



ORGANIZATION AND MANAGEMENT OF AGROBUSINESS IN THE CONTEXT OF FORMATION OF INNOVATIVE ENVIRONMENT UNIQUE FEATURES

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ANNOTATION: *This article examines the specifics of the organization and management of agribusiness in the context of the formation of an innovative environment, the processes of agribusiness related to agricultural production and deep processing, sale, storage, distribution of its products socio-economic role and importance.*

Keywords: agribusiness, digital economy, management, integration, globalization, food security, agro-industrial complex, agro-industrial integration, cluster model, infrastructure, free economic zone, product export geography, foreign exchange earnings, foreign investment, innovation transfer.

The growing globalization and deepening of integration processes in the world economy; a comprehensive study of both the internal strengths and weaknesses of the issues of socio-economic support of the population and its food supply, as well as external opportunities and risks requires. It is important to improve the organization and management of agribusiness in addressing these issues.

Entrepreneurial activity in agriculture is called agribusiness. the concept of agribusiness also includes types of business that are not directly related to agriculture, but are directly related to it. it is an entrepreneurial activity related to the maintenance of agriculture, the processing of its products and its delivery to consumers. Agribusiness covers all links of the agro-industrial complex created as a result of agro-industrial integration.



The purpose of agribusiness is to benefit the consumer market by providing an adequate supply of quality agricultural products and industry by raw materials.

Agri business is an area of market economy related to agricultural production and deep processing, sale, storage and distribution of its products. The term was first coined in 1957 by American researchers J.W. X. Devis, G. A. Used by Goldberg et al. its composition, in terms of purpose, corresponds mainly to the agro-industrial complex.

Agro business is a specific form of coordination of measures to provide agriculture with the necessary resources, the implementation of consistent measures for the production, processing and distribution of food and technical raw materials. in other words, agribusiness is one of the forms of activity that includes not only the production of agricultural products, but also its processing, storage, transportation, supply and production of machinery and fertilizers for agriculture. Agri business is an important element of the economic system of any country. The efficiency of agricultural producers is directly related to the living standards of the population. therefore, it is very important to develop new technologies to increase the efficiency of the agribusiness sector to a high level.

Agro business operates within the agro-industrial complex, which is the production of food and other agricultural products, the provision of the population with these products, the production of machinery and equipment for agricultural production and processing, agricultural production and social infrastructure .any type of activity related to agriculture that is lawfully aimed at making a profit in a market economy is called agribusiness. Accordingly, agribusiness includes:

- Entrepreneurship in the field of agricultural production;
- Preparation of agricultural products and the consumer delivery business;
- sales and intermediation of agricultural products entrepreneurship of engaged firms;
- specialized banks serving the agricultural sector, insurance and financial companies.

Therefore, agribusiness used to be limited only to the pure agricultural sector itself, but now it covers the agro-industrial complex. agro- industrial complex is a product of industrial integration with agriculture and carries out commercial operations related to agricultural and livestock products.

At present, a total of 47 clusters specializing in fruit and vegetable growing have been established in the country, which are allocated 13.5 thousand hectares of land. The clusters



have refrigerated warehouses with a capacity of 15.9 thousand tons, 7810 tons of sorting, 800 tons of calibration, 4 modern laboratories, 119.8 thousand tons of fruit and vegetable processing, 23201 tons of fruit and vegetable sorting and packaging shops, 1046 permanent , 1085 seasonal jobsseats are established.127 million by clusters in 2021. It is planned to export products worth 262 thousand US dollars, of which 7 million US dollars will be exported by August 1. Exports amounted to 293 thousand US dollars .In order to provide comprehensive services in the sale of agricultural and food products that meet the requirements of international standards by international trade operators, participants of cooperation, farmers and introduction in farms and agro-clusters. The clusters also pay special attention to the introduction of modern agro-technologies, the growth of plants as a result of the introduction of drip irrigation of fruits and vegetables in a number of farms in Andijan, Namangan, Navoi, Samarkand and Surkhandarya regions Sufficient water supply is achieved, labor costs are tripled, mineral fertilizers are saved up to 40%, and productivity is increased by 70 quintals.

1 to 5 hectares of land will be leased on the basis of newly established cooperatives. 1 trillion soums will be allocated for the construction of new gardens and vineyards under the program "Every family is an entrepreneur."20 million saplings will be planted annually for the development of horticulture, and from April 1, 2020, the import of seedlings that do not have a "health" certificate will be stopped.

In order to meet the food needs of the population and increase exports, it is necessary to increase fruit and vegetable production by 8-10% per year and produce more than 1 million tons of additional products. Therefore, measures are being taken to ensure the planting of food crops on 77,000 hectares, which will be re-used in 2020, and vegetables on 200,000 hectares for the cultivation of tomorrow's crops.

On the Strategy of Agricultural Development of the Republic of Uzbekistan for 2020-2030 and the Cabinet of Ministers of March 15, 2021 "On additional measures to ensure the guaranteed supply of the domestic consumer market with basic foodstuffs" №135Systematic supply of food and agricultural products to domestic markets and ensuring that their prices do not increase .Given the nature of Uzbekistan, climatic conditions, available labor resources and geographical location, the huge potential of the country's economy in the production of high quality fruits and vegetables is almost beyond doubt.



In recent years, the country's agricultural sector is being actively reformed. Improving the management system in this sector, the introduction of effective mechanisms of state support, the establishment of clusters, cooperation, the introduction of modern resource-saving innovative technologies, the export of agricultural products a number of decrees and resolutions were adopted to increase the volume. However, at a time when sales of fruits and vegetables on the world market amounted to 205 billion US dollars, the country's share in this market is less than one percent. the share of these products in the country's exports is only 7%.

Uzbekistan has a huge potential for the production (cultivation) of fruits and vegetables and the development of their exports to foreign markets, but it is important to remember that potential and its realization are two different concepts.

Currently, much is being done in Uzbekistan to increase agricultural production, but the growth of production will not automatically lead to an increase in exports. the reason is that in export, first of all, it is necessary to study which product the potential consumer needs and what he needs. It should also answer questions such as who the real consumer is and in what countries he lives. moreover, when it comes to fruit exports, it is important to know in advance how consumer needs and requirements will change from the time the garden is built until it goes into harvest (over the years). this requires a study of marketing research to study consumers of agricultural products and to study the market.

If Uzbekistan increases the volume of production of agricultural products that meet the requirements of high quality and safety, it will be able to export such products to any country in the world, even with high demand for product quality and safety countries. A number of negative factors hinder the effective use and development of the potential of the country's agribusiness organization and management system. These include:

- ❑ First, the lack of full use of market mechanisms of cooperation between producers and processors of fruit and vegetable products on the placement of crops and their varieties in demand in the market of fruit and vegetable crops;
- ❑ second, the low level of compliance with contract discipline by small agricultural producers, which manifests itself in actions such as untimely, quality, complete or complete non-fulfillment of concluded contracts;



Third, to mechanize agricultural labor, to introduce modern intensive, first of all, water saving technologies, to store and transport them, to accumulate financial resources for independent access of agricultural producers to foreign markets lack of convenient facilities; Fourth, it has high productivity, which is in demand in the markets of agricultural producers and unsatisfactory supply of seeds and seedlings of quality varieties; Fifth, the low level of training of personnel that does not meet the real needs of agricultural producers, including the lack of international cooperation in the training of highly qualified specialists of secondary and higher education with modern knowledge;

Sixth, the underdevelopment of logistics and transport infrastructure leads to the loss of part of the crop, as well as the sale of crops at low prices and, as a result, unsatisfactory financial performance of agricultural producers;

Seventh, the lack of in-depth scientific research on current issues of agro-technologies of various crops and their implementation in practice, the low level of interaction between scientific institutes and agricultural producers.

Today in world markets there is a high demand for products such as cherries, apricots, plums, pomegranates, grapes, almonds, citrus fruits, and these products make up the bulk of export earnings.

In Uzbekistan, such orchards, especially intensive orchards, are insufficiently established, their economic efficiency remains very low due to the deterioration of orchards and vineyards, and in some districts thousands of hectares of old orchards do not bear fruit for years. The system of "production - purchase - storage and processing - export" has not yet been introduced.

Due to insufficient scientific research on selection, our country is forced to import seeds.

Lack of systematic supply of mineral fertilizers, pest and disease control also has a negative impact on increasing productivity, leading to overcrowding.

In conclusion, in today's digital economy, improving the organization and management of agribusiness, including the processes of growing, storing, processing, supplying and selling agricultural products, is the result of a systematic study. It serves to plan the cultivation of agricultural products, to provide quality to consumers and not to exceed the prices of agricultural products in the domestic market.



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