



## EFFECTIVE SOLUTIONS OF AGRICULTURE IN THE MANAGEMENT OF EXPORT POTENTIAL IN THE FIELD OF FRUIT AND VEGETABLE PRODUCTION

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**Resume:** The article touched on issues of development of export potential of the fruit and vegetable sector, further improvement of the export network, the gradual development of foreign market relations in solving problems arising in the export of fruit and vegetable products and the formation of modern management, further improvement of export structure, reproduction of export products, analysis and development of scientific and practical, pronous conclusions.

**Key words:** : export of fruit and vegetable products, export, capacity efficiency, management, statistics, economy, strategy, agriculture, modern technologies, world of the internet.

**Introduction.** In the world, the issue of providing global safe food products has made humanity one of the most stable directions on a global scale, the processes of growing, storing, processing, exporting fruit and vegetable products are gaining more strategic importance. Under such conditions, it is quite natural that the population has a high demand for quality food, respectively, it is required by producers, countries, international carriers to unite in the course of reconciliation in the face of these issues. The decision of the president of the Republic of Uzbekistan, dated 11.12.2019 PQ-4549 on additional measures for the further development of the fruit and vegetable and viticultural network, the creation of a value added chain in the field was signed <sup>1</sup>. To achieve high efficiency through the effective use of the existing potential in our country, it is impossible to relax without a modern management system, improvement of mechanisms, modern technologies. The main goal of this article is significant in that the foreign market demand for fruit vegetable products in our country is especially significant in the European mamalakats, achieving high efficiency through the introduction of modern energy-efficient technologies, improving the management of export potential, in turn, serves to strengthen competitiveness.

**(Research methodology).** In our research work, modern solutions in the export of fruits and vegetables advanced experience climate conditions issues of





quality export of the grown processed export product packaging has been thoroughly studied the factors affecting the overall export potential to the shortcomings. Also, the necessary points were made in the export of the fruit and vegetable network from scientific research papers. The article also used methods of observation, statistical analysis in the research process, Factor Analysis, selective observation.

**(Review of literature on the topic:)** The agricultural products market is generally divided into domestic (local and overseas markets) and foreign markets . The market is the sum of socio-economic relations between entities that occur in the process of Commodity Exchange, and these relations are carried out under the influence of the law of supply and demand of the market, indirect and direct coordinating levers of the state in the context of competition. According to research, the agricultural products market is experiencing a loss of crop production, a decrease in the competitiveness of goods due to problems with the supply system of products to consumers <sup>2</sup>. Within the framework of the agrarian network of our country, the effective provision of the system of agricultural products in the range from productive to final consumer is one of the most pressing issues in the development of the structure of agricultural products markets. Today, the existing organizational and economic mechanisms and models of interaction between the agricultural products market and the world market do not correspond to the potential of our country, nor to the strategic goals of its development. As the main factors affecting the low level of export potential, it is recognized that the focus of export activities on the supply of more raw materials, the material and technical supply of farmers and farms does not meet the requirements of the time, as well as the low level of competitiveness in terms of the quality and cost of cultivated agricultural products are among the existing problems. One of the priority strategic tasks facing our state at the moment is to increase the volume of exports, increase the share of products with high added value, strengthen the competitiveness of domestic products in the world market. Focusing on the scientific and practical research of many scientists on the export of agricultural products, the issue of export efficiency has been analyzed by many scientists on the basis of various methodologies. The interaction of these factors is reflected in the volume and stability of exports with significant differences in different countries. The theoretical basis for export, the specifics of export, has been scientifically covered by foreign and domestic scientists. In particular, a study by Anderson and van Winkop used simple least squares (OLS) regression based on

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<sup>2</sup>Anderson J., van Wincoop E. Trade Costs // Journal of Economic Literature – 2004. – Vol. 42(3).P. 691–751.





panel data, identifying transportation costs, customs barriers, and exchange rate volatility as the main limiting factors affecting the export of agrarian products <sup>3</sup>. The results show that” high transport costs significantly reduce the price competitiveness of products in the foreign market, while the complexity of customs procedures creates additional costs in the export process, while sharp fluctuations in the exchange rate increase uncertainty in the conclusion of long-term contracts for exporters and limit stable export flows.” M. Seyfullayev and V. Kapitsyn believes that” the country's export potential is a common state of resource base and economic development of the national economy, providing scientific, technical, technological, industrial, socio - economic development.” On the issue of comprehensive export development, logistics, customs, exchange rate instability indicate a direct impact on the cost of the product, which is more relevant in the fruit and vegetable sector.

**(Analysis and discussion of results).** Today, we are seeing an increase in the volume of cultivation and export in the world, which is witnessed by the wide opportunities for export by each state, such results are being formed as a result of cooperation between many partner countries.

### State Support Instruments for Agricultural Exports

Financial		Institutional	
Direct Financial Assistance	Stimulating Export Production	Export Promotion Measures	Trade Policy Measures
<ul style="list-style-type: none"> <li>• Export credits</li> <li>• Interest rate subsidies on credits allocated to exporters</li> <li>• Partial compensation of logistics costs</li> <li>• Export insurance guarantees</li> <li>• Export guarantees</li> <li>• Export guarantees</li> <li>• Financial subsidies for exporters participating in exhibitions and fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Tax incentives</li> <li>• Building and modernizing export infrastructure</li> <li>• Financing direct foreign investments</li> <li>• Tax incentives for creditors, grants, private investments</li> <li>• ICT development subsidies</li> <li>• Financial subsidies for exporters participating in exhibitions and fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Export promotion and consultancy services</li> <li>• Improving the country's positive image in foreign markets</li> <li>• Supporting foreign market entries of export-oriented companies</li> </ul>	<ul style="list-style-type: none"> <li>• Development of national export policies and international organization cooperation in export activities</li> <li>• Trade Policy Measures</li> <li>• Development of national export policies and international organization cooperation in export activities</li> <li>• Economic diplomacy</li> </ul>

<sup>3</sup> Сейфуллаева М.Э. Механизм формирования экспортного потенциала региона // Регион. – 2007. – № 1. – С. 68-83





Figura 1. State support handles for the export of agricultural products<sup>4</sup>

Hence, the export potential of fruit and vegetable production is an indicator that reflects the possibility of producing competitive products for international markets and supplying it to foreign markets, depending on the degree of development of mechanisms for stimulating exports by the state in the country, economic factors of social production processes in a particular region. Quantitatively, export potential it is determined by the number of network structures capable of producing and selling competitive products to foreign markets over a certain period of time . "Organizational support, on the other hand, mainly covers areas such as the provision of information and consulting services in the export process, the creation of a brand of products for foreign markets, as well as the improvement of export diplomacy. The promotion of export of agricultural products under the rules of the World Trade Organization (WTO) is carried out in the following three main areas: Export subsidies-the organization of the supply of agricultural products at a lower price than domestic ones when entering the foreign market, the allocation of state subsidies and additional funds for export products, the introduction of preferential tariffs on transportation costs, includes measures to directly support exporters in the country. Regulation through state trade organizations refers to regulatory methods carried out with the participation of state-owned or non-governmental trade institutions in the management of export volumes or directions. Financial incentives for exports-the provision of export activities from the financial side, including the provision of export loans, the guarantee of export agreements is carried out by insuring international trade operations in the country" . It should be noted that according to the requirements of the WTO, member states of this organization should not use export subsidies to support their foreign trade activities).Uzbekistan also encourages exporters through indirect measures aimed at creating a favorable environment in the World Food Market.



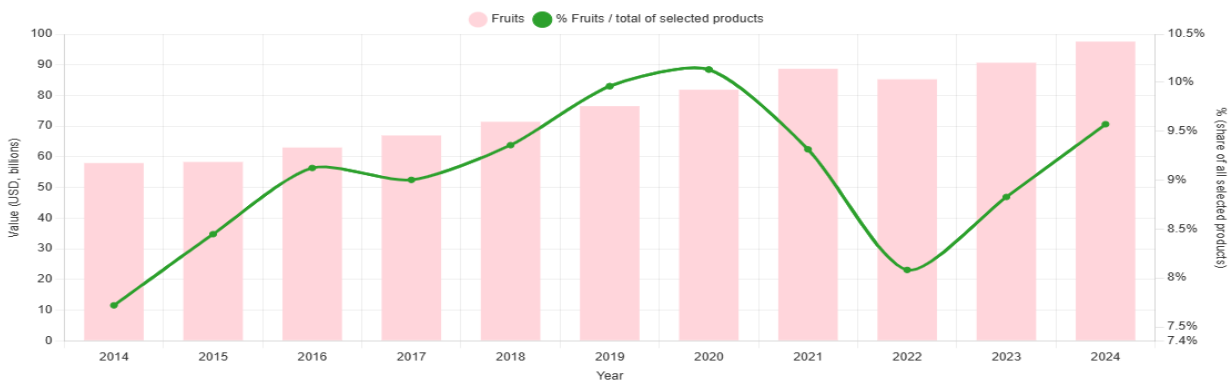
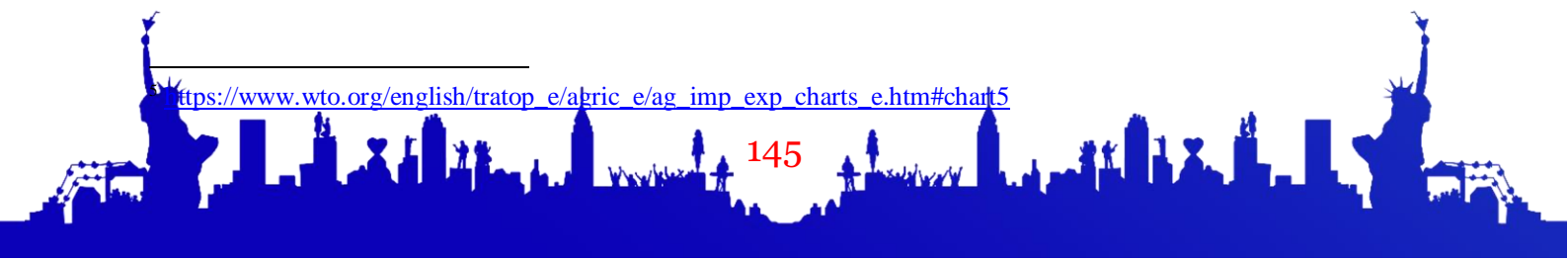


Figura 2. Evolution of exports by agricultural products and by country/territory in value as share of all selected agricultural products<sup>5</sup>.

Between 2014 and 2024, fruit exports have a growth trajectory. year-round (2014-2016) exports have grown slowly, with an accelerated growth rate from 2017. By 24 years , exports had increased by 1.7 times, in view of the development of the fruit sector playing an important role in trade. This is explained by the situation, introduction of intensive technology in agriculture, state support for horticulture and fruit production, expansion of export geography (new markets).

Share of fruits in total exports, The green line represents the proportion of fruits within the total product. The catcher also has a growing character in the general trend In 2014, ~7.5% were around, ~10% in 2020. This means that fruit exports increased not only in absolute volume, but also in relative profit. Decline in 2022 and its causes In 2022, the proportion of fruits decreased dramatically (around~8%). It is a landmark and may soon be associated with, disruptions in global logistics chains, placement of vehicles, at the expense of demand in some major export markets, temporary weakening of the Common-Law price policy this decline is not a structural result, but something of a shock result of a temporary organization next years.

**(Conclusions and suggestions).** In order to ensure a stable growth in the export of fruit and vegetable products, it will be necessary, first of all, to expand the volume of production, as well as to further improve the processes related to processing, growing products corresponding to international requirements, monitoring quality indicators and maintaining products. As a result, it serves to further increase the export potential in the industry.





It is important to increase the range of export products, eliminate the problems that arise when entering new markets for exporters in the industry, and to support them in every possible way, to diversify the supply system of fruit and vegetable products to foreign markets, to radically reform the packaging of marketing and brand shaping. The sale of high income and the preparation of quality products is difficult to establish without modern technologies at first. Therefore, it is very important to carry out the necessary measures from our day to day. The market for fruit and vegetable products has several levels according to its level, which can vary from local farmers' markets to regional, national or world levels. In developed countries, the fruit and vegetable market is formed by a large number of firms with a high level of commodity content

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