

## Using Marketing Strategies in the Development of the Viticulture Industry

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### Abstract

*This article presents the state of the viticulture industry in the country, reforms carried out in the industry and proposals for the use of marketing strategies to increase the export potential of the viticulture industry.*

**Keywords:** *Viticulture enterprises, cluster system, export potential, marketing strategies, competitive products, strategic planning.*

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### INTRODUCTION

It is known that fruits and vegetables grown in Uzbekistan, especially grapes, are significantly higher than similar products grown in other regions due to their richness in micronutrients and various biological substances that are irreplaceable in the diet, high quality, environmental friendliness and safety. . In this regard, in recent years, the country has been carrying out consistent reforms to develop the fruit and vegetable and viticulture industries.

In particular, the head of our state Sh.M. Mirziyoyev Resolution No. PP-5200 of July 28, 2021 "On the introduction of a cluster system in the development of viticulture , additional measures of state support for the involvement of advanced technologies in the industry " [1] Establishment of a cluster system for production, provision of the republic with quality products through the widespread introduction of effective mechanisms for regulating the alcohol market, strengthening the export potential of the industry, increasing investment attractiveness, as well as measures to develop wine tourism (enotourism). According to the resolution, 48 districts of the Republic of Karakalpakstan and the regions will specialize in the cultivation of grapes. Vineyards will be planted on 156,000 hectares of land in specialized districts (including 50,000 hectares in 2021) and a continuous system will be created until they are delivered to consumers. From August 1, 2021, agricultural land plots (irrigated and non-irrigated (dry) lands) will be leased for a period of 30 years on the basis of an open tender for the establishment of vineyards and the development of viticulture. Land plots will be put up for open competition in the size of 0.06 - 1 hectare for the establishment of vineyards with the organization of dehqan farms, in the size of 1 - 30 hectares for the establishment of large vineyards in a single contour.

### LITERATURE ANALYSIS

Problems of using marketing strategy aimed at increasing exports in Uzbekistan, A.Sh. Bekmurodov, M.R. Boltabaev, A. Soliev, M.S. Qosimova, A.A. Fattahov, M.A. Ikramov, M. Yusupov, Sh.Dj. Ergashxodjaeva, F.M.Nazarova, D.B.Parpiev, T.A.Akramov, D. M. Avaxxodjaeva , Sh.A. Xodjaeva, B.X. Shafkarov, E.I. Studied by Ergashev [7–13] and others.

In particular, BH Shafkarov [16] organized the marketing of grapes, increasing the economic efficiency of its processing, EI Ergashev [15] the development of horticulture and viticulture in the

conditions of economic liberalization, Sh.A. Khodjaeva [17] the organization of marketing activities in agricultural enterprises studied the problems of increasing the efficiency of production.

### RESEARCH METHODOLOGY

It should be noted that viticulture is one of the agricultural sectors of the 3rd sector of the agro-industrial complex. It is one of the sectors of agricultural production (sector 1), agricultural services (sector 2) and agricultural processing and sales (sector 4), which differs from industry 3 [4]. .

Today, Tashkent region is an industrial region for the cultivation, export and processing of grapes in the country. Most of the Tashkent region is located in the foothills, and the rainy season lasts from October to April.

The area under food grapes in the region accounts for an average of 80% of the total area of grapes, industrial varieties, ie varieties of wine juice - 20%. The following varieties of grapes are grown in Tashkent region: black kish-mish, white kish-mish, nim rang, pink type, husayni, rizamat, black janjal, pusti parquet, October, beautiful black and others. To make wine juice, such varieties as kuldjin, Bayan-Shirey, nutmeg, black maysky, soyaki, Morastel, Tarnau, Hindogni, Riesling are used. Grape cultivation in the region is mainly in Parkent, Yangiyul, Bostanlyk, Qibray and Zangiota districts. Today, special attention is paid to the export of grapes grown in these regions, increasing its volume from year to year.

The area of vineyards in Tashkent region in 2020 amounted to 16,276 hectares, an increase of 2,781 hectares compared to 2000, 115,153 tons of grapes were grown on 16,276 hectares in 2020, 5,527 tons more than in 2018 and 20,553 tons more than in 2000 (1 -table). In 2000, 94,600 tons, in 2010, 107,489 tons, in 2015, 114,803 tons, in 2020, 115,153 tons of grapes were grown. It can be seen that over the past 20 years, grape growing in Tashkent region has a growth trend, which increased by 121.7%, and in 2020 the yield was 81.6 quintals per hectare. This figure was 87.4 quintals per hectare in 2000, the highest yields in the last 20 years were 112.8 quintals in 2015 and 115.9 quintals in 2016, with a downward trend from 2016 and 102.3 in 2018, 100 in 2019. , 3 and in 2020 it decreased to 18.7 quintals per hectare and it was 81.6 quintals. Although the area under grapes and the volume of grape cultivation increased in 2020, there was a decrease in yield. This was due to untimely implementation of agro-technical measures, lack of marketing measures.

**Table 1 Vineyard area, crop yield and productivity in Tashkent region in 2000-2020<sup>[29]</sup>**

Indicators	2000 y.	2005	2010 y.	2015y	2016y.	2017y.	2018y	2019y	2020y
All ages , acres	13495	16242	18063	17561	18132	13951	15091	15498	16276
Collected gross yield , total , ton	94600	61700	107489	114803	114481	111646	109626	11120121	115153
Productivity, (yield giving age area ), ts / ha	87.4	51.8	87.4	112.8	115.9	110.7	102.3	100.3	81.6

\*) initial information

In 2020, the share of grapes in the export of fruits and vegetables in Tashkent region was 22.3%, vegetables - 43.9%, fruits - 30.5%, melons - 2.3%, nuts - 0.87%.

**MAIN PART**

Today, more than 21 million tons of fruits and vegetables are grown in Uzbekistan. According to experts, the product may be tasty and cervitamin, but due to lack of marketing, lack of study of the situation on the world market, products that meet export requirements are not grown. Due to the lack of systematic cooperation between farmers, processors and exporters in the regions, farmers are not able to sell their crops. The exporter is looking for fruits and vegetables, which, of course, has a negative impact on long-term cooperation with foreign buyers. In a video conference, the head of state said: "The main purpose of establishing clusters is to increase exports. To do this, we need to find new markets, without a market, there will be no exports, and the cluster system will not work. Therefore, it is necessary to regularly study the demand abroad, to use the opportunities effectively, to ensure consistency in exports " [2] . It is obvious that it is necessary to pay special attention to the cultivation of fruits and vegetables in accordance with world standards, the establishment of a system of quality assurance and sale of products, storage, processing, and most importantly, exports. It is necessary to take measures to sharply increase production to export \$ 2 billion in 2020 and 3-4 times more in the next 5-7 years. Another important point is that if the clusters form a continuous chain of "cultivation-preparation-storage-processing-transportation-delivery" and the volume of fruits and vegetables increases, the stability of prices in the consumer market will be strengthened [2].

2 , the task is to increase the export of fruits and vegetables and grapes from year to year in our country. In 2020, Uzbekistan will receive 188.3 million. U.S. dollar exports of grape products. Tashkent region, of which 48.1 million. U.S. dollar exports of grape products. The share of Tashkent region in the country's exports in 2020 was 25.5%. In the context of the pandemic, the country's grape exports in 2020 will reach 35.4 million tons by 2019. Despite a decrease in US dollars, grape exports in Tashkent region have been growing year by year, reaching only 2.3 million US dollars in 2000. U.S. dollars worth of grapes were exported, an increase of almost 21 times.

**Table 2 Status of grape exports in the Republic of Uzbekistan in 2000-2020**

( US dollars ) [29]

Indicators	2000 y	2005	2010 y	2015 y	2016 y	2017 y	2018 y	2019 y	2020 y
<b>In the whole republic :</b>	<b>20.8</b>	<b>20.1</b>	<b>296.1</b>	<b>350.0</b>	<b>142.1</b>	<b>159.5</b>	<b>179.7</b>	<b>223.7</b>	<b>188.3</b>
<i>hence :</i>									
<b><u>Tashkent province</u></b>	<b><u>2.3</u></b>	<b><u>5.6</u></b>	<b><u>50.9</u></b>	<b><u>123.2</u></b>	<b><u>12.9</u></b>	<b><u>13.8</u></b>	<b><u>13.0</u></b>	<b><u>27.2</u></b>	<b><u>48.1</u></b>
Republic of Kazakhstan	0.0	-	3.8	78.5	9.3	8.2	7.2	14.7	19.5
Kyrgyz Republic	-	-	-	0.4	0.0	0.7	1.6	6.9	2.3
Russian Federation	1.6	4.6	36.3	0.1	2.7	1.1	2.6	3.2	24.0
Others	0.7	1.0	10.8	44.2	0.8	3.8	1.5	2.4	2.3

In 2000, Tashkent region exported grapes worth \$ 1.6 million to Russia alone and \$ 0.7 million to other countries, and by 2020 it will cost \$ 19.5 million. Grapes worth \$ 24 million were exported to

Kazakhstan, \$ 2.3 million to Kyrgyzstan, \$ 24 million to Russia and \$ 2.3 million to other countries. This shows that in 2020, compared to 2019, grape exports increased by \$ 20.9 million. This is mainly due to the \$ 20.8 million sent to Russia. dollars in grape exports in 2020.

Today, access to foreign markets with competitive products is one of the most pressing issues. In solving this problem, it would be expedient to effectively use the principle of consumer-oriented marketing.

The reforms being carried out in our country are aimed at saturating the domestic consumer market and entering foreign markets with ready-made competitive products, increasing their export potential.

So far, markets for fruits grown and processed in Uzbekistan have been developed in a total of 84 countries.

However, in developing a marketing strategy for the export of products produced in the regions, it is necessary to pay attention to a number of other tasks, based on the specifics of the region, in order for business participants to operate effectively.

Local businesses in the region pay close attention to all marketing activities in their business activities. However, one of the marketing initiators is the local government, but they do not offer their products to the market because they are not product manufacturers. In this regard, the level of cooperation between the government and local businesses in the process of marketing the product is important.

It can be noted from the above that it is necessary to develop a marketing strategy for the development of viticulture enterprises. The growth strategy of enterprises in this area means that the main tasks of the enterprise in its field, the tasks in the field of marketing, as well as the process of planning integrated marketing strategies. In general, the growth process of these enterprises is also widely used in practice under the name of strategic planning.

Most scientists in marketing theoryThe main marketing strategies to increase the export potential of businesses are:

- ✓ costs on leadership strategy ;
- ✓ diversification strategy ;
- ✓ Specialization strategy .

The cost management strategy identifies the need to implement systemic measures to reduce the cost of production, goods, works and services.

Diversification strategy to competitors than quality goods barpo work \_ \_ do and services show zaruratini setting gives \_

Specialization strategy certain goods , works and services which was consumption demand to competitors than much attractive conditions satisfaction zaruratini setting gives [3].

## CONCLUSIONS AND RECOMMENDATIONS

In short, the reduction of barriers to foreign products in foreign markets will allow reaching an agreement with existing countries to reduce non-tariff barriers to existing relations with Uzbek products in export markets. It is necessary to continue work on the formation of "green corridors" for viticulture. The use of marketing strategies in the development of the viticulture industry plays an important role in increasing the export potential of the industry.

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