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IMPROVING FOOD MARKETING MANAGEMENT

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ABSTRACT

This article covers issues such as the cultivation of food products in agriculture in Uzbekistan, the organization and improvement of supply to consumers in the most favorable conditions, the introduction of a marketing management system in the activities of agricultural producers.

Keywords: Marketing, food, export, price, efficiency, sustainability, intermediaries, sales, movement of goods

INTRODUCTION

In recent years, significant reforms have been carried out in the agricultural sector, as well as in all sectors of the economy. At the same time, these measures include the delivery of food products grown in the agricultural sector to consumers without destroying them. In recent years, the concept of "Food Marketing Management" is often used in this industry. One of the main reasons for the attention paid to this issue is that the majority of food products in this industry are essential necessities for consumption. Therefore, even if prices rise, demand for them will not decrease. Domestically produced products are closely linked to human activities. At the same time, food expenditures have a significant share in the total expenditures of the population. That is why it is important to deliver food products to consumers in the most efficient ways and to use marketing in this regard.

RESEARCH METHODOLOGY

The following priorities set out in the Decree of the President of the Republic of Uzbekistan dated October 23, 2019 "On approval of the Strategy of agricultural development of the Republic of Uzbekistan for 2020-2030" PF-5853 are the basis for attention to this issue at the state level.

- Development and implementation of state food safety policy, including food security and improving the diet, the production of the required amount of food;
- Wide introduction of market principles in the purchase and sale of agricultural products, development of quality control infrastructure, export promotion, creation of a favorable agribusiness environment and value chain providing

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competitive, high value-added agricultural and food production in target international markets;[1]

The organization and management of marketing activities are directly related to such measures as the creation of all conditions for the sale of products to intermediaries supplying food to consumers, the establishment of economic relations with farmers and farms. The main purpose of this activity is to improve the financial and economic performance of the market by providing quality products to customers at low prices.

This problem belongs to the group of problems that have only just begun to be studied scientifically and is a topical research topic of scientific and practical importance, given the demands of the ongoing reforms.

LITERATURE REVIEW

The problems of food marketing development in Uzbekistan are reflected in the work of many researchers today. One of the most notable is a 2012 study by experts from the Food and Agriculture Organization of the United Nations, led by Stepan Tanich. In this research, the development of agricultural production in Uzbekistan is studied and analyzed in detail. The main focus is on structural changes in agricultural production and changes in output. Foreign scientists M.D.Baker, F.Kotler, B. Berman, P. Drucker, and others, economists from the Commonwealth of Independent States G.V.Astratova, G.A.Bagiev, P.K.Belyavsky, In the scientific work of TS Bronnikova and others, the issues of marketing research, organization and management of marketing in enterprises were studied. Scientific researches on marketing problems in Uzbekistan G.Akhunova, A.Bekmurodov, M.Boltaboev, J.Jalolov, I.Ivatov, M.Kosimova, D.Mukhitdinov, A.Soliev, Sh.Sharifkhodjaev, Sh.Ergashkhodjaeva, L.Abdukhalilova and done by others. [2]

RESULTS AND DISCUSSION

The bulk of food delivered to the population in Uzbekistan is created in agriculture. We can divide agriculture into two sectors depending on the type of food grown. These are: agriculture and animal husbandry.

In particular, in the agricultural sector in 2018 in agriculture 187425.6 billion. In 2019, 216283.1 billion soums worth of agricultural products were produced. sum. By 2020, this figure was 93587.0 billion soums in January-June. In the livestock sector in 2018, 89019.2 billion. In 2019, 104378.3 billion soums worth of goods were produced. soums worth of products. The figure for 2020 is 102.7 percent higher than

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last year. Despite the fact that the volume of agricultural products is growing from year to year, there is an increase in prices for this type of goods. This is due, firstly, to population growth, and secondly, to the growing demand for agricultural products in the world market. Another reason for the increase in demand for food is the global pandemic, which began in 2019. In this context, the issue of increasing food production becomes a daily issue.[4],[8]

Table 1

The composition of agricultural products [3]

	Farms	Dehkan (personal assistant) farms	Organizations engaged in agricultural activities	Farms	Dehkan (personal assistant) farms	Organizations engaged in agricultural activities
	Agriculture			Animal husbandry		
2017	49.2	49.1	1.7	3.7	93.1	3.2
2018	45.3	52.2	2.5	4.6	92.3	3.1
2019	49.2	46.8	4.0	5.1	91.2	3.7
2020 year January -June	40.4	55.9	3.7	5.1	91.8	3.1

If we look at the structure of agricultural production by sector (Table 1), the share of farms in the production of agricultural products is 40.4%, dehkan farms - 55.9%, organizations engaged in agricultural activities - 3.7%. In the production of livestock products, farms have a share of 5.1%, dehkan farms - 91.8%, agricultural organizations - 3.1%. As can be seen from the table, while the difference between farmers and dehkan (personal helper) farms in the production of agricultural products is relatively small, the share of dehkan (personal helper) farms in the production of livestock products is clearly high. This information should be taken into account when supporting agricultural entities and implementing marketing activities.

Analyzing the definitions given to the marketing, today the task of modern marketing includes not only how to deliver products to consumers in favorable conditions, but also the stages from the planning of the production of the same product until the consumer has consumed the product, and again the issue of the emergence of the sense of purchase in the same product. [5]

The above sentence raises issues that need to be addressed:

First, to determine the demand of the population for agricultural products. There are many problems in agriculture in Uzbekistan on this issue. For example, a

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person named A plants potatoes in his garden this year and earns a high income this year due to the increase in the price of potatoes. A person named B grows carrots this year, but the price of carrots in the agricultural market is going down. A person named B grows potatoes the following year when he hears that a person named A has a high income from potatoes. Along with a person named B, several other individuals also plant potatoes. The increase in the supply of potatoes in the agricultural market next year will lead to a decrease in prices. The price of carrots goes up in this case.

To overcome this problem, a marketing consulting center for agricultural producers should be established. The task of the Advisory Center should be to determine the demand for agricultural products in the country in the coming years and in exporting countries by type of product, to determine the area under agricultural crops in the regions this year and the amount of harvest. Agricultural producers buy information from these counseling centers on which crops will be planted on less land next year and which products will increase in demand. By setting up this process, it will be possible to grow agricultural products in the country in a balanced way. That is, a crop grown in large quantities in one year will be reduced to the next year. At the same time, information is provided on the countries with the largest export potential in relation to the products grown.

Second, the fact that the bulk of agricultural products increase supply in the consumer market at the time of harvest, ie in the summer and autumn, leads to a sharp decline in prices. During the winter and spring months, the supply of these products decreases and the demand increases, resulting in higher prices. For example, horticultural products (apricots, peaches, apples, grapes, etc.), vegetables (tomatoes, cucumbers, etc.) and the like. In this case, the task of marketing is to preserve the products, to organize sales when the supply in the market is normal, as well as to develop measures to process agricultural products, to increase the range of products.

Third, an agricultural enterprise needs to find optimal ways to deliver its products to consumers. This process is called brand movement in marketing. When planning a brand move, you can choose one of the following methods:

- Communicating directly with its consumer, without product intermediaries. Our agricultural producers lack experience in this area. Contact between farmers, ranchers or landowners and consumers has been severed. It is common for a farmer to sell his produce to a retailer at a wholesale low price in the market..
- sale of products through an independent intermediary (firm). In this regard, agro-firms have been established, but these agro-firms face difficulties in adapting to

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the demands of a market economy, and in practice, informal intermediaries are engaged in this work;

- through a mixed method, with the participation of the investment of the producer and the intermediary trade organization.[6]

An enterprise producing agricultural products should pay attention to the following when organizing the movement of goods:[7], [8], [9]

- Determining sales policy in relation to the movement of goods;
- selection of methods and types of movement of goods to suit all goods and market segments;
- find the joints of the movement of goods and the total distance;
- identification of participants in the chain of goods movement - independent intermediaries;
- creation of a commodity movement management system;
- find the main link in the movement of goods;
- When choosing the most effective type of brand movement, consider complementing each other by linking variety.

In our opinion, it is necessary to choose an optimal way of delivering the grown product to consumers, in which the agricultural enterprise or group of enterprises should hire separate sales agents to unite in the sale of the product. The responsibilities of these agents should be how to deliver the product to consumers at low prices in affordable ways.

In short, today the process of food production in agriculture of our country is developing rapidly. One of the main factors is the experience of our people, who have been engaged in agriculture for many years. However, in today's era of scientific and technological progress, the purpose and motto of the economy has changed, that is, the more productive it used to be, the more consumer-oriented policy is developing today. This is considered to be the main goal of producing what the consumer wants. Our current task is to sell agricultural products to consumers at a high profit through processing, storage and processing. To do this, we need to form and develop a modern marketing management system that can penetrate the food market with new marketing strategies.

CONCLUSION

Based on the above ideas and conclusions, we propose the following:

1) a marketing consulting center should be established for agricultural producers

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2) it is necessary to develop measures to preserve the products and sell them when the supply in the market is normal, as well as to increase the range of products through the processing of agricultural products

3) An agricultural enterprise must find optimal ways to deliver its products to consumers, choosing one of the following ways: without intermediaries, direct contact with its customers, selling products through an independent intermediary (firm), mixed method, production enterprise and through the participation of the intermediary trading organization's investments

4) it is necessary to choose an optimal way of delivery of the grown product to consumers, in which the enterprise or group of the enterprises growing agricultural products should hire separate sales agents for joint sale of products.

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