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ANALYSIS OF THE INFLUENCE OF PRODUCT PROCESSING AND MARKETING SYSTEM ON THE LEVEL OF VALUE ADDED BY FARMERS

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Abstract:

In this scientific article, it is highlighted that one of the main problems in the activities of the agricultural farms of the Kashkadarya region of the Republic of Uzbekistan, as well as increasing the level of marketability of products, is the creation and implementation of a system of measures aimed at the timely and high-quality sale of agricultural products grown by them through various channels and obtaining added value. suggestions and recommendations for their solution are given. Also, in addition to the analysis of the level of marketability of the products, in order to evaluate the possibility of creating added value, sales methods, i.e. sales processes of freshly cut, stored for a while and processed, were analyzed.

Keywords: Farming, value added, processing, sale, storage, level of commodity, level of consumption, crop production, animal husbandry.

1 INTRODUCTION

It is known that the Kashkadarya region has the ability to grow agricultural products 10-15 days earlier than other regions of the Republic of Uzbekistan due to the effective temperature and favorable conditions, and to supply the markets with cheap and fresh food products in April-May. Therefore, it is appropriate to pay more attention to the development of farms, which play a decisive role in providing the population with plant and livestock food products, and this plays an important role in the socio-economic development of the region.

According to the analysis, the average productivity of agricultural crops in the region is high compared to other regions of the republic, but there are opportunities to further increase the productivity of some crops. The increase in the level of productivity, in turn, requires the normalization of types of expenses in agricultural enterprises, especially in farms where accounting work has not been established, and their optimal planning at the expense of other factors such as each type of crop, soil fertility. Indeed, these activities are important to determine the added value created in the chain of supply of agricultural products to consumers.

2 MATERIALS AND METHODS

A survey was conducted to investigate the problems related to increasing the profitability of agricultural products produced in the farms of Kashkadarya region. Questionnaire on the example of selected farms in Kitab, Shahrisabz and Nishon districts of Kashkadarya region, the level of influence on the creation of added value in the process of growing agricultural products was studied, first of all, based on the size of the land plots of farmers, they were conditionally divided into three dimensions. In particular, the number of farms in the first group with arable land from 0.01 ha, that is, from 1 to 15 ha, is 55 (46 percent), and the second group of farms from 0.16 ha to 0.30 ha is 50 (42 percent), the number of farms in the third group above 0.30 ha was 15 (12 percent), and the total number of respondents participating in the survey was 120 (100 percent).

According to the results of the survey, in the farms of the first group, about 70% of the land allocated for the cultivation of potatoes, vegetables and animal feed, the share of perennial fruit trees is 25%, and the land that remains uncultivated is 5% on average. In the second group, 35% of the plots of land are used for fruit and grape cultivation, 55% for repeated crops, and during the study, 10% of the land remains unused due to objective and subjective reasons. The same situation applies to the farms of the third group, in which 45% of the land that produces crops several times a year, 35% of fruits and grapes, and 10% of empty land on average.

The analysis shows that in the farms of the first group, fruit trees and vineyards account for 5 percent, annual agricultural crops, including potatoes, vegetables, and pulses, 65 percent, and other crops, such as fodder and greenhouses, account for 25 percent. in the farms of

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the second group, grapes and fruit trees account for 10 percent, land occupied by one-year agricultural crops - 65 percent, land occupied by other crops, i.e. fodder, greenhouses - 15 percent, and in the farms of the third group, fruit trees and vineyards, respectively 25 and 15 percent, 55 percent of the land planted with one-year agricultural crops, 5 percent of the land allocated for other crops, i.e., livestock fodder and greenhouses. In general, it is worth noting that the larger the size of the plots of land in the farms, the greater the share of land planted with perennial fruit trees and grapes.

In addition to the above questionnaire, in the course of the research, a questionnaire was also conducted to study the consumption channels and their shares of the products grown on the example of these selected farms. According to his results, it was found that in the farms of the first group, about 80% of fruits, 60% of grapes, 70% of vegetables, 80% of potatoes, 60% of rice products, 50% of legumes and 60% of other types of products are consumed by farm family members. Therefore, most of the farms of the first group direct their products to domestic consumption, and the rest of them to external buyers through various other channels. One of the goals is to reduce the costs of foreign goods or natural products purchased for domestic consumption.

According to the survey results of the second group of farms, 50% of vegetables, 60% of potatoes, 45% of pulses and legumes, 60% of fruits, 65% of grapes and 50% of other types of products are consumed by farm members. This indicates that farms with large arable land have an increased level of marketability and, therefore, more products are produced for sale through other consumption channels than for domestic consumption.

In the third group of farms, according to the analysis, 30% of fruits, 40% of grapes, vegetables and other types of products, 35% of potatoes, 20% of potato products and 25% of leguminous products are consumed by members of the farm and the rest of them are sold as goods. shows that activity skills are high (Figure 4).

It is worth noting that farmers' farms play a key role not only in meeting the needs of their family members, but also in meeting the various needs of agricultural food products in excess of domestic consumption. From this point of view, it is important to study the level of marketability of the products in the surveyed farms based on the above analytical data to clarify the problems related to the creation of added value in them. Table 1 below shows the level of marketability of agricultural products produced in the three surveyed groups of farms, and we believe that these results are consistent with almost all of the regional farms. Based on the analysis of the data in this table, it can be observed that there is a specific trend, that is, the presence of the following patterns.

Table 1.
The share of plant products grown in the farms of Kashkadarya region, where the questionnaire was conducted, sold as goods (percentage, 2023)

T/p	**Indicators**	**Group I**	Group II	Group II
1.	Number of farms	55	50	15
2.	Land size of farms	0,01-0,15	0,16-0,30	< 0,30
3.	Legumes	50	55	75
4.	Vegetable products	30	50	60
5.	Potatoes	20	40	65
6.	Policy products	40	55	80
7.	All kinds of fruits	20	40	70
8.	Grapes	40	35	60
9.	Other miscellaneous products	40	50	60

First of all, there is a proportional relationship between the size of the farm plots and the amount of plant products grown on them sold as goods. For example, if it is taken into account that the land size of the third group of farms is on average 2 times larger than that of the first group, it can be observed that the share of all types of products sold as goods in them tends to increase by 1.5-3.0 times on average compared to the farms of the first group. Secondly, the highest rate of growth was mainly characteristic of potatoes and all kinds of fruit products, among which this indicator was equal to 3.25 and 3.5 times, respectively. These cases, including Figure 5, and the main conclusion that emerges from their analysis is that in larger farms, as a result of fully providing family members with food products at the expense of internal resources, as well as selling a large part of products as goods through various channels it is noteworthy that they have the

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opportunity to earn a high income, create added value, and therefore further develop their activities.

Therefore, in our opinion, as mentioned earlier, it is appropriate to modernize and improve the management methods of local state bodies and organizations related to this field in order to free farmers and homestead land owners from additional work.

However, in the future, it should be noted that in addition to increasing the level of marketability of products in the future, one of the main problems is the creation and implementation of a system of measures aimed at obtaining a high profit and added value by selling them on time and with quality through various channels. That is, in addition to the analysis of the level of marketability of the products, it is important to evaluate the sale methods, i.e., the sales processes of freshly cut, stored for a period of time and processed, in order to assess the possibility of creating added value.

In the research work, the results of the analysis of the methods of sale of agricultural food products and their share in the activities of agricultural farms of Kashkadarya region are presented in Table 2 below.

As shown in Table 2, a large share of fresh produce is sold, i.e., 80 percent of apples and other types of products, 60 percent of vegetables, potatoes and legumes, and 50 percent of fruits and grapes. Potatoes (40 percent), as well as legume products (35 percent) and fruits (30 percent) occupy a large share of the commodity products sold through various channels with relatively more storage.

In particular, potatoes stored in facilities with moderate conditions are realized based on the needs of the population. It should be noted here that the products are stored in different conditions and methods sales are also important in agricultural activities as a source of added value.

Table 2.
Sales methods and their share of vegetable products grown in farmers' farms of Kashkadarya region, in percent (average figures for 2023)

т/р	Product types	Freshly cut	Saved	Recycled
1.	Legumes	60	35	5
2.	Vegetable products	60	25	15
3.	Potatoes	60	40	x
4.	Policy products	80	15	15
5.	Fruit	50	30	20
6	Grapes	50	25	25
7.	Other miscellaneous products	80	15	5

3 RESULTS AND DISCUSSION

It should be noted that the constant daily sale of small amounts of agricultural products of small-scale farms through regional markets or other consumption channels cannot have a significant impact on the level of prices formed in relation to them. it is natural to have an effect. From this point of view, determining the mass of added value and analyzing the level of use of the factors affecting it, in accordance with the sale of the products grown in them in the form of storage and primary processing, is of significant methodological and practical importance.

For this, in our opinion, it is appropriate to first base the price (price) formed during the sale of the product fresh, and to calculate the increased difference (amount) of one unit of added value compared to it at the next stages. For example, the analysis of the results of the questionnaire showed that, when sold as preserved, fruits, grapes, and legumes can generate 50 percent of value, 30 percent of vegetable products, 20 percent of potato products, 35 percent of potatoes, and 30 percent of other types of products. In addition, it was found that processed grapes, sugarcane and leguminous products create more than 80 percent of added value, and fruits, vegetables and other products create more than 60 percent of added value.

But it is known that in the conditions of the market economy and relations, the main goal of any agricultural enterprise is to increase the level of marketability of the products it grows, as well as to get the highest possible profit based on their realization through the most appropriate channels. According to the researches, in effectively solving this important task, small commodity farms are currently facing many problems. Because, firstly, most of them are forced to spend a lot on transportation of products due to the distance from their sales channels, which in turn leads to an increase in the cost of goods sold and a decrease

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in profit. Secondly, farmers do not always have the opportunity to sell their products on their own time, and in most cases, they are forced to sell their products to middlemen or individuals at low prices. As a result, even in this case, farms actually miss out on the intended income and, therefore, on the potential value added.

In the course of the research, a questionnaire consisting of questions in 5 options (directions) was conducted to find out the sales channels of the products grown on farms and to evaluate which of them is preferable.

According to his results, it was noted that the farms, for example, sell 30% of vegetables and fruit products, 20% of fruits, 10% of grapes, 25% of legumes, 40% of potatoes, and 30% of other products to the residents of the neighborhood and small shops nearby. Also, it was determined that 25% of fruits, 35% of grapes, 25% of leguminous products, 30% of vegetables and other products, 65% of potato products and 40% of potatoes are sold through farmers' markets in the district. 30% of fruits and grapes, 20% of potatoes, 25% of vegetables and leguminous products, 5% of sugarcane products, and other products 30 percent are sold. 10% of fruits, potatoes, vegetables and other products of farmers' farms, 20% of grapes, 5% of sugarcane products, 15% of leguminous products will be delivered to consumers on the basis of contracts through relevant intermediaries to large sales channels in the territory of Tashkent city. During the research corresponding questions were asked in order to determine the level of knowledge of farm representatives on the methods of preservation of their products, the importance of selling them after primary processing in order to increase the added value, as well as, if they mastered the methods of preservation, how the skills were formed.Including "do you know how to store your agricultural products"? Table 3 shows the results of the answers of 110 respondents who took part in the questionnaire.

Without dwelling on the analysis of the survey results presented in Table 3, it should be noted as the main conclusion that grapes and legumes (30%), fruits and vegetables (20%) are stored more among the products produced by the farms, and the rest of the products are stored in different lenses. and for subjective reasons it is sold in its pure form, that is, when this or that product is ripened in large quantities, at almost low prices. This situation, in our opinion, has a negative impact on increasing the added value in these economic entities, and therefore, the main attention should be paid to the measures to solve the above-mentioned problems related to their activity. It should be noted that some of the respondents, while acknowledging that the knowledge of the methods of preservation of this or that type of product is passed down from generation to generation, justified the feasibility of conducting trainings on the current modern methods of preservation in their proposals.

Table 3.
Results of a survey on the level of storage of agricultural products and their sales status in Dakhon farms (2023)

Content of questions and their answers	Share in percent						
	Fruit	Grapes	vegetable votes	Police	Legumes grains	Kar-stone	Others
I have no storage skills	30	10	30	50	20	30	20
I have no storage space	25	25	20	20	25	30	30
I don't keep it because of the high cost	20	20	15	30	20	25	30
I am selling it as it is stored	20	30	20	5	30	10	10

Therefore, based on all the above analysis and results of the survey, based on the existing problems in the process of storing agricultural products grown in farms, we believe that it is necessary to implement measures to modernize the system and technologies of product storage. After all, today's fruit and vegetable storage system, which includes entities organized in the form of various organizations and ownership, should perform the functions of sorting, calibrating, packaging, packaging and quality control of received products in a comprehensive manner. Because, although these processes related to product storage can be carried out separately, in practice they are related to each other and one requires the other. In particular, the fact that the fruits that are being stored have not been subjected to external mechanical influences, sorting by size, color,

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ripeness requires less labor during the process of putting them on the market or transporting them, and they lose less quality.

4 CONCLUSION

1. In the creation and increase of added value at the expense of agricultural products, their preservation and sale as ready-made consumer goods plays a special role. The results of the monographic research testify that in the current conditions, including the activities of farms, it is necessary to organize the technologies and methods related to these two processes in accordance with the requirements of modern standards.

2. According to the results of the research, in the coming years and in the future, farmers' markets, large supermarkets, fairs and similar main shopping centers in all regions of our republic will be continuously supplied with agricultural food products throughout the year based on the needs of the population, in accordance with the conditions of each region. It is appropriate to develop and implement comprehensive measures related to the specialization and development of agricultural holdings for high-income crops.

3. Today, in our republic, the channels of sale of agricultural food products produced by farmers are not sufficiently developed, and therefore, in our opinion, it is important to implement ways of sustainably increasing the added value (income) in the production activities of farmers by modernizing this system. is important. That is, the creation of favorable organizational and economic conditions for farmers is directly related to the formation and development of a comprehensive sales system that ensures, first of all, obtaining the added value from the sale of their products, knowing the sources and amounts of it, and protecting their material interests and rights.

4. The system of sale of agricultural products of peasant farms requires the creation of facilities that provide them with a guaranteed profit. For this, in our opinion, the requirements for the sale of agricultural products to the state should be formed and implemented on the basis of contracts between the government or relevant state organizations and sellers. Because this economic-legal mechanism does not exist in the activity of peasant farms.

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