

Analysis and Problems of the System for the Sale of Agricultural Products in the Foreign Trade Turnover of the Republic of Uzbekistan

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ABSTRACT: This article discusses the state of efficiency of the system of growing and marketing agricultural products, the existing problems and the current state of the influence of the sales system on the formation and management of prices for products, as well as the provision of consumer markets with products. analyzed. The widespread use of intermediary services in the sale of products grown by most producers is the main factor influencing consumer prices. They are also more interested in market size and price fluctuations because intermediaries study consumer markets after the product is grown.

Keywords; Agriculture, products, price, trade, reform, export, balance, vegetables, fruits.

Foreign trade turnover. The reforms implemented by the government in recent years to stimulate exports, optimize imports and ensure the balance of foreign trade in general will increase the country's foreign trade turnover (TST) by 42.2 billion soums by the end of 2019. And \$ 8.7 billion more than in 2018. Doll. USA or 26.2%. This result was recorded as the highest in the history of the country. Exports to TSA amounted to \$ 17.9 billion. US dollars (growth rate - 128.0%), and the volume of imports amounted to 24.3 billion rubles. US dollars (growth rate - 124.9%). During the reporting period 6.4 billion rubles. The passive foreign trade balance is recorded in US dollars.

Export. Reforms aimed at increasing the country's export potential, supporting exporters, expanding the range of export-oriented products, increased the number of exporters to 5,895, which amounted to 17.9 billion soums. The US dollar (an increase of 28.0% compared to 2018) provided the export of goods and services.

The share of goods in exports amounted to 80.1%, mainly precious metals (including silver 28.2%), energy and oil products (14.1%), textiles (9.1%), food (8.5% , most fruits and vegetables - 6.7%). , non-ferrous metals and metal products (5.3%) and chemical products and products (4.9%).

	2015	2016 Nov.	2017 Nov.	2018 Nov.	Dec 2019	Feb 2020
Foreign trade turnover	100	100	100	100	100	100
export	50.2	49.9	47.3	41.9	41.8	41.7
Import	49.8	50.1	52.7	58.1	58.2	58.3
Export structure	100	100	100	100	100	100
cotton fiber	5.9	5.3	3.8	1.6	1.6	1.0
Food	10.5	5.7	7.0	7.8	8.8	9.5
chemical products and articles thereof	4.9	6.9	7.0	6.5	5.0	5.8
energy sources and petroleum products	21.4	14.2	12.8	19.1	14.5	4.4
ferrous and non-ferrous metals	6.6	5.9	7.3	8.4	7.2	8.2
mechanisms and equipment	1.3	1.8	2.8	1.5	2.4	3.1
Services	24.5	25.8	19.7	21.9	19.7	13.2
other	24.9	34.4	39.6	33.2	40.8	54.8
Import structure	100	100	100	100	100	100
Food	12.8	11.9	9.1	8.1	7.8	10.2
chemical products and articles thereof	17	17.5	15.3	13	13.2	16.3
energy sources and petroleum products	5.8	4.8	5.3	4.5	3.9	5.2
ferrous and non-ferrous metals	7.4	7.6	9.1	9.1	8.7	8.3
mechanisms and equipment	40.5	41.3	36.1	43 years old	43.8	42.1
Services	7,7	6,7	14.1	10.9	10.0	5.7
other	8.8	10.2	eleven	11.2	12.7	12.2

The increase in exports of fruits and vegetables was significantly influenced by the fact that all processed vegetables grew 1.8 and 1.6 times, respectively, compared to 2018 and accounted for 46.5% of the total content of fruits and vegetables.

Exports of vegetables and fruits (January-December 2019) amounted to 1.2 billion soums, this is the main part of food. about \$ 1.4 million. more than a ton of vegetables and fruits were exported. This is 1.4 times more in cost and 1.1 times in nature compared to 2018. In the structure of exports of fruits and vegetables 542.4 million UAH. Over 816.5 thousand tons of vegetables for the amount of 658.1 million US dollars. 591.2 thousand tons of fruits and berries in the amount of US dollars were exported (the growth rate in value terms compared to the previous year was 170.1% and 116.1%, respectively). The main export markets for fruits and vegetables are Kyrgyzstan, Kazakhstan, Russia and Turkey.

The quality and volume of exported products are growing as the government pays great attention to the development of agriculture and horticulture. In particular, in 2019, the share of fruits and vegetables in total exports amounted to 6.7%.

The economic development strategy of Uzbekistan is aimed at creating a diversified and competitive economy, the maximum use of national resources using innovative technologies and new methods of market management. The country's foreign economic activity, in particular the end result of reforms in the field of foreign trade, directly affects the standard of living of the population. At the end of January-December 2020, the country's foreign trade turnover amounted to \$ 36,299.3 million. US dollars, which is 5 451.7 million US dollars or 13.1%.

The volume of exports in foreign trade turnover amounted to UAH 15,127.7 million. US dollars (decreased by 13.4%), and the volume of imports amounted to 21,171.5 million UAH. US dollar (decreased by 12.8%). During the reporting period - UAH 6,043.8 million. The passive foreign trade balance is recorded in US dollars.

Export of fruits and vegetables (January-December 2020) The fruit and vegetable sector in Uzbekistan is an important segment in ensuring the food security of the country and regions. Therefore, all measures are being taken to accelerate the development of the production of vegetables and fruits in this area, which is yielding results. UAH 1008.6 million More than 1 485.0 thousand tons of fruits and vegetables were exported for the amount of US dollars. At the same time, compared to the corresponding period of 2019, UAH 199.1 million. The US dollar fell 16.5%. With regard to the structure of exports of vegetables and fruits, then 400.0 million UAH. 768.3 thousand tons of vegetables for the amount of 353.9 million US dollars. For export were sent 402.3 thousand tons of fruits and berries in the amount of US dollars.

The main export markets for fruits and vegetables were the Russian Federation, Kazakhstan, the Kyrgyz Republic and Pakistan. Due to the great attention paid by the state to the development of agriculture and horticulture, the share of exports of vegetables and fruits amounted to 6.7%.

The current state of the efficiency of the system of growing and marketing agricultural products, the existing problems and the current state of the influence of the marketing system on the formation and management of prices for products, as well as the provision of consumer markets with products are studied. analyzed. The analysis shows that farmers and private farms specialize in producing more of the same type of food. In particular, 31% of farmers in the Fergana region, 28% in the Jizzakh region, 34% in the Syrdarya region and 33% in the Andijan region prefer to grow the same products for the free market. Preferred office work.

The widespread use of intermediary services in the sale of products grown by most producers is the main factor influencing consumer prices. They are also more interested in market size and price fluctuations because intermediaries study consumer markets after the product is grown. This means that the share of manufacturers in the structure of prices for products offered for sale averages 45-50 percent. The final price is formed at the expense of additional interest rates for the services of third parties. In particular, the average interest rate is 17-18% in transport, 20-25% in wholesale and 15-20% in retail.

In fact, one of the important issues is to provide the population with original (natural) agricultural products, especially in autumn and winter, as well as to study the effect of seasonal fluctuations in market prices on the purchasing power of consumers during these periods. One of the main factors in market price fluctuations is bringing products to markets without accurate forecasting of consumer demand. Indeed, the lack of a fully developed mechanism to tackle this problem has resulted in seasonal fluctuations in consumer prices, with sharp price fluctuations occurring compared to the winter and spring seasons.

In the current practice, not only an increase in the volume of agricultural and food products in farms and dekhkan farms, but also factors affecting the efficiency of buyers and sellers, require consideration and analysis taking into account the interests of this category of entities. They consist, first, that population growth lays the foundation for consumer demand growth; secondly, the growth of incomes of the population will increase their demand for additional services at the time of purchase, prompting them to buy relatively high-quality goods; thirdly, such as a convenient location of points of sale and terms of service, taking into account the wishes of consumers.

The analysis shows that sales channels also have a significant impact on the formation of prices for agricultural products produced for the market. According to the results of a monographic study and analysis of statistical data, in 2016 46% of products sold fell on the share of farmers' markets, while in 2018 this figure was 35.2%.

During this period, the share of supermarkets and retail stores in the volume of sales of agricultural products increased from 14.1% to 22.4% due to the creation of favorable conditions for consumer purchases. Thanks to the convenience created in the sales and payment system, the volume of purchases by consumers in large shopping centers is growing.

We have included the following analytical data and proposals for improving the agricultural sales system:

Sales channel through the refinery for

- Guaranteed buyer; - prepayment; - legal security; - Presence of a clear market for a certain variety (fruit, viticulture)
- unsatisfactory conditions and form of payment;
- low purchase price or disproportionate quality of goods; - Lack of incentives to over-cultivate;
- monopoly situation

Offer. Providing daily changes in the purchase price in the contract depending on supply and demand. Mechanism of action. The price must be formed on the exact date of delivery through the database indicated above. In this case, if there is a guaranteed buyer, a 10% advantage may be in the interests of the processor.

Sales channel through points of sale

- possession of a relatively high purchasing power; - special packaging, good appearance and relatively long shelf life; - transport and other objects
- impossibility of direct coverage of farms; - there is no demand for products with low marketability; - low volume and scattered location

Offer. Organization of agricultural franchising. Mechanism of action. It is advisable to organize and advertise the shelves of products offered under certain brands and brands in large retail outlets.

Sales channel through the farmers' market

form of payment (in cash) in accordance with the manufacturer's requirements; - organization of wholesale trade at a convenient time for the manufacturer; - Harmony with the shopping culture

- a sharp difference between wholesale and retail prices; - lack of information on market capacity; - Weakness of the market infrastructure

Offer. Creation of a database on wholesale markets. Mechanism of action. A database based on modern technologies will be created at the entrance to the wholesale markets or on convenient shelves. Provided to the intermediary in case of an increase in the daily supply of products.

Sales channel through intermediaries

- have daily information on demand, supply and valuation; - The relative superiority of cars in the convenience of transportation; - supply of small products
- relatively cheap purchase; - severing producer-consumer relations; - low level of competitive faith; - based on daily activities.

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

Trade fair sales channel:

- creation of a favorable environment and conditions for entering the market; - the ability to quickly attract the attention of consumers; - Creation of a "national brand" through a proposal under the name of a specific region.
- dissatisfaction with the payment system; - the mechanism of compensation for "lost money" when selling at prices below market prices is not clear; -existence of problems with registration and registration with the seller

Offer. Creation of a mechanism for material incentives for fair participants. Mechanism of action. It is possible to develop methods for calculating losses for products offered at relatively low prices, and to introduce incentive mechanisms. For example, buying resources of the same value at discounted prices.

Sales channel through exporters:

- relatively high price for a quality product; - The ability to sell products from the field (at home); - Variety, packaging improvement
- hypersensitivity to changes in foreign and domestic policy; - high waste in a highly competitive environment; - no guarantee of purchase for the next season.

Offer. Improving the insurance system for export-oriented products. Mechanism of action. Introduce into practice, together with Uzagroexport and Uzagrosugurta, compensation for the loss of funds through the sale of products grown for export on the domestic market.

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