact that the government pays great attention to the development of agriculture and horticulture, the share of exported fruits and vegetables was 6.7%.

The current state of the effectiveness of the agricultural production and marketing system, existing



problems, and the current state of the impact of the marketing system on product pricing and management, and the supply of consumer markets with products were analyzed. Analysis shows that farmers and farms are more specialized in the production of one type of products. For example, 31% of farmers and farms in Fergana region, 28% in Jizzakh region, 34% in Syrdarya region, and 33% in Andijan region always prefer to grow one type of product for the free market. expressed that they prefer to work based on continuous traditions rather than planning production.

Wide use of middlemen's services in the sale of products produced by most producers is considered to be a factor influencing consumer prices. Because intermediaries study consumer markets after the product has been produced, market capacity and price volatility are of greater interest to them. Therefore, the share of producers in the price structure of products put on the market for sale is on average 45-50 percent. The final price is formed by the additional interest charged for the services provided by other entities. In particular, on average, the markup percentage is 17-18% in product transportation, 20-25% in wholesale trade and 15-20% in the retail trade system.

In fact, one of the important issues is to provide the population with natural (natural) agricultural products, especially in the autumn and winter months, and at the same time to study the effect of the seasonal fluctuation of market prices on the consumer's ability to pay in these periods. consists of One of the main factors in the fluctuation of market prices is the introduction of products into the markets without accurate forecasting of consumer demands. Already, the mechanism of solving this problem has not been fully developed, creating the basis for seasonal fluctuations in consumer prices, and sudden changes in prices correspond to the winter and spring seasons.

In the current practice, not only the increase in the volume of agricultural food products in farmers' and peasant farms, but also the factors affecting the efficiency of the activity of buyers and sellers are required to be taken into account and analyzed based on the interests of this category of entities. is doing. They are, firstly, the growth of the population creates the basis for the growth of consumption requirements; secondly, the growth of incomes of the population encourages them to buy relatively high-quality goods, and increases their demand for additional services during the purchase period; thirdly, it includes directions such as convenient organization of the location of sales branches and service time, taking into account the wishes of consumers.

We have included the following detailed information and suggestions for improving the agricultural products sales system:

sales channel through the processing plant:

Pros:

- guaranteed buyer; - providing an advance payment; - legal guarantee; - the presence of a specific market for a certain variety (fruit, viticulture industries, etc.).

Disadvantages:

- unsatisfactory payment terms and form; - low purchase price or disproportionate quality of the product; - non-stimulation of overgrown products; - monopoly situation

Offer. Provision of daily change of purchase price based on supply and demand in the contract. Mechanism of action. It is necessary to form a price through the database offered above on the day of delivery. In this case, a 10% advantage may be in the interest of the processing company, provided there is a guaranteed buyer

Sales channel through sales branch:

Pros:

- possession of a group of consumers with relatively high purchasing power; - special packaging, good appearance and relatively long storage; - transport and other facilities

Disadvantages:

- inability to directly cover farms; - there is no demand for low-quality products; - low volume and scattered location

Offer. Organization of agrofranchises. Mechanism of action. It is desirable to organize and advertise products offered under certain brands and trademarks in large retail outlets.

Sales channel through farmers markets:

Pros:

- the form of payment (cash) is satisfactory to the producer; - organization of wholesale trade at a convenient time for the producer; - compatibility with shopping culture

Disadvantages:

- sharp difference between wholesale and retail prices; - lack of information on market capacity; - weakness of infrastructure of markets

Offer. Creating a database of wholesale markets. Mechanism of action. A data bank is created based on modern technologies at the entrance of wholesale markets or convenient stalls. It is presented to the intermediary in the context of increased daily product supply

Sales channel through intermediaries:



Pros:

- possession of daily information on demand, supply and price; - relative superiority in means of transport, transportation facilities; - small volume product offer.

Disadvantages:

- relatively cheap purchase; -disruption of producer and consumer relations; - low choice confidence; -based on daily activities.

Offer. Legal organization of mediation service.

Mechanism of action. It is necessary to establish legal mediation services for farms located at a certain distance and to create a support system for it. In this case, priority may be given to the fact that legal status serves the purpose of support

Sales channel through fairs:

Pros:

- creating a favorable environment and conditions for entering the market; - the ability to quickly attract the attention of consumers; - creating a "national brand" by offering under the name of a specific region

Disadvantages:

- unsatisfactory payment system; - the mechanism of compensation of "lost funds" when selling at a price lower than the market price is not clear; - the presence of problems in residence and registration for the seller

Offer. Creation of a financial incentive mechanism for the fair participant. **Mechanism of action.**

It is possible to develop loss calculation methods and introduce incentive mechanisms for products offered at relatively low prices. For example, through the possibility of purchasing resources corresponding to this value at preferential prices

Sales channel through exporters:

Pros:

- a relatively high price for a quality product; - the possibility of selling products from the field (house); - improvement of variety, packaging

Disadvantages:

highly sensitive to external and internal political changes; - high level of wastage in strong competition; - purchase is not guaranteed for the next season.

Offer. Improving the insurance system of export-oriented products. **Mechanism of action.**

Implementation of the practice of reimbursing the lost funds through the sale of products grown for export in the domestic market in cooperation with "Uzagroexport" and "Uzagrosugurta" to the extent that they can ensure the reproduction of production.

CONCLUSION

The international market of agricultural products is a very complex and diverse socio-economic system. The relations in it are greatly influenced by the abundance and uniqueness of the products, as well as the existence of interests of all countries. Entering the market of food products and occupying its place is one of the diseases of the development of the national economy.

In order to enter this market in today's conditions, on the one hand, it requires the development of innovative technologies in agriculture, and on the other hand, the introduction of modern methods of marketing.

As a result of the conducted theoretical and practical research, the policy of increasing the competitiveness of agricultural products in the international market was analyzed and the following conclusions were reached regarding its improvement:

1. Agriculture is very important in increasing the international competitiveness of the economy of the Republic of Uzbekistan. This is based on our geographic location, climate, and especially the hard work and scientific potential of our people. In this regard, the President has adopted a number of Decrees and Decisions aimed at the rapid development of agriculture. Among them Decree No. PF-5853 "On approval of the strategy of agricultural development of the Republic of Uzbekistan for 2020-2030", adopted on October 23, 2019, is particularly important. Along with the technological development of agriculture, increasing its export potential has an important place in the tasks set in the decree.

2. There is a growing demand for a unique marketing complex - agromarketing - in the cultivation and sale of agricultural products. Agromarketing is considered one of the new promising directions in the marketing theory, and it focuses on the wider satisfaction of consumer needs and the development of economic relations in the field of agricultural products. The peculiarities of agromarketing include the variety of products, cultivation technologies, consumption goals, and the uniqueness of transportation and sale. In this regard, specific tools and methods are used in market research, product creation, presentation and marketing management.

3. Agricultural products occupy a large place in the composition of the gross domestic product of the Republic of Uzbekistan. In January-December 2020, the total volume of products (services) of agriculture, forestry and fisheries is 260.3 trillion. 251.8 trillion soums, including farming and animal husbandry,



hunting and services provided in these areas. soums, forestry - 6.7 trillion. soums, fisheries - 1.8 trillion. organized soum. The share of agriculture, forestry and fisheries in GDP was 28.2%.

4. At the same time, agricultural products have not found their place in the export of our country. As cotton fiber exports decreased, other products failed to compensate. The fact that the export of agricultural products in 2020 decreased by 7% compared to 2019 can be considered as a negative situation. The main reason for this is that the producers of our republic do not have sufficient knowledge of marketing methods in the international market and export is not supported from a methodological point of view.

Adaptation of agromarketing to the sharia of our country and creation of unique methods are of great importance in the developed proposals for the development of export of agricultural products. In our dissertation, we developed the following proposals aimed at improving marketing activities in the field of export of agricultural products of Uzbekistan:

Improving the methodology of comprehensive research and evaluation of the foreign market. Applying the cluster method of marketing research in the foreign market of agricultural products allows us to get information not only on the capacity and composition of the market, but also on how appropriate it is for our exporters, how to penetrate and occupy it;

Organization of a centralized marketing service to a certain extent, that is, the formation of an intermediary that moves products in a certain part of the foreign market for certain types of products. Such a service allows to reduce costs of mediation in providing assistance to farmers and peasant farms;

To increase the market competitiveness of agricultural products, that is, to adjust their properties to market demand, to organize packing, certification, transportation and preparation for sale at a high level;

Improving the strategy of export of agricultural products. Such a strategy includes a multi-year program of acquiring a specific market and is widely used by large companies. We suggest adapting and developing this foreign experience to the conditions of Uzbekistan;

Application of modern sales technologies in the export of fruit and vegetable products with high export potential in agriculture. For example, in the use of agrofranchising technology, it is possible to increase export opportunities by using the brand of Uzbekistan's products in the market of local firms or large sales companies.

We believe that the application of the above proposals will expand the export potential of the agricultural sector of Uzbekistan.

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