

## PROBLEMS OF MARKETING IN AGRICULTURAL EXPORT OF THE REPUBLIC OF UZBEKISTAN

Usmanova Dilfuza Ilhomovna

Associate Professor of Samarkand Economics and Service Institute

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**Abstract.** *This article presents practical research on assessing trends in the development of agriculture in the Republic of Uzbekistan and identifying export problems, as well as the relationship between agricultural franchising structures and advertising, marketing and consulting services.*

**Keywords:** *agro-industrial complex, agriculture, reform, competition, food, agribusiness, forestry, fisheries, agriculture, livestock farming, agromarketing.*

**Introduction.** In the Republic of Uzbekistan Agricultural marketing differs from industrial, commercial, banking and other types of marketing. This is due to the characteristics of agriculture. The results depend on natural conditions, the role and importance of the product, the variety of forms of ownership, the incompatibility of the period of labor and the period of production, the seasonality of production and production, the variety of organizational forms of management and their dialectics. Russia, foreign economic relations, agro-industrial complex and the participation of government agencies in the development of their industries. In the agro-industrial complex, natural and economic processes are combined and create special conditions for organizing production and marketing of products.

**First feature-** The Agricultural Marketing Service deals with essential goods, timely satisfying the needs and interests of consumers in the required volume and assortment, taking into account age, gender, national traditions and health status. The goods here are usually perishable, so speed of delivery, targeted packaging, placement, service and aesthetics will be required.

**Second feature-** incompatibility between the work period and the production period. For example, herbal preparations are taken once or twice a year, and the working period is all year round. In this regard, marketers need to be able to predict the dialectics of consumer demand, know the trends in its satisfaction, and market conditions, because the effectiveness of agricultural marketing depends on this. In addition, the seasonal nature of agricultural production influences the forms and methods of agricultural marketing and distinguishes it from the forms and methods of industrial marketing.

**Third feature-** Land, which is the main means of agricultural production, is closely related to its quality and intensity of use. Livestock development is also inextricably linked to the land. All this determines the size, range and quality of products and gives a certain uniqueness to agricultural marketing.

**Fourth feature-** A variety of forms of ownership of land, means of production, and marketed products of the agro-industrial complex. This defines multifaceted competition. This competition is driven only by consumer demand and its satisfaction. A variety of strategies and tactics are associated with attempts to improve the forms and methods of agricultural marketing and adapt them to the needs and interests of consumers. The situation is further complicated by

the fact that many food products are imported to Uzbekistan. Therefore, marketing in our country must be able to successfully compete with foreign companies.

**Fifth function-** Independent organization and independent management of the agricultural marketing system in this area, unlike other types of marketing, lies in its rapid flexibility. This is due to the characteristics of consumer demand, intense competition in the agricultural market due to the homogeneity of goods, and the need to quickly adapt the sales system to government and other policy decisions.

**Sixth function-** The science and art of marketing in the agro-industrial complex is lower than in other areas, since the science of agricultural marketing has not yet been formed and, accordingly, there are no scientifically based recommendations for its implementation.

**Research methodology.** Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

**Analysis and results.** Marketing activities in agricultural and agro-industrial structures can only be effective if all management employees participate in it and all production workers help them. In livestock enterprises, for example, the influence of functional marketing is exercised by both the enterprise manager and the farm manager. Along with marketers and livestock specialists, economists, technologists and others also participate in this. Along with management personnel, marketing functions are also performed by production personnel. They produce products of the required quality, established range and create conditions for timely satisfaction of consumer requirements.

Particular attention should be paid to the analysis of cases that play an important role in the study of marketing problems in agriculture and its implementation. Consequently, the circumstances that necessitate the use of marketing in agriculture at the present and subsequent stages of market reforms can be divided into four main groups (Table 1).

**Table 1.**

***Circumstances that necessitate the use of marketing in agriculture.***

<b>Circumstances related to the growing state</b>	<b>Sales related questions</b>
Unstable economic activity due to the fact that the tradition of growing the same type of product is always ignored by supply and demand; Uncertainty of economic indicators due to the lack of accurate accounting of production costs There is a growing need to study the impact of seasonal factors on markets influenced by natural and climate change.	Sharp fluctuations in market saturation and shortages due to the lack of practice in forecasting supply and demand volumes in the markets; Interruptions in direct communication between farmer and consumer due to the high influence of distribution channels on pricing; Ineffective operation of the pre-order system with the state and business entities
<b>Cases related to specialization</b>	<b>Cases related to reforms</b>
Diversification of production and products with the creation of additional production facilities on farms; Changes in the geography of production as a result of the specialization of some areas in growing a full range of products;	The problem of adaptation and competitiveness to the demand and supply of foreign markets under the influence of export opportunities; This opens the way to new areas of agribusiness and the possibility of strong

Lack of market demand for minor and intercrops;	<p>competition in the agricultural market as a result of our country’s membership in the WTO.</p> <p>The need for modern research in agriculture against the background of scientific and technological progress and the development of innovative developments.</p>
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The organization and development of agricultural franchising activities will contribute to the expansion of business in the field by attracting innovative technologies to the industry. Its advantage is that it not only concentrates the activities of effective representatives of the agro-industrial complex in different regions, but also expands the opportunities for attracting foreign partners.

According to the results of our research, it is advisable to organize agricultural franchising structures in the country according to the form presented in Figure 6, taking into account the relationship with advertising, marketing and consulting services.

Agricultural franchisees create a database by conducting research in the domestic and foreign markets, promoting the brand, trademark and disclosing certain aspects of the product through advertising.

It is advisable for the state to regulate and support marketing research in our country and provide producers with the necessary information. To do this, it is necessary to create a section “Analysis and forecasting of the market for agricultural products” (or “Agromarketing”) in the structure of the Ministry of Agriculture and its territorial divisions.

Today, the country is implementing comprehensive measures aimed at expanding the production, storage, processing and export of fruits and vegetables. In order to implement projects for the intensive development of fruit and vegetable growing, the area has been significantly expanded, additional storage and processing capacities for fruit and vegetable products have been launched, and financial resources have been attracted, including funds from international financial institutions. actively participates. For example, in January-December 2023, 8% of investments worth 189,924.3 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% of the 2022 level, including agricultural products - 108.3 trillion soums (103.7%), livestock products - 107.4 trillion soums (101.7%). Something to keep in mind.

With the abolition of the cotton monopoly, the main directions were divided into horticulture, viticulture, horticulture and viticulture. At the same time, new agricultural products are imported into our country, which are highly valued on the world market. The following table presents the dynamics of agricultural production in the Republic of Uzbekistan. (Table 2).

***Information on growing agricultural products in Uzbekistan in 2021-2023***

t/r	Name of agricultural products	Production capacity, thousand tons			
		2022	2022	Height,%	January-September 2023
1	Flakes	6375.4	7187.4	112.7	6667.1
2	Potato	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	Grape	1564.5	1595.2	101.9	1275.3
	Total	<b>24820</b>	<b>26341</b>	<b>106.1</b>	<b>21472</b>

From the table data we can conclude that the volume of agricultural production in the country is growing. We are seeing an increase in the physical size of almost all types of crops. Based on the results of nine months of 2022, despite the difficult year, production volumes are growing.

It should be noted that the agricultural sector plays a significant role in the implementation of the strategy to increase the country's export potential. The table below shows that the share of agricultural products in the country's exports is growing. (Table 3)

**Table 3**

***Information on the export of agricultural products to Uzbekistan***

t/r	Name of agricultural products	Export volume, million US dollars			
		2021	2022	Height,%	2023
1	Fruits and berries	357.7	406.8	113.7	276.3
2	Vegetables	318.9	542.4	170.1	255.8
3	Grape	238.5	328.3	137.6	133.1
4	melons	6.5	13.1	201.5	32
5	Peanut	22.9	14.4	62.3	82.8
6	Another	-	-		161.4
7	Dried fruits	-	-		59.1
	General	<b>944.5</b>	<b>1305</b>	<b>138.2</b>	<b>1001</b>

The table shows that in recent years not only the volume of exports of agricultural products has increased, but also the range of products. Last year, exports increased by 38.5% compared to 2022 and amounted to US\$1.305 million. In 2023, 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 underutilized. For example, out of 2067.7 thousand tons of fruit produced in January-September 2023, 255.8 thousand tons, or only 12.4%, were exported. Exports of vegetables amounted to 6.3% of the grown volume, grapes – 8.7%, melons – 7.2%.

The use of advanced crop production technologies, the introduction of modern methods of processing and storage of products in the conditions of sustainable development of the fruit and vegetable industry will help prevent food shortages today. It is known that grown fruits and vegetables undergo a number 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 sown areas and increase the gross harvest, which poses great challenges for specialists in this field. To do this, first of all, great attention should be paid to the selection of varieties and agrotechnical processing processes. As fruits and vegetables ripen, it is best to harvest them promptly and deliver them to the next stages as needed. A promising direction is also to increase the range of exports of agricultural products. Examples of this are the export of nuts, nuts, dried fruits and dates.

World experience shows that competitiveness and access to world markets are primarily determined by the gradual reform of the economy, deepening structural reforms and

diversification, ensuring the rapid development of new high-tech enterprises and industries, modernization of existing industries and the effective use of marketing technologies. may be done.

Research from developed countries suggests that consideration of internal factors that can be controlled, including brand, price, location and market access, determines marketing effectiveness. However, many fruit and vegetable producers do not control these factors when organizing marketing management. Entering foreign markets with agricultural products requires careful 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 observe a low level of attention to the marketing activities of exporting farms. For example, having studied their concept and approaches, we can conclude that they do not have a clearly defined strategy for interacting with manufacturers to bring their products to the end consumer.

If we consider the problems in the field of marketing, we can see the relevance of an in-depth study of the foreign market, launching a product on the market, and a thorough study of its distribution system. In many cases, the organization of marketing activities is limited to the purchase, storage, transportation and distribution of goods, i.e., not much attention is paid to its implementation. It is known that the sale of produced vegetables and fruits and the purchase of raw materials are a key factor in the development of the industry, and these factors should form the basis of the company's marketing strategy.

The above-mentioned resolutions of the President of the country set the task of "approving the procedure for providing subsidies to exporters of fruits and vegetables to cover 50% of the costs associated with conducting marketing research on foreign markets for fruits and vegetables produced by members of agricultural enterprises." associations."

The role of marketing in the export of agricultural products can be seen from the characteristics of these products. First of all, the rapid wear of products determines their short sales period. In addition, the appearance of the product requires a lot of attention to packaging to meet the standard of this market. If we add to this the consideration of sanitary requirements, we can see how important marketing is when exporting vegetables and fruits. When organizing the sale of fruits and vegetables in countries with developed market economies, it is obvious that manufacturers quickly and accurately study changes in consumer demand and take appropriate measures. Therefore, for marketing in agricultural enterprises to be successful, business managers need to clearly define objectives, make decisions based on reliable information about their current financial and financial situation. In general, rather than relying on export infrastructure, farmers themselves need to plan and implement marketing activities.

In our opinion, the current state of marketing of fruits and vegetables should force managers of agricultural enterprises to find answers to the following questions in order to assess their position in the domestic and foreign markets and ultimately determine a sales strategy;

- what changes are taking place in foreign markets, how competitive forces influence them;
- how the enterprise operates, i.e. is it necessary to analyze the current state of the enterprise;
- why it occupies a low price segment of the market where it sells export agricultural products;

- what needs to be done to improve product quality and export potential to increase profits;
- whether a business plan is developed for each product released and whether this plan is analyzed in the chain of delivery of the product to the consumer.

In most network enterprises, marketing tasks are assigned to certain external structures, which is absolutely wrong. External infrastructure entities should not only engage in 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 in the industry.

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