

PROSPECTS FOR INCREASING THE EXPORT POTENTIAL OF FRUIT AND VEGETABLE PRODUCTS

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ABSTRACT. *In the article, issues related to the prospects for increasing the export potential of fruit and vegetable products were discussed. In addition, studies were conducted to ensure the safety of food products for the development of the living standards of the agricultural population. Proposals have been made in this regard.*

Keywords. *agricultural products, export potential, fruit and vegetable industry, diversification.*

INTRODUCTION. The agricultural sector plays an important role in the development of rural living standards, food security and raw materials for industry.

Uzbekistan is one of the main producers of fruit and vegetable products among the CIS countries due to its favorable and very fertile land resources. Along with high-quality cotton fiber and wheat products, horticultural products that create high added value are grown in the republic: cherries, pomegranates, and various regional fruits and vegetables. It is possible to increase the opportunities for the development of the industry as a result of the production of high-quality, diverse fruit and vegetable products, especially focusing on the consumer markets of the CIS countries and Russia through their re-production. For this, it will be necessary to open fruit and vegetable processing enterprises, create new jobs locally, and make full use of the reforms aimed at the development of the sector by our state.

At the same time, the current system of production and processing of agricultural products in Uzbekistan has its own problems: most fruit and vegetable

growers are relatively small in size and not fully connected to the supply chain. The requirement does not have a uniform system across the network. This is especially important in directing the products currently being created in the network to international markets. During the harvest season, due to the lack of adequate packaging and storage warehouses, a large volume of products is released to the market, as a result, the prices of fruits and vegetables fall due to the excess of supply over demand. This, in turn, leads to the destruction of most of the unsold products.

Based on the fact that the legal, organizational and economic relations between the economic entities formed as a result of institutional and structural changes in the agricultural sector in Uzbekistan require regular improvement in the establishment of agroclusters implementation of the direction should become one of the important tasks of the agrarian policy today. Because the interaction of agriculture with the processing and value-added sectors is not widely established, the production of competitive, environmentally friendly processed products and the activities of other sectors, such as the processing and sale of agricultural products has a negative effect. However, on the one hand, the continuation of modernizing national traditions in the production of agricultural products in Uzbekistan, specialization in the production of products that are competitive and in high demand in the domestic and foreign markets due to the natural location of the regions, agricultural is the presence of owners (farmers and dehqan farms) producing various products in the region. Also, mutual integration processes between enterprises of the agro-industrial complex, enterprises with a high innovation level serving agriculture, cooperation and competition readiness of enterprises related to the network, agriculture the formation of legal and regulatory frameworks for the regulation of the economy in accordance with the market principles, the availability of comprehensive service infrastructure and highly qualified specialists are important factors in solving these imbalances.

The implementation of actions on the establishment of intensive gardens by our country will lead to an increase in the economic scale, as a result of which

additional services such as product quality inspection and certification will be created. Particular emphasis should be placed on the development of contractual relations between farmers and farms and processing enterprises. If we take into account the weak development of the network between farmers, farmers and retailers in local markets, the lack of a system for exchanging information on product prices in the market, the market price at the national and regional levels, it is necessary to establish a system for information on demand. At the same time, we believe that it is appropriate to establish centers for collecting data and studying customer demand in different markets.

As stated in the “Address to the Oliy Majlis” of the President Sh.M.Mirziyoyev on December 29, 2020: “The fight against poverty will become the main economic issue of 2021. The factor that gives the fastest results in reducing poverty and increasing the incomes of the rural population is a sharp increase in productivity and efficiency in agriculture...”¹. Therefore, in order to develop this industry and increase exports, a number of measures are being determined, businessmen are being provided with incentives and financial support, and a number of decrees and decisions are being adopted in this regard. For example, in the Decree of the President of the Republic of Uzbekistan No. PD-20 dated November 23, 2021 “On measures to develop family entrepreneurship in fruit and vegetable and viticulture and increase the share of farmers in agricultural production” - a number of measures have been established to ensure food safety by financial supporting for the population's entrepreneurial initiatives aimed at earning income, helping the population to organize their own business in the agricultural sector, increasing the share of farmers in the production of agricultural products, and diversifying agriculture. The reforms carried out by our government in this field, including the implementation of new technologies that save resources, accelerate the further processing and increase the price of exportable goods, are aimed at increasing the productivity of a large branch of the economy - agriculture.

¹ Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. December 29, 2020, <https://president.uz/uz/lists/view/4057>

ANALYSIS AND RESULTS. As a result of the economic reforms carried out in the agrarian sector in our country during the years of independence, the legal and regulatory framework for increasing the export potential of the sector was weakened, the effective state support for the export-oriented activities of economic entities producing agricultural goods a system and mechanism were created, the processes of exporting products were simplified, all conditions were created to attract investments to the sector. The fact that the number of enterprises established on the basis of investments of foreign countries increased by more than 2.5 times in our republic during 2000-2015, and their share in the country's exports increased several times, can be explained as a positive effect of the above-mentioned measures.

There are a number of problems and tasks that need to be solved in terms of increasing the effectiveness of the globalization of the agrarian economy into the world agrarian economy, improving and developing the form and mechanism of economic integration structures, entering into this process, and supporting them by the state. Solving them will serve to increase the export potential of the agricultural sector of our republic.

This, in turn, is to identify existing problems and shortcomings in the field by means of analyzing the activities of farms, agro-firms and private enterprises producing export-oriented products based on a complex and systematic approach, as well as to justify the ways of increasing the export potential of the agricultural sector, is making it.

According to statistics, 2 million 749 thousand tons of fruits and vegetables were exported in 2021, which is 11% more than in 2020. During the nine months of 2022, Uzbekistan exported 1.2 million tons of fruits and vegetables worth about 760.2 million dollars. This figure has increased by 169,000 tons compared to the same period last year.

This year, phytosanitary permits for the export of 10 types of products have been obtained, which is the reason for further increase in export indicators. In particular, as a result of agreements reached with a number of countries by the Plant

Quarantine and Protection Agency, today 86 types of fruit and vegetable products are exported from our country to 23 countries, and all types of fruit and vegetable products to 56 countries. In 2022, phytosanitary permits were obtained to export fresh grapes to India, apples, lemons, cherries, garlic, onions to Jordan, plums to Peru, and beans and dried fruits to China.

Opportunities and benefits created in the field of agriculture and, of course, the work of farmers and farm workers of our country, workers and servants are gaining importance in the growth of the export potential of our country in terms of fruit and vegetable products.

It is worth noting that the legal framework adopted by the head of state and our government plays a decisive role in the development of the agricultural sector, the introduction of modern techniques and technologies into the industry, and the provision of various benefits and facilities.

For example, the measures specified in the Presidential Decree "On additional measures of financial support for agricultural production" adopted on October 6 of this year will provide agricultural producers with material resources (services), increasing the production of products, thereby increasing the income of the population, as well as the volume of exports.

According to this decision, funds allocated for state support of the fruit and vegetable sector will be allocated to the Horticulture and Greenhouse Development Fund for a period of 12 months, including an 11-month grace period. with an additional budget loan of 300 billion soums at an annual rate of 10 percent.

Diversification of the structural structure of the production of agrarian industries in our republic, improvement and modernization of the material and technical base of farms, implementation of the mechanism of effective and rational use of existing resources based on the introduction of resource-saving technologies - along with increasing the export potential of the agrarian sector, the export structure of the agrarian sector and created conditions for changing its geography.

One of the important directions of increasing the volume of export of agricultural products is to increase the effectiveness of measures to ensure the competitiveness of the produced products in the domestic and foreign markets.

Reasons for the low level of competitiveness of processed fruit and vegetable products include:

- ❖ high production costs;
- ❖ low quality;
- ❖ little attention is paid to packaging, packaging and label requirements;
- ❖ product composition does not fully meet world standards;
- ❖ short shelf life of products;
- ❖ increasing “export costs” and others.

Today, in order to increase the share of the export of processed fruit and vegetable products in the export of agricultural products, it is necessary to solve the following tasks in the field:

- developing and implementing a program of measures aimed at increasing the competitiveness of fruit and vegetable processing enterprises operating in our republic, as well as technological modernization and automation and computerization of technological processes in this field;
- to ensure the competitiveness of the export prices of the processed fruit and vegetable products produced in our country compared to the prices of similar products of other countries;
- modernization of machines and equipment used in processing enterprises, reshaping of non-demanding technology and production processes based on resource-saving principles, etc.

CONCLUSIONS AND RECOMMENDATIONS. The main directions of increasing the export potential of the agricultural sector of our republic:

- ❖ to give priority to the establishment of enterprises with the participation of foreign investments that ensure the rational use of the resource potential, natural climatic conditions and relative advantages of the regions of our republic;

- ❖ uniting fruit and vegetable and grape-growing farms into cooperatives, increasing the export potential of the sector on this basis, creating conditions for technological re-equipment and modernization of the sector, while effectively organizing the process of processing and drying fruit and grape products;
- ❖ improvement of the system of delivery of vessels and specially adapted containers and its infrastructure for the process up to the delivery of fruit and vegetable and grape products to consumers, financial support, and for this, to the cultivation of fruit and vegetables and grapes of our republic in specialized areas, the production of containers and packaging materials used for packing and placing of these products, as well as the organization of warehouses that allow them to be stored for long and short periods;
- ❖ to establish a systematic regional organization of increasing the knowledge and practical skills of farm managers and specialists on product export;
- ❖ continue to protect local agricultural producers with the help of tariffs and notarial instruments;
- ❖ increasing the volume of preferences in the state procurement system;
- ❖ subsidizing interest rate guarantees on loans to replenish the working capital of enterprises with import substitution potential;
- ❖ applying innovations to directions aimed at deepening the processing of raw materials that ensure the effective diversification of agricultural sectors and the export of traditional sectors;
- ❖ giving priority to the financing of innovations within the framework of high-tech projects with the participation of farms, small businesses and private entrepreneurs in rural areas, with a high possibility of applying scientific achievements;
- ❖ improvement of customs legislation and administration in order to stimulate the production of products with high intellectual labor capacity and based on high-level technologies, etc.;

In order to increase the volume of export of agricultural products, implement the following measures aimed at ensuring the stable development of enterprises and organizations in the field of product processing. That is:

- ❖ to ensure the supply of fruits, vegetables and grape products of the specified assortment and quality to processing warehouses in compliance with the terms of the contract, and to introduce a practical and economically effective monitoring system over this process;
- ❖ obtaining loans from external and internal financing systems and sources of processing enterprises, obtaining technologies on the basis of leasing, enabling the establishment of infrastructure enterprises of the agricultural products processing network, production and service provision in cooperation improvement of regulatory legal documents, prioritizing their implementation;
- ❖ increasing the volume of export of agricultural products, adapting the national quality standards to the requirements of world markets, etc.

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