

Competitiveness of the Fruit and Vegetable Sector in the Food Network

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Abstract

Globalization and deepening of the integration processes in the world economy require a thorough study of the internal strengths and weaknesses of agrarian business, as well as its external opportunities and risks in the market. One of these opportunities is the organization of an agro-industry group according to the cluster model.

Keywords: *Integration, globalization, risk, agroclusters, innovation, technology, infrastructure.*

Enter. The government of the republic has set the priority tasks of satisfying the consumer market demand for fruit and vegetable products, increasing the volume of exports, and modernizing the industry. The solution of these tasks is related to the improvement of the system of effective organization, accounting and statistical analysis of the processes of growing, processing and selling fruit and vegetable and viticulture products by farms.

As the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, noted, "In Uzbekistan, fruit orchards, especially orchards with an intensive method, are not organized enough, orchards and vineyards are in an unusable state, and their economic efficiency is extremely low, and in many districts thousands of hectares of old orchards have not produced crops for years. It was considered one of the most important issues today that "the cooperative system that forms the chain of production - purchase - storage and processing - export" has not yet been introduced. However, as a result of the opportunities created for the development of horticulture during the years of independence, the areas of vegetables, fruit crops, fruit and vineyards are expanding. Currently, in the context of digitalization of the economy, the improvement of fruit and vegetable enterprises is being carried out.

In order to ensure the implementation of the Decree of the President of the Republic of Uzbekistan dated October 23, 2019 "On approval of the strategy for the development of agriculture of the Republic of Uzbekistan for 2020-2030" No. PF-5853, 2019 On December 11, the decision PQ-4549 of the President of the Republic of Uzbekistan "On additional measures to further develop the fruit-vegetable and viticulture industry and create a value-added chain in the sector" was adopted. The tasks presented in this decision cover the issues related to the improvement of the organizational and economic mechanisms of fruit and vegetable farms in agriculture today, the application of the most modern methods of management, the increase in the volume and quality of the produced products to international requirements received.

At the current stage of the economic reforms implemented in the agrarian sector of Uzbekistan, in order to ensure the stable development of farms, to increase their competitiveness by creating a competitive environment, to achieve a balance of supply and demand in the production of products, and to introduce mechanisms that operate effectively in the domestic and foreign markets on a large scale is one of the urgent tasks.

Analyzes of the experiences of developed countries in the cultivation, storage, processing and export of fruit and vegetable products show that there is a need to develop cooperation and clusters of producers of these products.

It is known that the existing natural and climatic conditions in our country allow for the sustainable development of agricultural products, in particular, fruit and vegetable production. The President and the government of the Republic of Uzbekistan pay great attention to the development of fruit and vegetable growing as a priority in the process of transitioning the industry to market relations. After all, the fact that a significant part of the foreign currency income of the country is formed due to the sale of fruit and vegetable products in foreign markets indicates the priority of radical reform and rapid development of the sector.

in economic matters – Fruit and vegetable growing is one of the main incomes of the population in rural areas, making up 32.2% of the total agricultural products (8.7% of the country's GDP). It has a direct impact on the development of a number of industries. Also, this sector occupies the main place in the country's agricultural exports;

in a social matter – the effectiveness of sustainable development of fruit and vegetable production has a direct impact not only on the living standards of rural residents, but also on increasing the social well-being of all residents of the country.

As a result, the ultimate goal of these reforms is to provide food security in the country, and it is evident in the positive results of the economic reforms implemented in all processes of the development of the new Uzbekistan, and it reflects the increase in the standard of living of the population. In addition, "... in the field, especially in the development of fruit and vegetable growing and viticulture, effective market mechanisms have not been systematically established, the insufficient scientific approach leads to the fact that the existing opportunities of the sector are not fully used. According to calculations, compared to raw cotton grown on 1 hectare, it is possible to earn 7 times more from grapes, 6 times from cherries, and 5 times more from walnuts". It cannot be said that the available opportunities in processing, storage and export of these products are being fully used.

THE RESULT

As the President of the Republic of Uzbekistan Sh. Mirziyoyev noted: "Today, only 15% of the fruits and vegetables grown in our country are processed, and only 8% are exported. These indicators are still low, especially in Syrdarya, Jizzakh, Khorezm, Kashkadarya and Tashkent regions. Is the export of 860,000 tons of fruits and vegetables worth 620 million dollars this year compatible with our capabilities and potential? No, of course! Based on the experience of developed countries, there are no techniques for cultivating gardens and vineyards, planting and harvesting vegetable and potato seeds. Delivery of fuel and lubricants, mineral fertilizers, seeds to farmers, and the fight against diseases and pests are not organized at the required level. It is a complex of enterprises integrated into a single technological chain, a link that brings together different layers of the population, and at the same time it is an important stage of the transition to an innovative economy in the field. Because thanks to the cluster, raw materials go through all stages of processing and become ready-made products for export. In simple terms, the cluster system includes all activities from growing, processing, and storing fruits and vegetables as a team within one complex. At the same time, the cluster direction shows that it is promising for all branches of the economy.

In these processes, the interests of all workers are harmonized. That is, all employees, from the raw material producer to its processors, are equally responsible for the quality of the product. Because

accordingly, a part of the added value arising from the sale of the final product was distributed to the workers who joined this work. Such an incentive encourages them to work hard, not just for the sake of it. The cluster is distinguished not only by its high economic efficiency, but also by its social significance.

CONCLUSION

Today, the rapid development of agriculture and the increase of its economic efficiency are connected with the cluster system. In the words of our President, it will soon become a locomotive of the agricultural sector. Therefore, the more the agriculture, especially the fruit and vegetable industry, improves, the more the country's export potential will increase, and the people's well-being will improve.

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