

**THE ROLE OF AGRICULTURAL MARKETING IN THE DEVELOPMENT OF  
UZBEKISTAN**

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**ABSTRACT**

This article discusses the role of agriculture in agro-industrial development. The impact of agriculture on the development factors and trends of agro-industry and the work to be done for development are analyzed in detail. Agricultural marketing is a system which controls businesses in agrarian market, regulating and studying market situation not only in micro level of the business, but in a state macro level, and it is able to offer mechanisms of mutually beneficial exchange between different subjects of the market, to create opportunities to see consumer needs and identify the possibilities of satisfactions.

*Keywords: Agricultural marketing, fruit and vegetable produce, agricultural marketing system.*

Climatic condition of Uzbekistan makes it possible to grow fresh fruits, vegetables and berries in a large quantity and wide assortment. Thereupon, the country's produce processing industry is improving, which includes in itself enterprises of fruit and vegetable can production, fruit and vegetable juice, wines and spirits, soft drinks, fruit and vegetable puree, paste and syrup, dried and frozen fruit and vegetables. Among some of these positions (tomato paste, dried fruit and vegetables) Uzbekistan is considered to be one of the major industries.

An objective of the strategy of fruit and vegetable processing industry development is the growth of the incomes of producers and country from sales of products of fruit and vegetable processes. In order to achieve this goal it is necessary to solve following tasks:

1. Increasing the amount and improve the quality of fruit and vegetable produce processing industry.
2. Improving the quality of output processed goods, expand their assortment, and achieve their perception in target markets as qualitative, fresh and ecologically safe.
3. Effectively controlling all sorts of the resources, directing to the growth of competitiveness fruit and vegetable products of Uzbekistan according to the criteria of cost/quality.
4. Promoting export commodities to more perspective markets and raising incomes from unit of export.

The basic articles of Uzbekistan's export are fresh fruit and vegetables, tomato cans, foremost tomato paste, concentrated fruit juice and wine products. This production has never been processed before or it is the product of the lowest stage of an added value's chain and it should not be allowed to consume, but it must be a raw material for further production.

One of the major markets in fruit and vegetable produce of Uzbekistan is Russian Federation. Currently, Uzbekistan's share in Russian markets consists of about 11%. Demand for an Uzbek fruit and vegetables will only rise up. According to forecasts, we can conclude that Russian fruit and vegetable market's capacity will increase up to \$9-\$14 billion dollars during 5-6 years. If Uzbekistan saves its share in Russian markets (11%), then Uzbek partners in export will have an additional demand for fruit and vegetable commodities of \$1-\$1.5 billion dollars. It is vitally important for Uzbekistan to take all necessary measures on output expansion of qualitative goods, standardization and certification, packaging and transportation, preparing the whole logistic system in order to fulfill Russian markets with fruit and vegetable commodities. An essential role of that moves away to the agricultural marketing. Agricultural marketing is a system which controls businesses in agrarian market, regulating and studying market situation not only in micro level of the business, but in a state macro level, and it is able to offer mechanisms of mutually beneficial exchange between different subjects of the

market, to create opportunities to see consumer needs and identify the possibilities of satisfactions. This offers studying agricultural market and forecasting its dynamics, forming the demands for produce of the current market and stimulating their distribution. Agricultural marketing allows explaining scientifically all accepted decisions on production, gives opportunities to assess and predict adequately market situation, to develop the strategy and the tactic of a competitive activity.

Presently, a marketing activity has not had a wide circulation in enterprises of the agro-industrial complex of the republic.

Special features of marketing in agrarian complex are closely associated with the specification of agricultural production which is characterized by various assortments of produces and members of market, and also by diverse organizational forms of management.

The essential difference of the agricultural marketing is stipulated by the special features of agriculture with depending results on natural conditions, the role and value of products, various forms of properties, discrepancy of working period and period of production, seasonality of production and receiving of products, diverse organizational forms of management and their dialectics of external economic links, attendance of state structures in development of agricultural fields. Natural and economic process in agribusiness enterprises is becoming integrated and they are forming special conditions for production and organizations of marketing.

Goals of functioning of agricultural enterprises should be bound with the accomplishment of complex options of marketing, the point of matter that concludes to the following: firstly, the orientation to the market that offers studying its objects and subjects, in which consumers and competitors will appear, information about conjuncture of market and product; secondly, to influence on market through studying and analyzing it, readjustment to the market; thirdly, organization of competitive production distribution, gathering and processing information; fourthly, orientation achieving a long-term commercial success, which offers short-term interests to goals of long-term constant advantage in the market.

At the same time, marketing functions based on totality of such foundations like studying the status and dynamics of consumer needs and using market and product data in the process development and accepting economic decisions: maximal readjustment of production according to market requirement aiming to improving effectiveness of functioning of enterprises, of which appears summary results of economical activity and income: impacting on market and consumer need with such facilities, like an advertising advocacy, market stimulation and personal sales.

Factory-farm enterprises of the country, nowadays, are using separate functions and strategies marketing activities, which are not effective. The present economic situation in republic doesn't allow the majority of producers to implement their whole marketing system.

Agricultural marketing system includes in itself complex of more essential market relationships and information flows, which links agricultural enterprises to the market and its products. These two systems (outer and inner) are connected with several flows. A certain firm arranges connections with market and its elements of marketing environment, provides it with information and produces of agricultural production and services, and acquires money and information, raw material in return.

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